

# Equal the Playing Field

Adriana Tan, Anna Cho

6546-E

Singapore American School, Singapore

We started by deciding who our audience would be; we felt we could make the poster relatable by applying our experiences with VEX. After a lot of brainstorming, we settled on, “Equal the Playing Field.” From there, we picked a color palette: the colors of the VEX field. Then, we chose a font pairing that would suit the style of the poster. Playfair Display was used in our title and last paragraph to draw focus. Meanwhile, the font Optima was used in the body paragraphs. Some of the design elements we added were 3D, geometric shapes to fit the theme of “Equal the Playing Field.” Simple drawings of our team represented each facet of involvement we put. Some readers may not know what VEX Robotics is, so we included a brief introduction. Then, we wrote about the different aspects of VEX. Finally, we mentioned how we first started in this program. The final message inspires girls to change the future of STEM.