

MAKING THE IMPOSSIBLE POSSIBLE

Team: 948J

Created by: Jesse, Jeanelle, Milo, & Vicente

Location: San Diego, California

LIMITLESS

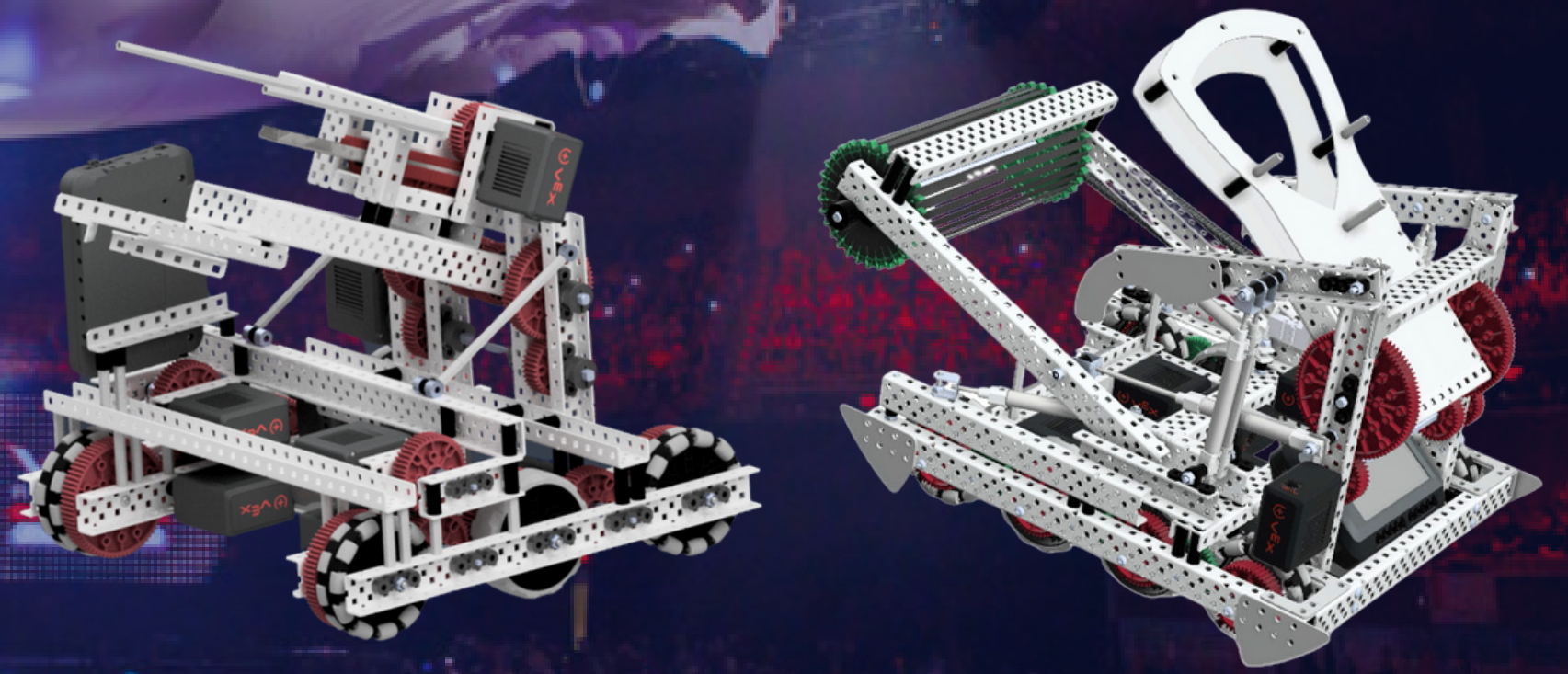


VEX[®]

