

Vex Recruitment Poster: “What’s your first thought?”

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While we decided what to present on our poster, the thought of Vex robotics’ foundation and support for development flowed through each of our minds. Although our team of 10 has their own individual experiences, we all share the common development of character thanks to Vex robotics.

Then, with a passion for digital design and great inspiration, we went straight to work!

Starting at the top, four banners hold what we believe are the main aspects that make Vex robotics remarkable. They are DESIGN: to display and challenge your mechanical creativity, CONNECT: to build meaningful relationships and make friends for life, ACHIEVE: to reach for the heights and recognize your great accomplishments, and LEAD: to take on a role of leadership and initiate and guide your team towards goals. When defining what aspects of Vex Robotics to emphasize, we reflected on both our shared and individual experiences. The design process of our robot, team spirit in competitions, growth from overcoming challenges, and more were all considered.

Although our colour scheme differs from traditional Vex colours, we decided to use blue, yellow, and white because our theme corresponds to a blueprint. Blueprints are engineering drawings

that plan out designs/buildings, reflecting on how Vex is the “blueprint of the future” because it is the foundation of great innovation.

In order to emphasize this theme, we added blueprint sketch-themed graphics such as the big, white wrench.

Our slogan, “What’s your first thought?”, was chosen for its creative elements. Although simple, it has a double meaning that asks the reader for their opinion on the Vex organization while imploring the reader to make their first inquiry or idea in robotics.

At the bottom of the page, we placed pictures of our members working hard—whether at a competition or at school. We edited them with photoshop tools to complement the surrounding theme and focus more attention on the “VEX ROBOTICS” title—found just above. Additionally, little doodles can be found along the images to add emphasis and a tone of enthusiasm (ex. lightning bolts and hearts).

We believe that this component personalizes the poster, representing the human experiences of collaboration and connection made in Vex robotics.

In the end, we are so thankful for the opportunity to digitally design a poster encapsulating our deep appreciation for VEX Robotics.