



1727B

Poster Design Challenge

Dulaney High School
Timonium, MD

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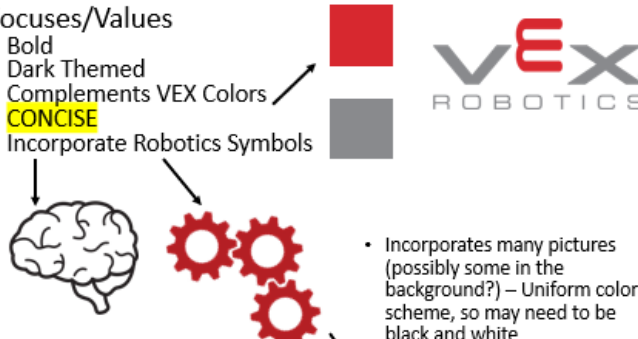
The Design Process

We started out by identifying the requirements and outlining a creative direction for creating our poster.

Brainstorming

Focuses/Values

- Bold
- Dark Themed
- Complements VEX Colors
- **CONCISE**
- Incorporate Robotics Symbols



Requirements:

- "Inspire students, mentors, and supporters to get involved in robotics education and competition through the VEX Robotics programs"
- Use "a combination of words and imagery"
- 18" x 24"

Design Standards:

- San serif consistent font
- Limit to 2 or 3 colors
- Incorporate website information and QR code for easy access to viewers (if poster is printed)

THEME:
Powerful. Limited word count. Usage of VEX robotics to learn technical skills, sharpen soft skills build a community

• Incorporates many pictures (possibly some in the background?) – Uniform color scheme, so may need to be black and white

Gear train symbolizes the interconnectedness of the engineering design process (one step to the next) the VEX community.



Draft #1



Draft #2

The Final Poster

#A21E24

#F2F2F2

Though the red and white aren't the exact colors of the VEX logo, they fall under the same color umbrella, but just have slightly different saturations for better contrast. These colors are bold, and immediately draw the audience in when contrasted against the monochromatic black-and-white background.

Type:

Manrope designed by Mikhail Sharanda

This poster was designed and created using Adobe Photoshop, Illustrator, and Microsoft Powerpoint and concisely catalogs the exciting aspects that make the VEX Robotics Program so enriching and rewarding, especially in the context of the digitizing workplace demands of today. Now, more than ever before, the world needs skilled problem-solvers, collaborators, and innovators to tackle the challenges it faces, and the ecosystem of the VEX Robotics Program is one of the best ways to develop these skills and foster growth.

This poster depicts a variety of experiences that VEX embodies: the creativity, competition, and community, each illustrated through the photos on the poster. These images are part of linked gears that form a gear train – a collective unit – representing the various pieces that collectively make up the VEX experience. This inspires students, mentors, and supporters to get involved with the program and to pursue their STEM passions to become the changemakers of tomorrow.

Manrope is an open-source font available online. All art was sourced through graphics found in the public domain on Vecteezy and Freepik, and all other images are original.