

Team 9682A

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VEX Online Challenge: Poster Design 2021-2022

Brief description:

This is our poster for the VEX Robotics Online Challenge Poster Design. Each element of this poster works to represent the creative facet of robotics. The power outlet represents how robotics is an outlet for creativity and innovation. The outlet spills a blue and white swirl reminiscent of blueprints, with bright yellow robotics parts falling into the person's brain. This represents how in robotics, you get to plan and build your own distinct ideas using simple, universal tools. The robotic head is colored and placed to attract the attention of the viewer. The text further emphasizes this point by clearly spelling out the message: That robotics is an outlet for creativity.

Overall, the poster is designed to attract the viewer's attention and intrigue them enough to visit the contact information. This would hopefully introduce them to VEX Robotics as a program and incentivize them to visit their school branch or start their own club.

Design process:

For our poster design, we began off by determining our audience, tone, and theme. We decided to mainly focus on Middle School and High School students as our audience while also keeping in mind mentors and supporters may be interested. Using our audience selection, we chose our tone to be enjoyable yet intellectual and our theme was creativity. From our theme, we created our message which was, "Robotics is an outlet for creative expression." After choosing our main points in our poster, we moved to brainstorm how we could incorporate our message and VEX robotics into our poster.

Changing from one design to another, we decided to have a main visual where creativity and VEX parts flow from an outlet into the brain of a person. Judging the amount of space, we brainstormed small amounts of additional information and details we could include in our poster. For the additional information, we settled on providing contact information for VEX robotics and their website for viewers who might be interested.

Using a combination of Pixlr, iBis paint, and PowerPoint, we created the visual of the person with the outlet. We used free-to-use images online as well as pictures from the official VEX Robotics Website and edited the colors, shape, and transparency of the files. Taking into account contrast and readability, we made the background a blueish-grayish color with gear outlines, and we included our message on top of it.