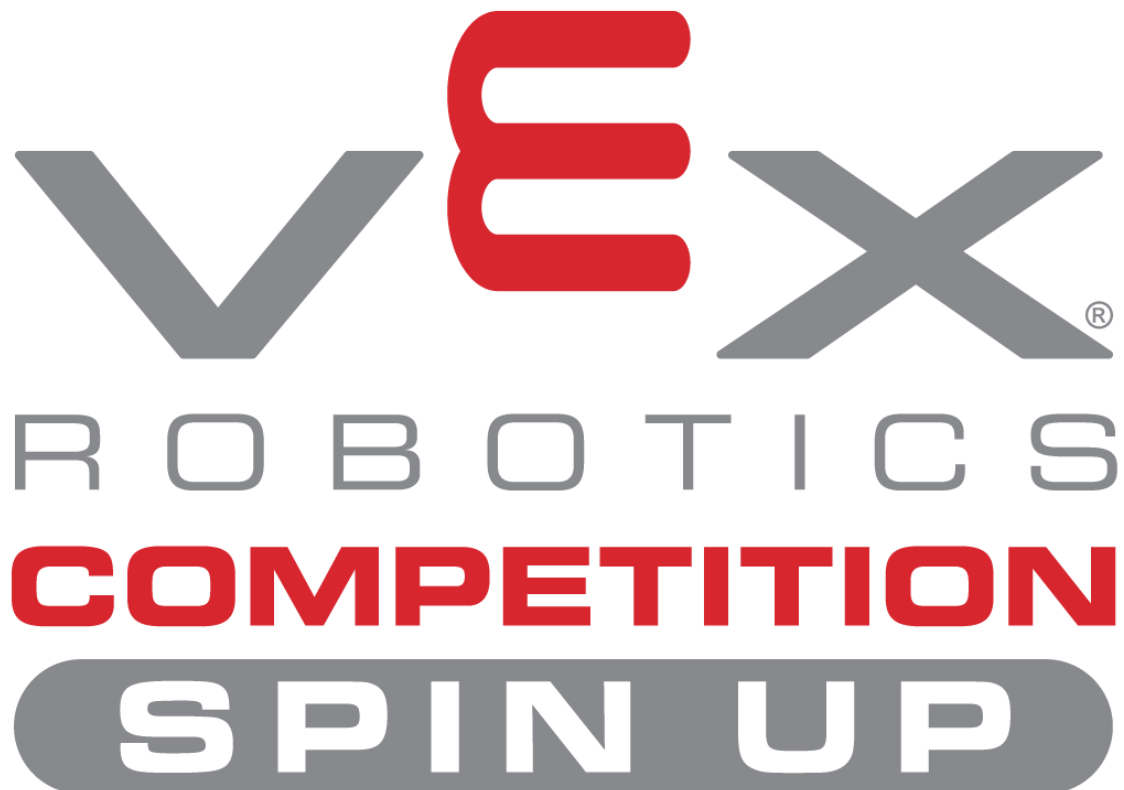


# **VEX: What's More Than The Robot**

**Participants:** Hailey Tsang

**Team Number/Name:** 8931E (Bluez Cluez)

**Location:** Cavelero Mid High School (Lake Stevens, WA)



# VEX: What's More Than The Robot (2022-23)

## → INITIAL THOUGHTS/CREATIVE THINKING

When I first read “recruitment poster”, my mind automatically went to reasons *why* I myself joined. Not only for opportunities, but it's community as well. Robotics is pressurized by its competition and high tension rivalries between schools, which overshadows the friends and relations people learn along the way. The new things we learn and the places we go all affect us as we go throughout life, and committing weekly times to work on a robot with a team might just be the thing that sticks with a person forever, not just a win or a memorable match.

## → DESIGN CHOICES

For the colors, I wanted to stick with VEX's usual scheme, but only enough so it would be recognized and not glaring in the eyes of the viewer. I also wanted to keep it rather simple, less of an infographic and really something that just draws someone who may be interested to finally take the step to join Robotics.

1. I wanted to make a sort of hierarchy for reasons, drawing the audience's eyes to what they might find more favorable. For example: adding a photo of a robot attracts people who like to build, while adding a photo of winning attracts students who have a drive to compete and win.
2. In my mind, red is not the most welcoming color, however, it does pop and compare to gray with good variation. I tried out a few different colors before setting for a monotone backdrop with more bright, popping images and fonts. My original plan was to use a cool blue, almost steel-like, tone of color for my base background, but later changed it to black so that the imagery and words would pop more.
3. Then I thought about how much actual writing/convincing I should include? To be completely honest, I really didn't want this recruitment poster to sound desperate. I think of Robotics as a commitment and life-long choice. I myself am not the most “robotics” kid, and I was at first afraid to join due to my lack of skills, and wondered if other students faced the same fears. So, I decided to try and lessen the usual “play to win!” concept or enforce the idea that in order to join Robotics, you have to be smarter than the average person. Just like any other club, Robotics is filled with community and friendships, and especially at Cavelero, the advisors do an amazing job making sure everyone is on track but still thriving in the environment.

### → PROGRAM(S) USED

I was, at first, stuck on what kind of program I should use. Should I do a free hand or something that might be faster and cleaner: CLIP STUDIO EX. vs. Canva. In the end, I went with Canva after conducting various ideas, their images are clear and unwatermarked, plus, it comes with a variety of fonts that are easy to read, while my handwriting may not be so up to par.