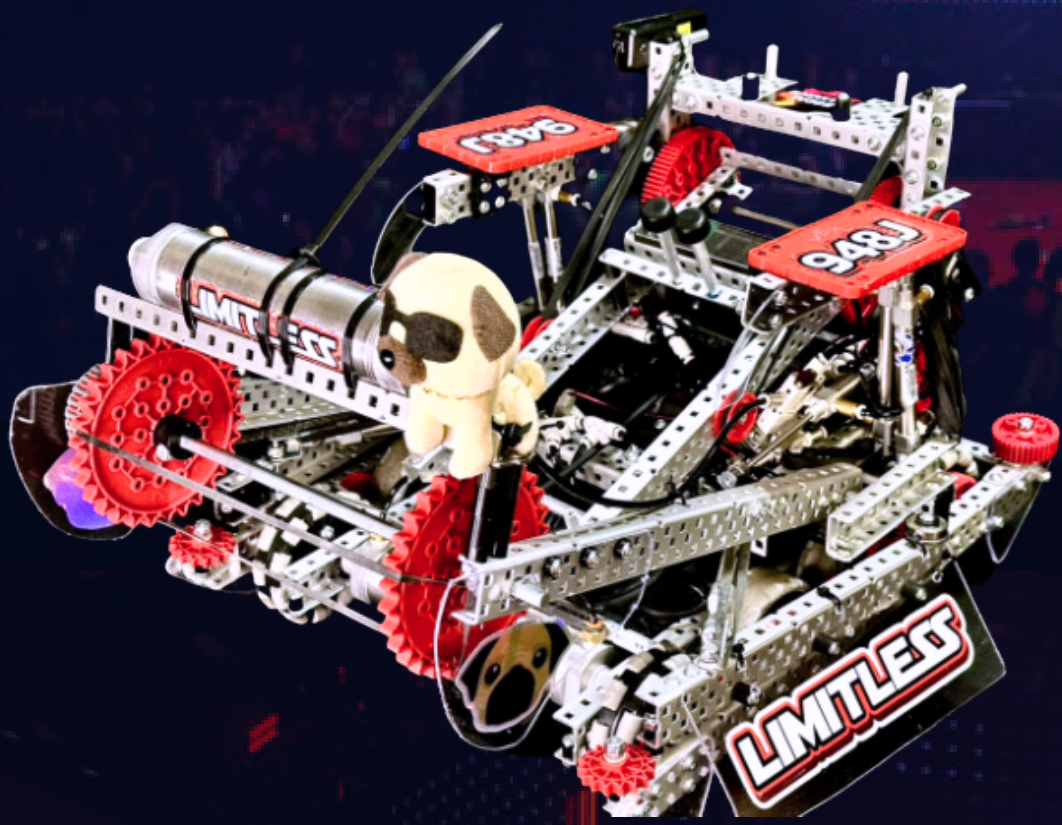
ROBOTICS

MAKING THE IMPOSSIBLE POSSIBLE

Design Prototypes



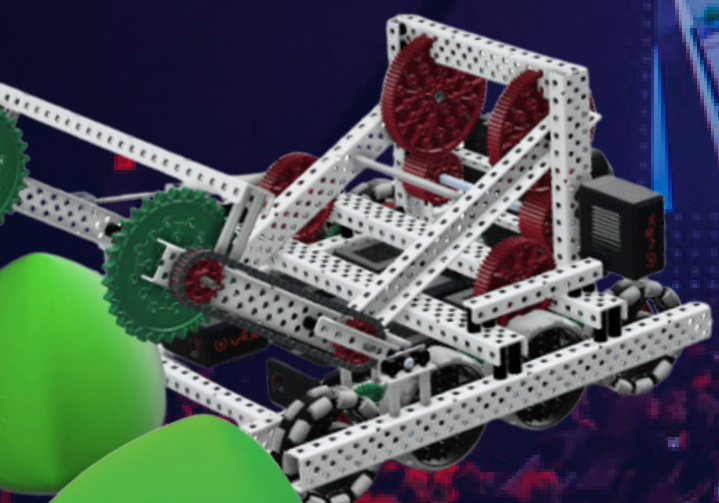
Build & Program Robots



Compete as a Team



REALIZE YOUR POTENTIAL.



THE POSSIBILITIES ARE LIMITLESS
Visit vexrobotics.com and start a team today!



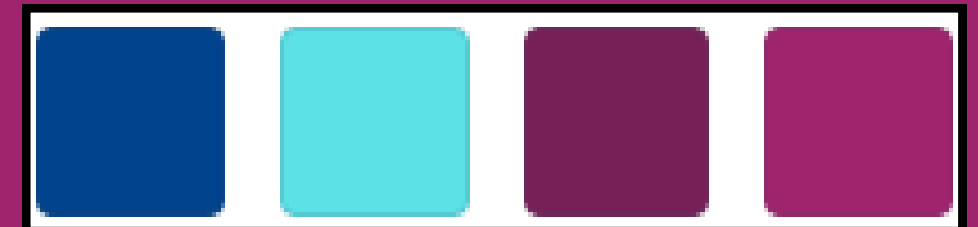
POSTER DESIGN PROCESS

The VEX Robotics Competition is an innovative STEM experience that allows you to **“Make the Impossible Possible”** and **“Realize Your Potential.”**

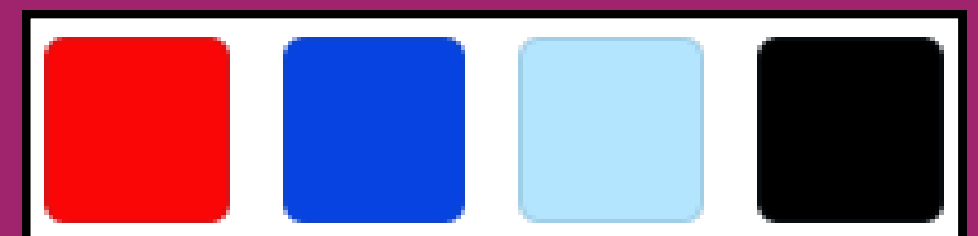
Brainstorming/Selection

We started our design process by brainstorming what VEX means to us and what message we wanted to convey to our audience. We went through various color palettes, looked at different VEX assets, and looked at commercial advertisement posters to see what is typical within the industry.

