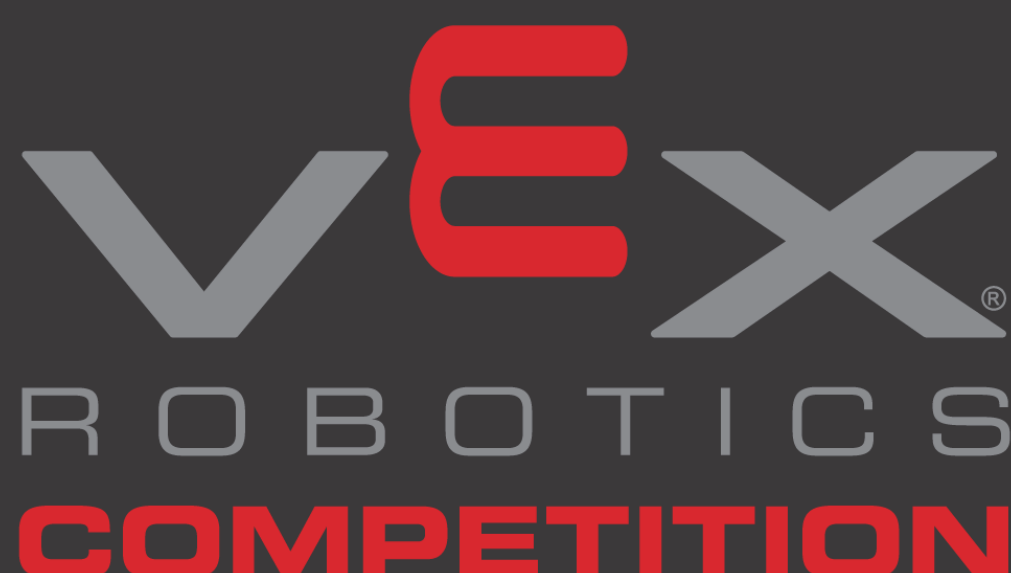# PIKE ROBODEVILS
2977A

PIKE HIGH SCHOOL

POSTER DESIGN CHALLENGE

2024

COMPOSITION AND DESIGN: MIKA
TEAM MEMBERS: KAYLA, DAYANNA, JUSTICE

VEX ROBOTICS COMPETITION

DESIGN PROCESS:

For this online challenge, we wished to design and create a poster that could both persuade future members into joining, while also showcasing the opportunities that this field can offer to those who are serious, academic scholars.

Our first step was deciding on which software to use for composition and layout. A member of our group is a student in Graphic Design and Computer Graphics classes and is working to become a Visual Communications major in the future. Under the funding of Pike High School, this student was granted access to Adobe official applications, including but not limited to Photoshop, Illustrator, and InDesign. Along with these, this member also experimented with both Krita and Adobe Express for hand-made drawings and custom shapes respectively. Finally, Canva was used to finalize both the documentation and the final poster's layout. These five applications and websites were used in the drafting sessions for this project.

We prepared poster templates in Photoshop and Illustrator, as their ability to manipulate and handle shapes is precise and the most useful for creating a base template. The composition of a poster is extremely important when it comes to the design of a poster that will most likely be viewed by students who might be interested in VEX. To make our poster stand out and grab the attention of students, we need to design it with an asymmetrical layout and use bright colors that contrast with muted shades of gray. This will make it eye-catching and visually appealing. This project specifically being labeled as a "poster", it must be tailored toward interested students, so it is important to make sure that the design is attention-grabbing enough to draw students in, yet be sophisticated and sleek.

We opted to use less photography and more so information and one, simple base image as the focal point for a few reasons. Our graphic designer student is also currently taking a Marketing Fundamentals class, where they teach and demonstrate the physiological marketing of products. We conducted a study where we put up several posters advertising various clubs during an Open House event with different layouts. Some posters had more pictures and less information about the clubs, while others had fewer pictures and more information. Some posters were a mix of both for an added variable and we observed how many 8th grade students interacted with which posters. Interactions would be deemed as either taking a picture with their cell phones to record the information, taking the poster with them, or directly heading to the location listed for direct sign-up. In our study, out of 250 students that came to the event, we observed that 45% of students interacted with information-heavy posters, 25% interacted with photography-heavy content, and 30% interacted with a mix of both. We did note, though, that those who did interact with information-heavy posters were only drawn to the said poster if there was a central focal point that caught their attention, i.e. a culinary and hospitality student spotting a large frying pan with poached eggs and rice as the central focal point before they walked up to read the information. As such, we used this information and applied it to our drafts.

With the idea to make an information-heavy poster with a central focal point, we came up with our first draft. It was simple, modern, and sleek but it felt more so like an informational flyer for a job application than a recruitment poster for an extracurricular activity. We liked the color scheme; bright reds with a muted sha, which stuck through with us for both our second draft, somewhat, and our current submission.

Our second draft was more asymmetrical and gave room for blocks of information, but it lacked order and looked unrefined. We wanted to keep a level of simplicity without losing a professional undertone. Personally, our second draft is the most underdeveloped and disliked out of our three. And so, with assets from our five applications and our previous drafts, we have decided to submit our current design.

