

# **Building Blocks Of The Future**

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## **Description:**

**This poster has a very modern and simplistic design. Our designs were inspired based on our own personal experience within Vex Robotics. The first thing we have is the background images. The images of code and the image of the iconic claw bot are showcases of the key components of what makes Vex so enjoyable. Our second element is a picture of a girl experimenting with robotics, below the top frame. This shows how Vex is growing and raising the next generation of innovators, problem solvers, and preparing them to change the world for the greater good. Additionally, it gets rid of the common stereotype that only men can work in the field of STEM. It shows how anyone can excel and innovate, no matter your sex, race, or age.**

## **Design process:**

**Our poster was designed in Adobe Photoshop, with certain icons or assets being made in Adobe XD or Adobe Illustrator. We wanted to convey the feeling of growth, primarily through the emphasis on learning and development, no matter who you were. We then created two sections. The first section was to inform the viewer on the key components of what separates Vex from others. The second section was made to invoke action, giving the viewer steps to join, and experience Vex first hand. We separated both sections with a border, and also used different color variations for both areas.**