



VEX Robotics: Inspiring a New Generation

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Our poster entices a new audience into joining VEX Robotics. Students that are interested in STEM or getting into STEM, parents looking for beneficial and educational programs to enroll their children into, and anybody who is interested in joining robotics will be persuaded by this poster! The poster is geometrical yet simple, while popping with color which captures the viewers attention.

The process for creating this poster was quite simple. First, we took inspiration from business flyers by finding aesthetically pleasing and attention catching ones online. After finding the flyers that we found to be the most convincing, we identified elements from each design and implemented these elements onto our poster. For instance, many businesses use genuine photos on their flyers that represent their business motto. We implemented this idea into our poster by using a photo that was taken of our team, at The WAVE at WPI Signature Event. It perfectly captures what robotics is all about: teamwork, as our team is working together with an alliance to try to win; creativity, since both teams are actively discussing creative strategies to win the match; and passion, in that all members of both teams are actively assisting and communicating with each other in order to win the match.

Other elements that were implemented into the poster were color and shapes. Since robotics is heavily associated with geometric objects, we decided to make our poster rigid and geometric. Furthermore, we added heavily contrasting colors that matched the logos of VEX Robotics and REC Foundation. These elements made the poster distinctive, instead of being a bland, monochrome poster.

Finally, this poster lists out the reasons why you should choose robotics. The first reason is to discover new skills. In VEX Robotics, honing new skills that you never knew you had is an important aspect of the competition. As our team only has four members, all four members have

multiple responsibilities which means adapting to circumstances that require us to step out of our comfort zone. This leads to us discovering new skills that we never would have discovered if we had not tried them out. The second reason is to meet new people. At VEX Robotics Competitions, there are always new teams that you have never heard about or met before. VEX provides ways to meet new people, such as scouting other teams and discussing strategies with alliances. The third reason is to compete at tournaments. Competing at tournaments is a huge aspect of VEX Robotics. The reason why teams prepare strategies, build robotics, document in their engineering notebooks, and practice as a team, is to get ready for competitions.

Competitions are where teams pour their heart out into robotics, competing for the top spot in order to qualify to the next stage. Lastly, the fourth reason is to gain experience for your future. Robotics is a growing industry that will only keep growing as technology progresses. Competing in VEX Robotics could just be the upper hand you have over other students that are fighting for spots at competitive colleges. Participating in these types of programs are extremely attractive for schools and could be the deciding factor for if those schools want to accept you or not.

In conclusion, our poster is looking to convince people into joining VEX Robotics by stating the reasons to do so, while also looking professional and exciting. It was created by taking inspiration from other business flyers, using aesthetically pleasing elements, and stating reasons to convince the viewer to join. Our team values robotics highly, and hopes to reflect those same feelings onto the viewer of the poster!