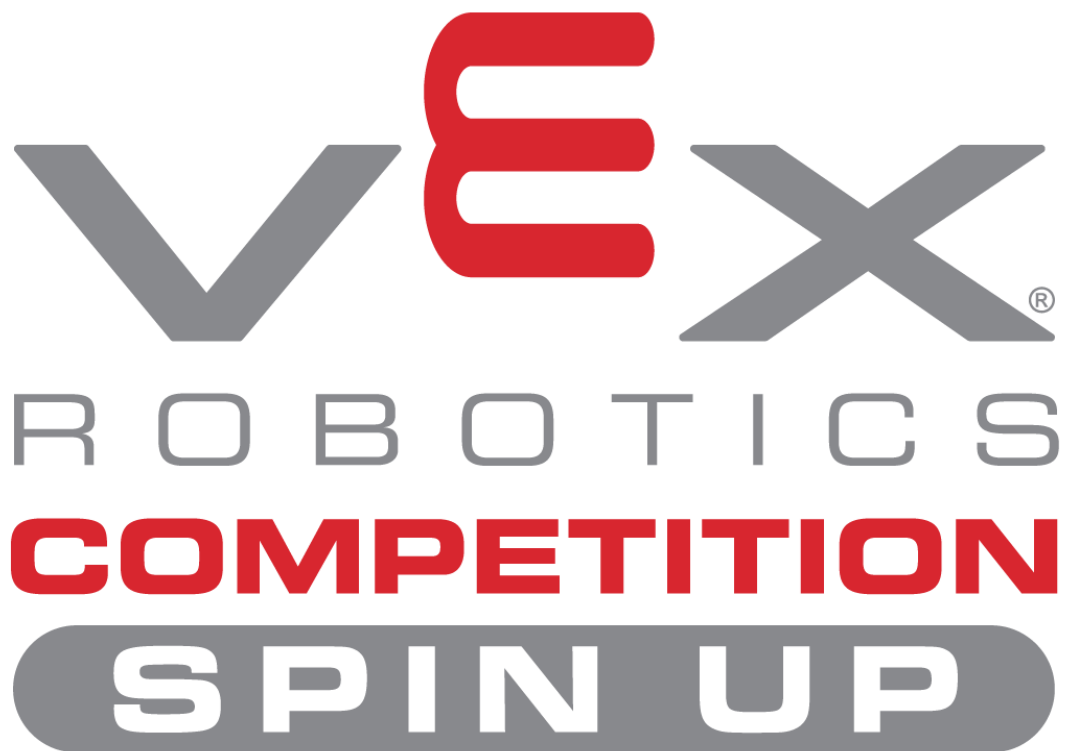


97101W Poster Design Challenge

Names: Advika Arya, Katie Chen, Arushi Mundergi, Harshini Srinath

Team Number: 97101W (Thing Two)

Location: American High School, Fremont CA



Our Main Focus

We decided that the main focus of our poster should be robotics. As a result, we emphasized the VEX logo so that people could easily understand the purpose of our poster.

Our Message

Our team strives to provide girls with exposure to robotics, hoping to motivate the future women engineers of our generation. We wanted our poster to showcase this, so we added the phrase “Building Future Leaders” at the top. Since building is an important aspect of VEX, we thought that the phrase would be a memorable play on words, allowing us to gain more people’s attention and interest.

Our Color Scheme

Our color theme involved red, black, and white because we believed that these colors would complement VEX’s red and gray logo. The contrasting nature of red and black makes our background seem intriguing and eye-catching. The white words stand out against the background to create a neat, sophisticated look on our poster.

The Significance of our Visuals

Since our poster would be visible around our school, we wanted it to connect with the students. We want to create a positive environment at our school, which encourages students to pursue their dreams. Therefore, we decided to have our school mascot, an eagle, drawn in a style that resembles a 2D sketch. We used red construction lines on the drawing so that we could show aspects of VEX, such as CADing. CADing is vital during the design process since it lets us understand our restraints, allowing us to be successful. We added gears to our background to connect to our theme of robotics because gears are commonly used in VEX.

Our Choice of Words

We decided to include words that best represent VEX on our poster. We selected the words “mechanics” and “software” since they are responsible for making sure our robot functions properly.

We then chose the word “leadership” because being a part of a VEX team opens up doors to many new opportunities to serve as a leader and use your skills for the benefit of the team. Our team encourages members to lead a small subgroup, allowing them to gain experience with delegating tasks and communicating effectively with others.

We also picked the word “collaboration” because being able to work well with others is a pillar of VEX. Members of a VEX team learn to communicate, connect, and cooperate with each other in order to design and create an effective robot. Both collaboration and cooperation are key to successfully unlocking a team’s full potential.

The last word we included is “diversity.” All across the world, people from different backgrounds unite to work on a common passion, and students looking to join VEX can choose to be a part of a diverse team. Our members’ unique opinions enable us to create multiple designs for our robot and ultimately prove to be extremely beneficial.

Our Categorization of Words

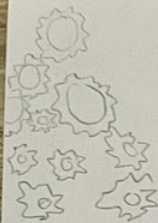
Since technical skills are a key aspect of robotics, we decided to place them at the top of our poster. We then put the interpersonal skills that are most important to our team under the technical skills. All of these words are the same size because they are equally important and essential to our team's success.

Accessibility

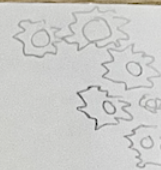
We wanted our poster to be easy to read in order to attract more people. Since our poster does not provide potential recruits with specific information about our team, we included a QR code that takes recruits to our team's LinkTree. Our LinkTree has an interest form and our social media accounts that provide more information, allowing us to reach a larger audience and expand our VEX community.

Digital Platform Used

We chose Canva for designing our poster because it is easy to use and provides all the features we need.



VEX logo

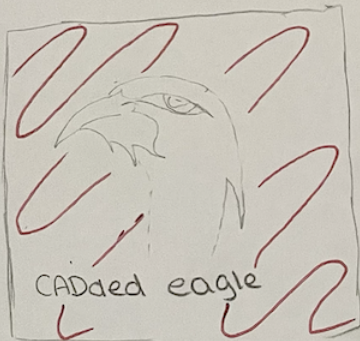


Building leaders catchphrase

mechanical

gear

software



quality 1

quality 2

quality 3

JOIN VEX TODAY

QR CODE