VEX Robotics Poster Design Online Challenge
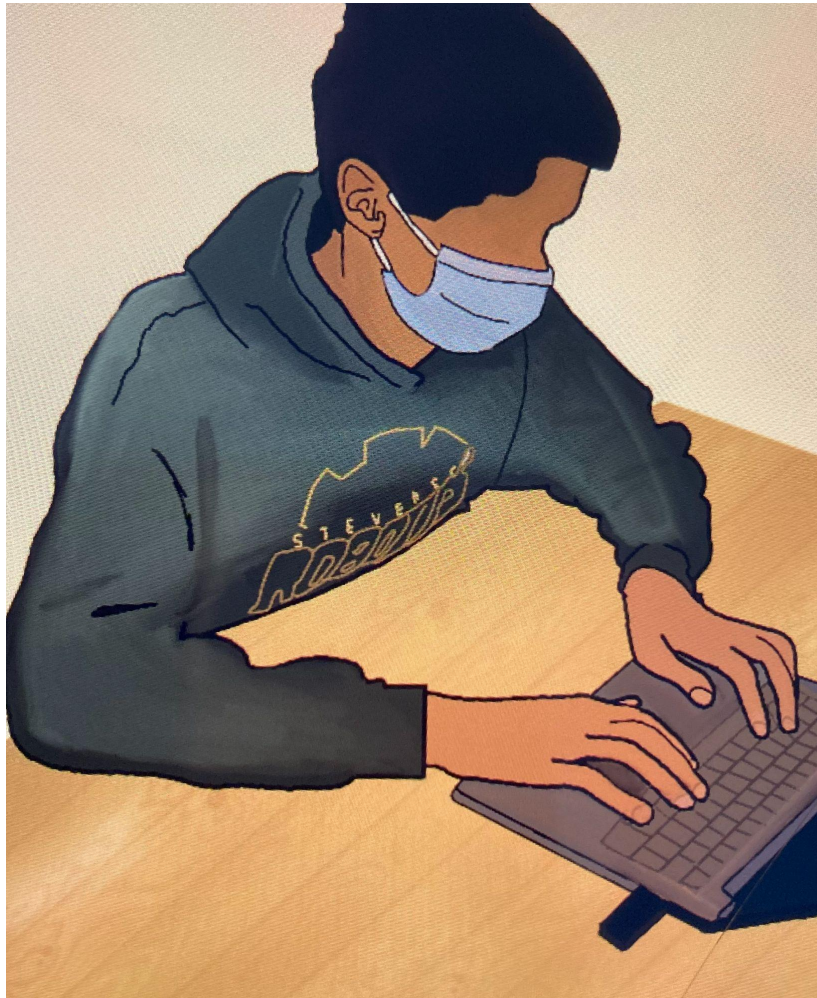
Designing Inspiration

Presented by Team 1965Y

Based at Adlai E. Stevenson High School

Lincolnshire IL

Poster made by Adam Taylor

Report made by Neil Thakker

Introduction:

The purpose of this challenge is to entice people to join the ranks of VEX Robotics, and so we made a poster that highlights our team's favorite elements of being involved with VEX. We wanted it to feel personal and real, so the art used was based on real photos that were taken while working to show off exactly what exciting activities occur with VEX.

Design Process:

The first step in designing the poster was figuring out what we wanted to highlight. After much brainstorming, five categories were chosen; Coding, Building, Teamwork, Competing and Learning New Skills. As seniors, these were the parts of VEX that we felt were the most impactful on us during our 4 years. Coding, building, and competing are intrinsically linked to the VEX Robotics competitions and were the biggest abilities gained while involved. Throughout our time in VEX, our team grew unbreakable bonds and learned to use each other's unique skills to be the most efficient we could be, so highlighting teamwork in the poster was chosen. Miscellaneous skills such as CADing, calculus, and using pneumatics were also learned and so we decided to make a spot for new skills on the poster. All of these aspects together make for an enticing experience that people would want to join.
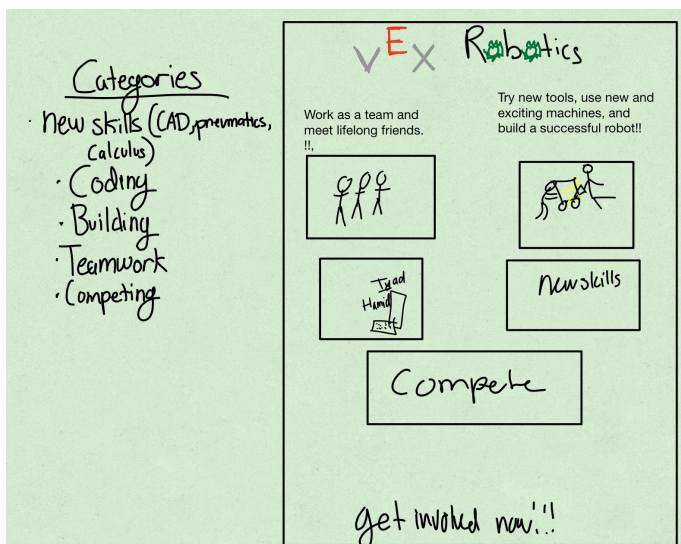

