

“Mobile Goal Melee” Title Page

Naming convention:

Our submission is named “Mobile Goal Melee”, we decided to name it this way because the content of the poster just fits it so perfectly. Two bots fighting over the most covetable piece on the game field; the name just seems to encapsulate the spirit of the game so wholly.

Participating Students List:

Lucas Blum, Riley Fry, and Jeremy Hacherl.

Team #:

25455Y

Team Location:

Cranberry Area School District, 1 Education Drive, Seneca PA, 16346

Design Process:

Brainstorming

Before we started creating our poster we looked into some designs which helped us to form the basis for our poster. Specifically we looked at military posters from WWII and the Cold War, now, this was not a random decision. The call of duty and the idea of facing off against an opposing force were both extremely well done in those posters, so we decided to emulate those feelings in our poster to get a more raw emotional response.

Rough Draft and Completion

With what we wanted to do down, we then thought of how to accomplish our goal. We wanted to incorporate the following elements into our poster

- Text calling the reader to action
- Two forces struggling against one another
- A large, attention grabbing, VEX logo to clearly show who the poster is backed by.

We soon started making a rough draft of the poster, contrasting colors of red and blue were added to accent the robots fighting for a mobile goal that was determined to be the focus of the poster. The purpose of these designs was not only to add the aforementioned poster elements, but also tie it into the VEX narrative. Contrasts between the black background and the white mobile goals instantly draws attention to the key parts of the poster such as the hook, the mobile goal, or the VEX logo. Speaking of the hook, “Register to prove *your* metal,” is designed to instill the feeling of being challenged. This increases the probability that the reader will register as they perceive it as a challenge and will want to prove that they are worthy to themselves. The large VEX logo is designed to instantly let the reader know who created the poster. This is good as most consumers are fairly inactive about doing things themselves and making it clear which company created the poster helps the reader know what to look for online if they are interested. Which further increases the probability that the reader will follow through. The last piece of the poster is the detail that two bots are pulling the mobile goal towards them, further tying the poster’s rhetoric to the game. There were a few bumps that needed to be smoothed along the way, however they were simple minor visual blemishes that needed to be fixed. So they quickly were ironed out and fixed.

