

# Take Engineering To The **APEX** With **vεx** !!!

Presented to you by:

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# Poster Design Write-Up

Poster made using Canva

## Overall Theme

Unleash your inner engineer through VEX Robotics

### Submission Title

Our title “Take Engineering to the Apex with VEX” is concise, getting to the point of relating VEX with engineering. The use of half-rhyme between “VEX” and “Apex” adds a rhythmic quality and gives the phrase a more pleasant sound, making the poster more memorable for viewers.

### Colour Choice

The use of light yellow, light orange, and dark orange not only evokes an emotional connection of warmth and comfort but it has been proven that the colour orange makes people more creative by increasing oxygen supply to the brain. The sharp contrast with the red and grey of VEX’s logo helps it pop out of the page, grabbing attention.

### Image Choice

All images used in this poster were taken by our team or were authorized under the Creative Commons license. Each image contributes to the grandiose and ideal sense of engineering, giving the viewer a taste of the monumental and rewarding task of building, programming, and competing with a robot through VEX Robotics Competitions.

### Vocabulary Choice

The heavy use of lofty imagery paired with our choice of pictures culminates in an awe-inspiring experience for the viewer, pushing them to join VEX VRC and become true engineers. Breaking down the VEX experience into 3 broad sections prepares the viewer for what to expect, kindling the competitive and engineering spirit of students worldwide.