

MACS  
ROBOTICS CLUB  
POSTER DESIGN

BY:  
COSETTE  
SARAH  
BENNETT

PICTURED (INCLUDING ABOVE):  
ALISSA  
HAILEY  
ZOE

1757U

MEXICO ACADEMY AND CENTRAL SCHOOLS

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Because the poster is handmade and photographed, it might be a bit tricky to read it. So, the smaller text in the poster states:

*“The Robotics Club competes in VRC (VEX Robotics Competition). Every year, you and your team will build a bot that’s best suited for the competition. Using VEXcode and various VEX parts, you’ll design, build, code, test, and improve bots to your heart’s content. The robotics club isn’t just about competing however, you can relax, play games, or socialize when you’re feeling burnt out or tired. After all, robotics isn’t just about winning either; It’s about forming leadership and cooperation skills for life.”*

We did end up making our poster physically rather than digitally because we felt that it’d not only be more fun, but also easier to add unique elements to our poster that make it stand out. For instance, the cotton tiger paws on the corners or the cardboard TORQ and 1757 labels.

Our final poster design ended up being a mix between professional and cutesy. The professional style would’ve made us look professional but boring and serious, which would not entice anyone to join the robotics club. Meanwhile, the cutesy style, while catching peoples’ attention, would’ve made us look immature and seem like we had no idea what we were doing. So, by using a combination of the styles, we can attract and keep peoples’ attention using more cute features while maintaining a professional demeanor with the overall poster layout and theme.

Cosette handled most of the design ideas and production of the poster, while Sarah worked on the additional art assets (TORQ and 1767 labels). Meanwhile, Bennett wrote down the majority of the information written on the poster. Unfortunately, everyone else was too busy on both the upcoming competition and constructing our newest robot to assist in the poster, but they supported us from the sidelines regardless.

Some smaller tidbits of info:

- We didn’t add the “U” to our 1757 logo because if we did so, the robotics club as a whole wouldn’t have been represented properly by our poster.
- We were going to include the VEX logo, but it didn’t just quite fit into our color scheme and would’ve looked out of place.
- Our color scheme for our poster is based on our school’s theme colors and mascot. It’s hard to notice, but the thicker letters are actually dark blue, since blue is complementary to orange

In the end, we feel this poster design challenge was a good step into the world of VEX challenges, since this is the first challenge we have ever done (we’re all freshmen, so we’re quite inexperienced in the world of robotics and VEX). It was quite a fun experience and we look forward to doing more VEX challenges in the future!