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Title of submission: **Make or Break**
Names of students who participated: **Krish Patel**
Team number: **839A**
Location of team: **Markham, Ontario, Canada**

This is a submission to the VRC Poster Challenge which I chose because of my familiarity with graphic design and Vex! I wanted to create something that would be invigorating when you walk past it and I believe I succeeded at that.

Description

The goal in mind was to make a simple-yet-flashy poster. It illustrates the VR Vex robot pushing down some blocks with text on a 3D plane telling the reader to "Make or break the competition!". The logo is shown on the top right corner to familiarise the viewer with what this content is for and the text calls upon the reader to join the VRC because of its perks.

Goal and Methodology

This poster's main goal is simply to entice people into the Vex ecosystem by visualising one of their products in an appealing manner *and* one of their famed competitions.

I chose the VR Vex robot for this poster because of a couple of reasons:
1. Since we are in a school team in Scarborough, we only ever used the online *VEXcode VR*. The robots there are accessible practically everywhere and are what personally got me interested in robotics. I'm even entering this competition solely because I use the Vex VR robots!
2. Instead of showing off the complex intricacies of robots, this simple-yet-flashy robot seemed so much more appealing to use in a poster format.
3. The emphasis in this poster is about learning and then being able to compete. The VR robot is a great tool to be able to learn how to use robots, at great speed, and with incredible accessibility.

Tools used

The tool I mostly used was Blender, an open-source 3D modelling program. Everything from the text to the model of the VR robot was made in blender (using direct references with added creative liberty). I used Krita to tweak the poster slightly, too.

Details

There were a lot of design choices I put into this poster for both aesthetic and readability.

Colour

- The colours I used were mostly green and red, because they complement each other. The places which had emphasis used red, and the less important places used green because red is naturally a very "shouty" colour.
- To keep the composure of the poster, I washed out the green's saturation so that the red and oranges would stand out more.
- The jagged/warped squares/triangles behind some of the elements (like in the top left and right corners) use different shades of green to break up the background, improving readability.

Transformations

- The slanted text gives the poster more movement and readability by separating the two domains "Make" and "Break" visually, clearly outlining what text falls under what domain.
- The extra tilts on the cubes and the robot further emphasise *action* and removes *staticness*.

Other Specifications

- The explosion behind the Vex VR robot just makes it stand out and is very visible, even far away, for the viewer.
- The font difference between the top and bottom creates simple dissonance. The rounded text on the bottom of the poster is intended to be more welcoming than the more action-oriented one above.
- The blocks being pushed over is a callback to one of the exercises on VEXcode VR, that being the "Castle Crasher". It is mainly there to fill the otherwise empty area to make it more interesting. It's one of the more juvenile exercises but it further emphasises the message of learning and improving.

Here are some progress snapshots of the poster!