

POWER PANTHERS



17505B

POSTER DESIGN CHALLENGE

FORT WORTH, TEXAS

**I.M. TERRELL ACADEMY FOR
STEM AND VPA**

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DESIGN PROCESS

BRAINSTORMING AND PLANNING

1. BRAINSTORM POSTER DESIGN AND THEME.
2. ANALYZING THEMES TO MATCH REQUIREMENTS
3. IDENTIFY COMMON **ELEMENTS** FOR POSTER
4. FINAL POSTER

Elements indicate the type of fonts, graphics, and colors on the poster to keep it consistent with the theme.

BRAINSTORMING

Goal:

The goal is to keep the poster concise with the values and aesthetics of VEX robotics in the most modern and creative way. The poster should showcase the awesomeness of robotics that intrigues people to focus on the poster and get involved with VEX Robotics to expand their technical skills for the future.

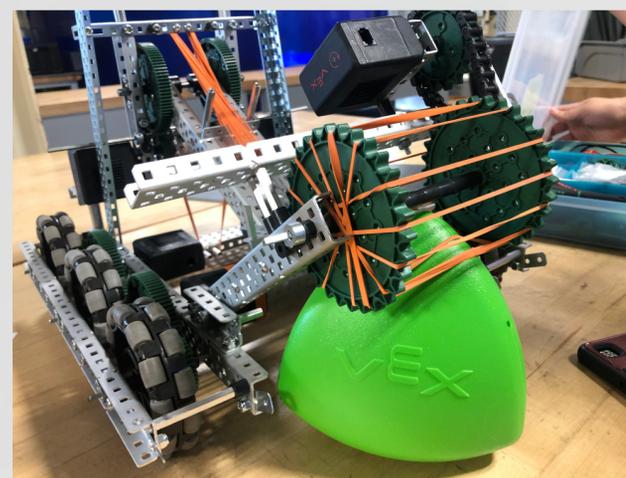
Research | VEX Robotics Aesthetics:



VEX Logo



VEX T-Shirt



VEX Team Robot

VEX Robotics Values:

VEX Robotics envisions a world of opportunity where students experience the excitement of hands-on, minds-on STEM learning and the feeling of creating something with technology that inspires them to thrive in STEM. VEX teams inspire individuals involved to question, tinker, experiment, and play while building valuable skills like communication, collaboration, and time management.

DESIGN PROCESS

BRAINSTORMING AND PLANNING

PLANNING

Theme:

Dark, Technological, Modern Theme that inspires others to contribute to VEX Robotics and be part of a powerful organization that will benefit their future and help them achieve their dreams in STEM.

Keywords:

“Inspire” “Involve” “Competitions” “Passion” “Possibilities”

“Education” “Join” “Imagine” “Team” “Creative” “Fun”

Analyzing | Poster Elements

After analyzing the VEX Robotics aesthetics, we followed the same color scheme as the VEX Robotics T-shirt and logo as they present boldness. However, to modernize the poster, we would include graphics from the T-shirt and images of our robot and competitions to influence the thrill to the viewer regarding the entertainment of VEX robotics.

COLOR PALETTE

#EE3125

#000000

#FFFFFF

#A6A6A6

The **gears** emphasize how structured unity motivates movement like the engineering design process leads the VEX community to unleash their skills and identify their passions.

GRAPHICS

Coding enables the Robot to perform with instructions, symbolizing how structured leadership sparks great teamwork and successful results.

The **Arrow** symbolizes how following the directed pathway of VEX can lead to opportunities and success.

The **stripes** present color and creativity.



DESIGN PROCESS

BRAINSTORMING AND PLANNING

ADDITIONAL GRAPHICS



The **stadium lights** and the **explosion effect graphic** emphasize the competitiveness and thrill when competing in VEX Robotics.

FONTS

BIG STEM LIGHT GLACIAL INDIFFERENCE
Lowercase Glacial Indifference

We picked professional, STEM-like, modern fonts.

EFFECTS

FONT

FONT

FONT

COLORED FONT
PATTERN
FOR SMALL
PARAGRAPHS.

1) Black Shadow throughout the poster to add depth.

2) Fonts would be overlapped for creativity.

3) Fonts would have the background effect to make words pop out.

4) Patterns of font color to help the reader focus on the keywords, as they are to be colored in bold colors.



BUILDING PROCESS

DEVELOP, INSPECT AND FINALIZE

DRAFTS

DRAFT #1



DRAFT #2



BUILDING PROCESS

DRAFTS:

Draft one is simple, while Draft 2 is more crowded, containing more graphics and different lettering. We, as a team, decided to include more wording that explains more about VEX and encourages them to apply. What does VEX have?

BARCODE



1

2

3

4

PROBLEM:

A small problem during the design process was deciding what barcode design to insert into the poster. After a team discussion, the team decided to choose #4 because it was the one that most matched the theme aesthetics.



FINAL DESIGN

CONCLUSION

EXPLANATION

We assembled our team's #17505B poster using the free-to-use online graphic design Canva. The fonts and graphics from the poster were all accessed from Canvas's Public domain, and all images were personally photographed and edited by our team members Matthew Villalobos and Leslie Nava. The poster's purpose is to showcase the benefits of participating in VEX Robotics and how it can inspire new passions for success to an individual working to achieve their dreams for the sake of the future. The poster catalogs the essential skills one can infuse with the participation of VEX Robotics, encouraging creativity, teamwork, leadership, and problem-solving skills. Furthermore, the poster aims to build viewers' confidence in pursuing STEM with VEX Robotics so they can develop for success and become visionary leaders in their communities, committed to utilizing their skills for triumph and succeeding in STEM.

The graphics, photos, and overall theme of the poster illustrate the variety of experiences that embody innovation, leadership, competition, teamwork, and community in VEX robotics. These images and graphics are part of the vision for the future, collectively connecting every skill and experience one gains from VEX Robotics to empower students, mentors, and supporters to take the initiative to get involved in the program and continue to pursue their passions for STEM to expand the STEM community and become innovative leaders of tomorrow that benefit our society for the future.