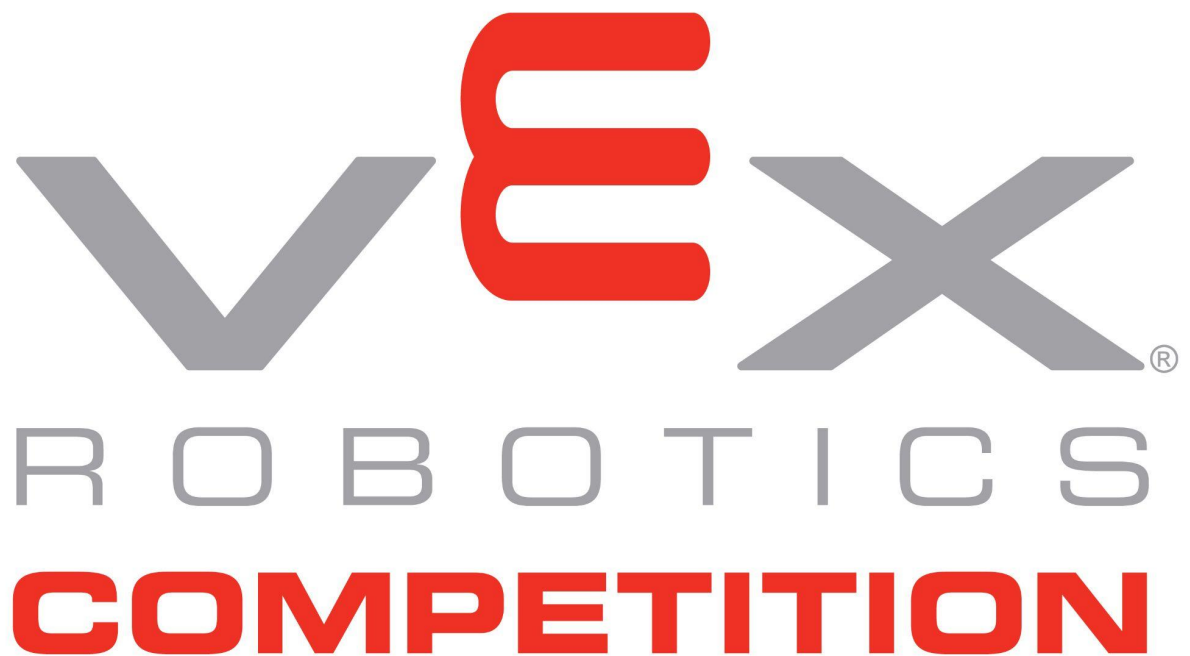


Vex Recruitment Poster

Team ASTonishing 66799G

Made by Hansel

American School in Taichung (AST)



To design a poster we followed the Design Thinking Process to help optimize the effectiveness of our poster campaign. We start with empathy and research. First looking at past finalists and winners, we noticed a trend towards selling the idea of robotics. We looked at the students at our school and looked at the effective poster campaigns. Many of these have a black background that contrasted highly against the white walls of our school allowing them to stand out.

Taking these into consideration, we moved onto the define stage, we defined our problem as recruiting new members for robotics. As it is by having recruitment of members that allows the best experience for students.

The next stage of Ideation, we decided upon a series of keywords we felt could engage the students of our school. We wanted to appeal to student's futures so we chose words such as Technology, Designing, Coding, Engineering, Documenting, Computer Science, Programming. We started making a simple poster of this first, creating our first Prototype. Figure 1 was our prototype.

We tested this design with our friends, many of them felt the poster was generic and many already knew that robotics was about Programming and Engineering, re-emphasizing these points was redundant.

Instead, what inspired our classmates were the experiences we had, not only building robots but also going out as a team. The late nights, and great food, socializing with others. So we changed our keywords and designed keywords around it. Some of the keywords were more unrelated to robotics, and had correlations with bonding and positive experiences. Our second poster included more pictures of the team having fun both outside and inside of robotics. Figure 2 was our second poster.

We tested this design again with students. They claimed that this poster was much more inviting and less boring. They really liked the idea that VEX robotics was also a program that brought people together and created friendships.

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Figure 1



Figure 2