

Why VEX?

VEX Recruitment Poster

Team 3118B Astrobots

Team Members: Misbah, Ben, Sumi, Jonathan, Jath

Location: Clear Brook High School, Friendswood TX

Our Design Process:

Our poster design was heavily influenced by the design of the VEX robotics logo. We chose to use VEX-centric colors, fonts, and imagery to create a polished and visually appealing design that connects back to its source of inspiration. We began our design process with these essential elements and then built the poster to highlight the text in the center. We wanted to focus on what we love about VEX so we decided to create the poster based on a question we once asked ourselves "Why VEX?" Each reason for participating in VEX featured on the poster is accompanied by a representative image for universal understanding and visual appeal. All of the images used are free to use through Canva and we also used the VEX Robotics logo found in the VEX brand guide. The poster also includes a link to the VEX Robotics website for anyone who is interested in learning more about VEX. We hope to use our poster to advertise in our school district and encourage more students to join robotics.