

Lean into the Future

Poster Design Online Challenge by Joshua Wilkinson

Team Number: 21549B

Queen Elizabeth's School, Barnet

I started by researching into VEX's own posters, predominantly ones encouraging participation in VEX IQ. Based on my research, I decided three things.

1. To put a focus on the robot, making it a centre piece.
2. To use the words in the acronym STEM - science, technology, engineering, and mathematics around the poster.
3. To use the colours of blue, grey, and orange, (the colours of the VEX IQ pieces with beams, wheels, standoffs, and standoff connectors being grey, pins, pulleys and gears being blue and rubber bands being orange).

I then, after hours of brainstorming, came up with the idea to write VEX in 3D moving diagonally downwards with each separate letter being one of the three colours I had decided on. To make the letters look 3D, I coloured the front with a lighter shade of the respective colour I had chosen for the letter and the bottom with a darker shade.

Then, I chose five images from the internet that captured a facet of involvement with VEX – designing, programming, building, playing/fun, and teamwork and sketched them digitally before inking them out.

Once I was happy with these sketches, I superimposed them onto the layer of the word VEX putting the image that was predominantly a robot in the centre and the other four in each corner, turning down the opacity of VEX to bring the images into the foreground. Unfortunately, some of the sketches which I had inked out had to be left out to give more space to the five which I felt captured the most important aspects of VEX and why I was drawn to it.

I then added colour to the images and background, making sure that every colour used corresponded to the letter behind it. For instance, if a person was in front of the orange X, I would colour them with shades of orange. After this, I added shading to all five pictures individually using different textures and designs for a modern look. For example, all hair in the picture was shaded with the tessellated texture and all wheels were finished with a grid texture.

Finally, I wrote the words of STEM on each side of the picture and carefully integrated words into each image themselves that would add to the message of the poster without detracting from other aspects of it – program, design, build, play and teamwork.

This was all done digitally on Procreate.

This poster is a visual representation of why I love VEX. Its purpose is to inspire, excite and encourage others at a glance with the ideas of hands-on, minds-on STEM learning. It encapsulates a broad range of the opportunities, activities and skills that VEX offers creatively and I really hope that you like it.