Figure 1.1. Planning Template made in Notability

Figure 1.2. Planning Template made in Phonto

The next step was to choose what kind of art we were going to use. This poster was to be created digitally, and so we had the idea to use real photos of our team working and use it as a template for the art. One picture was chosen per category, and several art styles were experimented with.
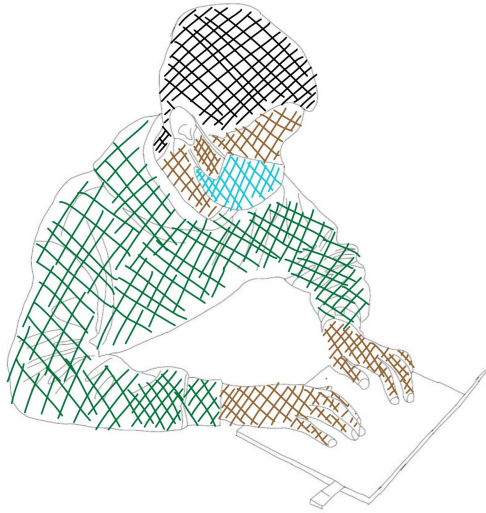

Figure 2.1. Criss-Cross Art Style
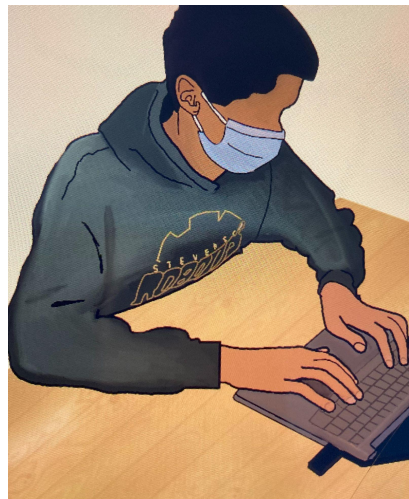

Figure 2.2 Thick Border Art Style

Figure 2.3 Stylized Realism Art Style

The art style that was chosen was Stylized Realism. With Procreate on the IPad, we were able to create beautiful renditions of pictures, creating a welcoming and personal feeling in the art.
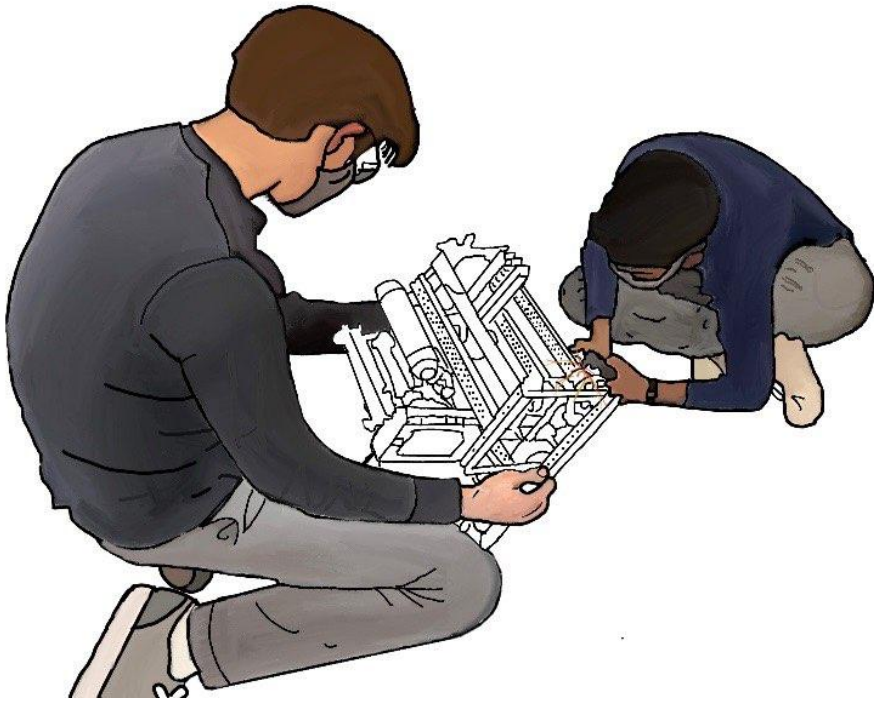
Figure 3. Another example of our Stylized Realism art style

