



**VRC MIDDLE
SCHOOL POSTER
DESIGN
CHALLENGE 2023**

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PROCESS

Our message to students is straight forward. VEX Robotics prepares you for the future. The main aim for our recruitment poster is for more people to join the already existing loving community. When we were designing our poster, we began to brainstorm 3 words that describe VEX on a whole. The aim was to keep it short, concise and catchy. We avoided long chunky paragraphs on our poster as at first glance no one will read it fully. The first set of words we thought of were 'Learn, Apply and Compete', however after getting more feedback from other people we narrowed it down to 'Design, Build, Compete'. This encompassing the difference facets of involvement in VEX Robotics.

The styles and themes utilised in our poster are all based on the brand identities of VEX. Red and Black were the primary colours used in VRC, which we thought was a great choice as these colours go really well together. In the background, we decided to add some gears but reduced the transparency to add an effect and also its links to robotics. Furthermore, we added a VEX V5 on the bottom right, showing the first step into VEX. Previously, we mentioned how we wanted to keep our poster short and catchy, however, if students want to learn more, they should visit vexrobotics.com but we replaced it with a QR Code which is quick to scan. In conclusion, by accumulating all the feedback from other people and our design ideas we were able to create an informative poster encompassing the values of VEX Robotics.