



CONSTELLATION

21549C



Poster Design Challenge

– Middle School

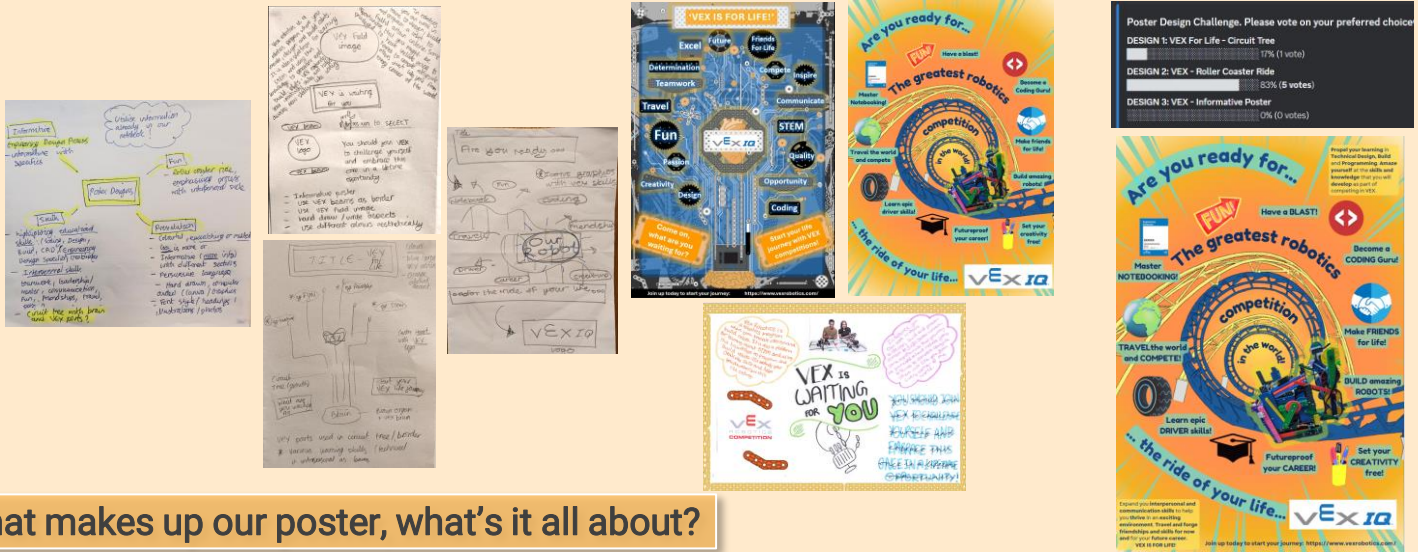
Title:	Are you ready for the ride of your life
Participants:	Danyal Rahim, Kavin Thooran, Nitesh Elanchezian, Stephan Tinss, Yusuf Hazari and Yingqiao Zhao
Team number:	21549C
Location:	London, United Kingdom

How did we tackle this challenge?



We are proud to present our chosen poster submission of 'Are you ready for the ride of your life – VEXIQ'. We tackled this, the way we tackle everything in VEX -> **Iterative Engineering Design Process** of course! As a team, we went through the process of **Design - planning and research**: understanding the **specification**, **rubric** of the challenge, research and **ideate with brainstorming** to come up with some ideas and look at the **presentation options**. Next, we made **rough sketches** and **selected final concepts**, which were materialised to **fully fleshed designs** which the team then we evaluated and **voted upon to select the design which was further iterated with feedback**. There were different focus areas of VEX recruitment and methods of presentations used, and it was a difficult choice (we really wanted to submit all the designs) however this is the option we went for!

Brainstorm Ideas Sketches Designs Evaluate (ITERATE) & Select Solution



What makes up our poster, what's it all about?

This poster was produced in **Canva** using our **own robot image**, **VEX IQ logo**, **VEX Notebook image** and **free vector graphics** available with use of Canva. Editing skills as part of Electronic Notebooking that we have developed came in handy for this challenge!

For the **colour palette** we maintained **blue** for text that was synonymous to the VEX logo, with **mint** colour as background on the headings and statements which work harmoniously with the blue. Vibrant **orange** circular gradient was used in the main background with shots of mint streaks to pull the viewer into the centre focus of the poster. All this added layering to make the poster richer in depth. In the top right and bottom left are body texts of information in a lighter orange colour background, partially transparent.

The **focal point in the middle** of the poster was a vector for a **roller coaster** and an image of our **robot** riding this with an energised glow, as though it is **leaping out of the poster**, which sums up the excitement of VEX experience in competitions!

The **main headings and main statements** are **larger fonts** (Fredoka One) are **curved** following the roller coaster shape. The **main headings** have a **mint background** to differentiate and pop: 'Are you ready for... the ride of your life...' leading to the VEX IQ logo which is prominent with the white background. The main statements are, 'The greatest robotics,' 'competition,' 'in the world,' all using **persuasive, exciting language**.

What we wanted to do was **highlight the educational skills as well as the interpersonal skills** that VEX allows growth of. These **statements** are slightly **smaller font** (Fredoka One) with **key skills** attributes using **persuasive, motivating words** with key words **capitalised**: Have a BLAST!, Become a CODING Guru! Make FRIENDS for life! BUILD Amazing Robots! Set your CREATIVITY free! Learn epic DRIVER skills! TRAVEL the world and COMPETE! Master NOTEBOOKING! All these include **vector graphics** associated with the statement and VEX Notebook image to add a pictorial element.

In the top right and bottom left are **body texts of information** with a simpler cleaner font (Garet), again focusing on **enticing persuasive language**: 'Propel your learning in Technical Design, Build and Programming. Amaze yourself at the skills and knowledge that you will develop as part of competing in VEX,' and 'Expand you interpersonal and communication skills to help you thrive in an exciting environment. Travel and forge friendships and skills for now and for your future career. VEX IS FOR LIFE!'

Finally, **at the bottom** is text, 'Join up today to start your journey: <https://www.vexrobotics.com/>' for more information. We believe this poster will convince new recruits to join up and compete in VEX competitions!