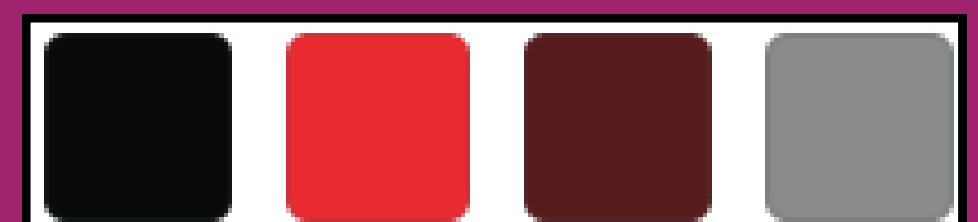
Girl Powered Palette



Team Palette



VEX Robotics Palette



| Color Palette | Impact | Visual Appeal | Creativity | Total |
|---------------|--------|---------------|------------|-------|
| Girl Powered | 5 | 5 | 5 | 15 |
| Team Colors | 3 | 2 | 4 | 9 |
| VEX Robotics | 1 | 2 | 1 | 4 |

We used a decision matrix to rank the color palettes. We noticed many teams in past submissions used the VEX Robotics Palette and we wanted to stand out while keeping the VEX theme, so we selected the Girl Powered Palette.

| Possible Themes | Impact | Ease of Design | Creativity | Total |
|------------------|--------|----------------|------------|-------|
| VEX Potential | 5 | 5 | 4 | 14 |
| Technical Skills | 4 | 4 | 3 | 11 |
| Introducing STEM | 4 | 3 | 2 | 9 |

Our team name is Limitless Robotics, and VEX Potential ties well to our core concept of **“The Possibilities Are Limitless.”**

POSTER DESIGN PROCESS

Poster Content

After we brainstormed and decided our **theme** of encouraging teams to unlock their potential with VEX, we discussed our favorite aspects of competing.

Our CAD'er, Milo, wanted to highlight the design aspect of robotics and we chose two of our protoype CADs to show iteration over time.

Our builder and driver, Jesse, chose to highlight building and programming robots and selected an image of our most current build.

Our newest member, Vicente, loves competing since it was his most anticipated part of being in VEX. The photo chosen from the 2023 VEX Worlds Dome perfectly captures the excitement we feel in every match.

Jeanelle, our female graphic designer, wanted to use the VEX Girl Powered colors to encourage girls to be involved in STEM. It was the most impactful because we wanted to share our message of limitless possibilities to all people.

RESOURCES: Foundation, REC. (n.d.). Worlds Championship Images. Retrieved January 7th 2024, from <https://www.flickr.com/photos/recf/52853655600/in/album-72177720307876403/>

Poster Layout Design

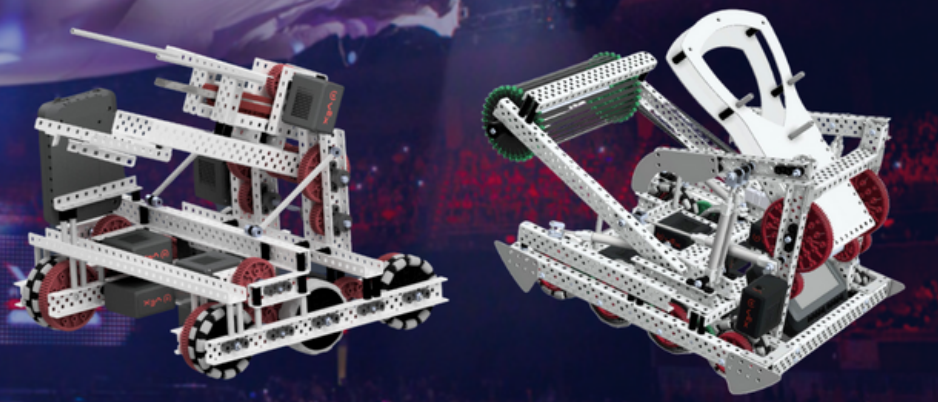


Assets

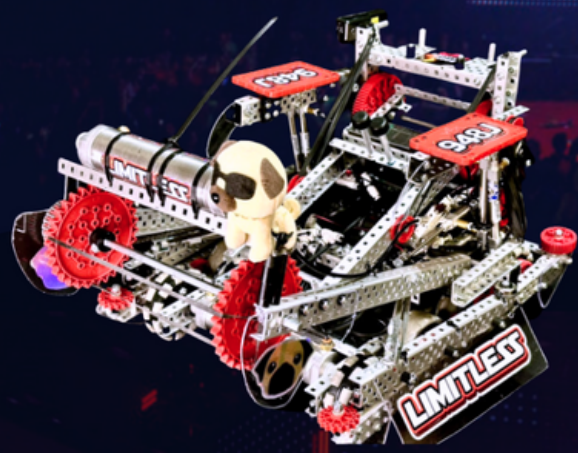
Title

VEX
ROBOTICS
MAKING THE IMPOSSIBLE POSSIBLE

Design Prototypes



Build & Program Robots



Compete as a Team



REALIZE YOUR POTENTIAL.

Tagline

Core
Concept

THE POSSIBILITIES ARE LIMITLESS
Visit vexrobotics.com and start a team today!



Call To Action

THANK YOU SO MUCH FOR YOUR TIME!