Exploring Excellence:
Unveiling the Core of VEX Robotics

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This is a submission to the VRC poster challenge (Middle School). I chose to create a submission to this online challenge because I enjoy vex robotics quite a lot and also like to express my creativity in art and design-based projects. I wanted to create a poster that promoted vex to students and described the fantastic benefits of the program.

Description

I created this poster to show off all the fantastic things in the vex robotics competition. It is generally straightforward but also contains a lot of information. In the poster, I talk about three aspects of the VEX robotics competition at its core and those I am connected to as a student. The first of these is the development of skills. I chose to talk about this because it is one of the most important aspects that helps people develop in the program. I decided to add this section because of how I connected to it. This is because I have learned many essential skills that would not be taught elsewhere over my time in the program. The second section I included on my poster was designing buildings and programming. This is one of the most significant aspects of vex robotics and is one of the reasons that I enjoy it so much. The hands-on experience the program provides helps students progress much faster than in a regular classroom environment and makes it much more enjoyable. The final thing included in my poster is the competition aspect of VEX. This side of the program is exciting and interesting, allowing students to interact with the community and learn using experience gained from tournaments.

Purpose

This poster aims to show students the benefits of the Vex robotics competition and how these benefits will affect them. It also could be used as promotional material for vex robotics. I chose this to be the purpose of this poster as it provides positive benefits to the vex community and allows students to fully understand the benefits of joining the program when they otherwise might not.

Design Choices

I used Canva to create my poster as it provides many handy tools to ensure that it looks good and doesn't have any issues. I considered using Adobe Photoshop, although I found it more challenging and less user-friendly than Canva. For the poster, I used two different fonts (one for titles and headers and one for the short paragraphs. The first font I used was Anton, which I used for the poster's title and the smaller topics. Anton is a reworked sans serif typeface where the letters have been digitized and altered to create a web font. It is commonly used to create a bold display on documents. The second font I used is named Poppins. I primarily used this for my short paragraphs and information. Poppins is a geometric sans serif typeface that contains primarily monolinear letterforms. It is generally a lighter font than Anton and helps to contrast the poster's writing aspect.

The second decision I had to make on the poster was the colour scheme I would use. I decided to use a red and white colour scheme with some black included. There were a few reasons for this choice, the first being trying to stick to the VEX colours as they help to keep the poster looking uniform. The second reason was to create contrast across the poster, as black and white is bland and generally unappealing. The red I chose was slightly darker than the vex logo, as it looked much better if there was a bit of contrast between the different shades on the page. The specific colour code we used is #c22126, and I decided to use this after altering the shade of red for a while and then recording the best result. I liked this the best as the darker shade stood out on the page.

Another design choice I made was editing the images that I was using Cura's built-in image editing software. The changes I made to the photos were run through a filter to alter the colours in the image to better suit the poster and make it look more natural. The second thing I did to the photos was focus on the people in the pictures and blur the background out to ensure that the subject was not overshadowed by something distracting in the image that shouldn't have been there. I also used the

"magic eraser" tool to remove someone in the photo's background that I found to be a significant distraction.

The final thing that I had to make sure of was the layout of the page, and the spacing between text boxes and images to make sure things were clear. I also added some small visuals to remove the negative space of the poster and make it feel full and lively, which I did very well.