Our school colors as well as the colors of the staple VEX plastic gears are green, so we decided to theme our text with a dark green and the background in a pleasant green gradient. The sentences themselves were written to entice future applicants to VEX, using exciting and rousing language.
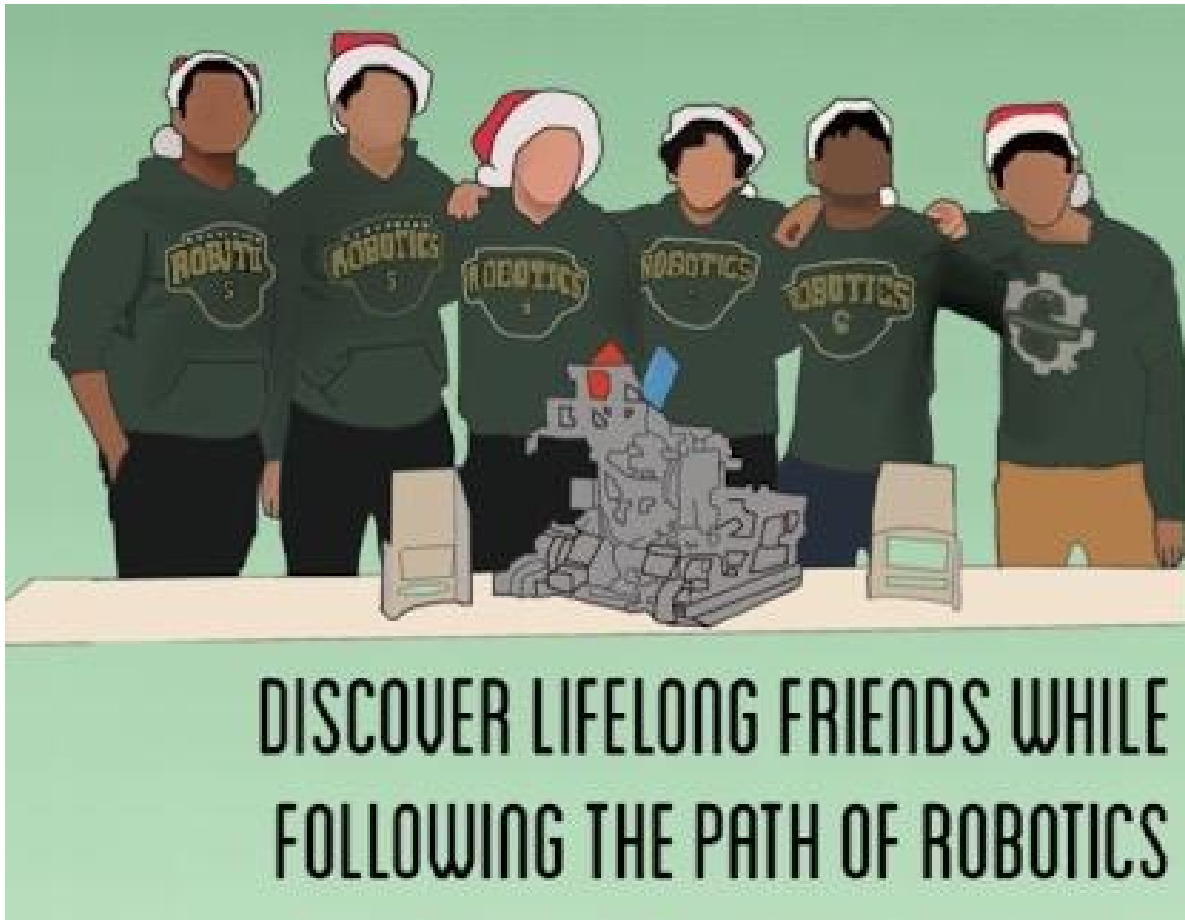

Figure 4. Example of the dark green text on the green gradient background

Conclusion:

This challenge allowed for our team to really display what we love so much about VEX, and it's a privilege to invite more into our numbers.