The central focal drawing was illustrated in Krita and then refined in Photoshop. All shapes were created in Illustrator or used from Canva. Drafts were created in Adobe Express. Drafting for text and fonts was made in InDesign. Final submission was compositioned in Canva.

DRAFTS:

ATTEMPT #1
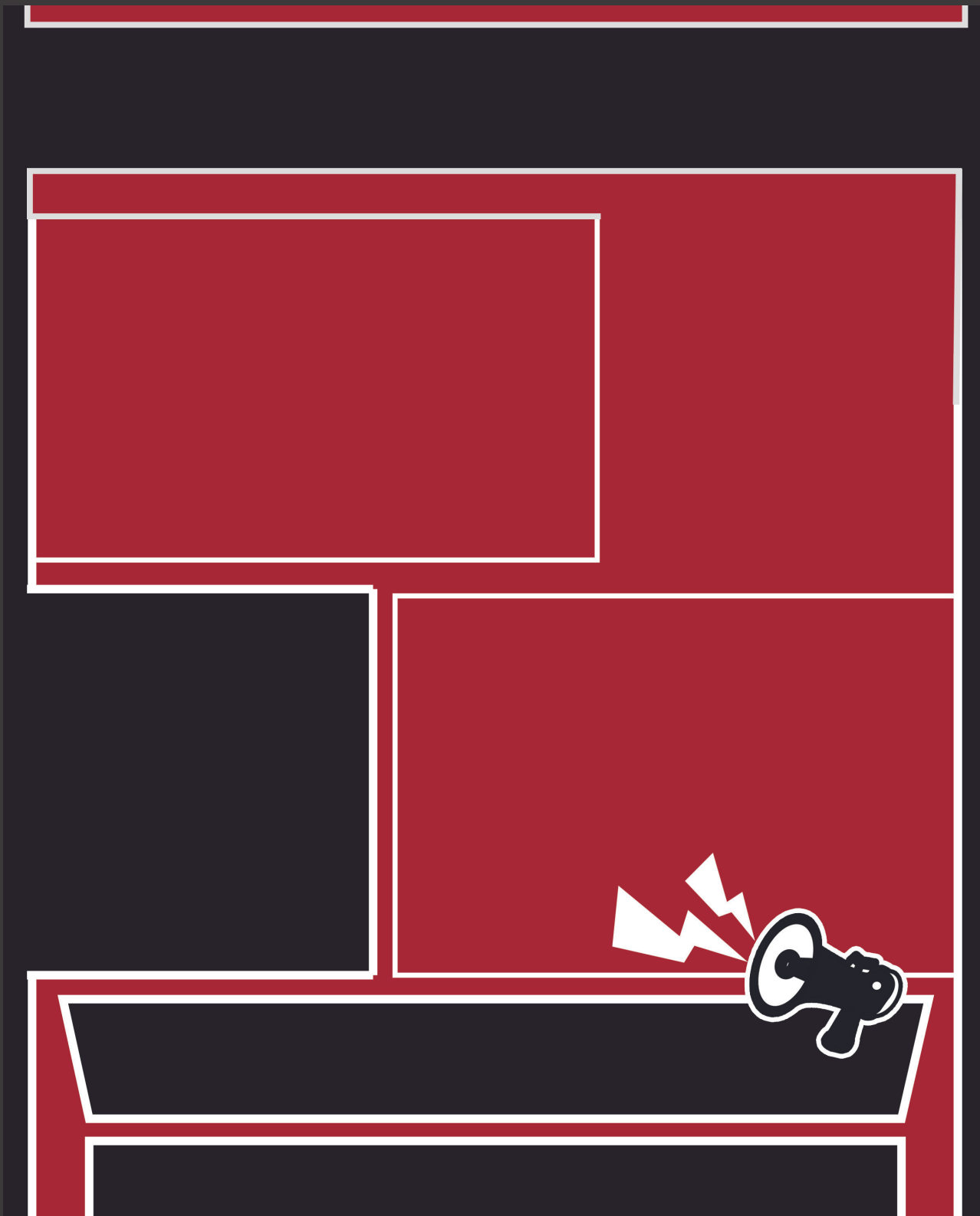
ATTEMPT #2

ATTEMPT #3

JOIN A TEAM THAT WANTS YOUR SKILLS

WE WANT YOU IN

VEX ROBOTICS

BUILD CONNECTIONS WITHIN CONNECTED TEAM

Connect with others from your team, build competitive rivals, and maybe make some new friends

GROW IN ENGINEERING AND PROGRAMMING PROWESS

Develop strong engineering, design, and programming skills that can help you in many pathways. Learn how to utilize languages like C++ or Blockly, or learn how to create robots from scratch

FEEL ACCOMPLISHED WITH A CREATION YOU'RE PROUD OF

Build a robot that can compete in official competitions and even score some awards four your team

STEM EDUCATION AND INNOVATION

VEX Robotics provides many practices of STEM concepts, making learning more engaging and exciting

JOIN A COMMUNITY OF INNOVATIVE MINDS...

And be a member of a group with a diverse range of skills and experiences that you can gain when participating in VEX Robotics

JOIN NOW!

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