

Vex Recruitment Poster Online Challenge

Take STEM To The Next Level

Students that participated: Mia Haddock and Judy Alicea

Team: 2290A

Team Location: Colegio Adianez, Guaynabo, Puerto Rico



COLĒGIO ADIANĒZ

2290A

Brainstorm and Design Process

For our brainstorming process, we wanted a poster that would in simple words, appeal towards everybody and express what VEX is. We researched the VEX Robotics page and viewed all the programs VEX offered. We decided that this poster should be inclusive to everybody since VEX Robotics applies to grades from kindergarten and up. After this, we started designing our poster. We also researched the VEX branding guidelines since we wanted this poster to be as realistic as possible. For our poster, we used Canva. The gear art of our poster is the same art used in the VEX site.

The poster uses red as its main color and symbolizes the passion we have for robotics, this also draws the attention of the viewer. We used three words to spell out VEX which describe VEX Robotics and the STEM field as well. Innovate expresses the innovation that all students and educators utilize when developing new ideas for a robot and the critical thinking involved in STEM. Innovation is one of the skills we have developed throughout our time in VEX and one of the most valuable. Engineer represents the hands-on engagement involved in VEX and STEM, it motivates future engineers to join VEX Robotics, writing from personal experiences in our team. Explore represents the educational side of VEX, where the students explore the world of STEM with VEX and learn all about coding, critical thinking, problem solving, teamwork skills and many other valuable skills to later on use in the future.

The slogan "Take STEM to the next level" was something we came up with that we believe motivates the future generation to innovate and build the future of robotics and STEM. Our QR code takes you directly to the Get Started page on vex.com, enabling access to all the programs VEX offers.

