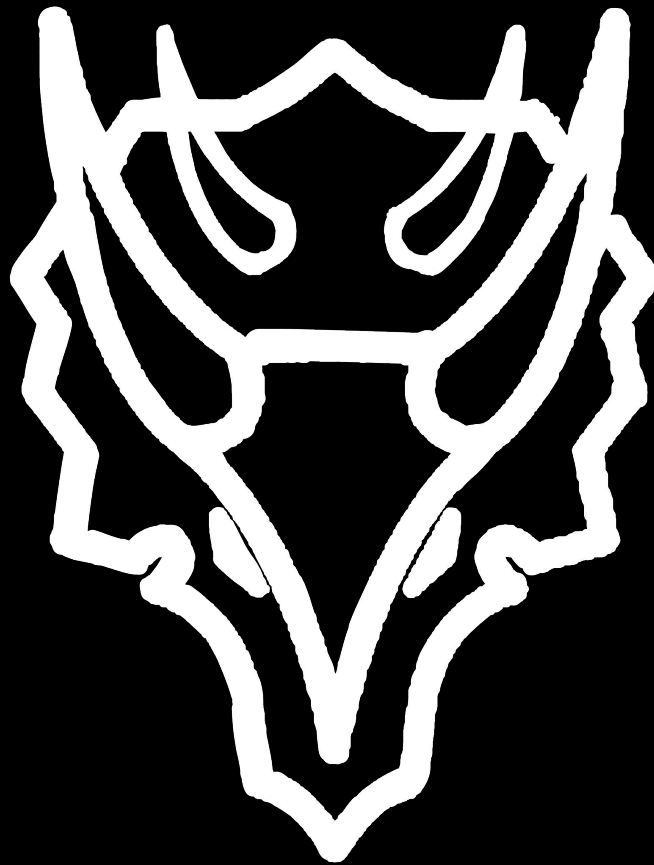


Building Tomorrow's Innovators: One Robot at a Time



6627X

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Poster Design Challenge Process



In order to create an award-winning design, we slightly modified and applied our own Design Process (the same used to create our robot) to brainstorm and finalize our poster's design.

Identify the Task:

For this online challenge, we were tasked with creating a poster that both conveys our love for VEX and inspires students and mentors to join VEX robotics. We had pretty loose artistic liberties, with few constraints:

Criteria	Constraints
<ul style="list-style-type: none">- Create an engaging and eye-catching poster- Have clear artwork and grammatically correct text- Inspire students and mentors to learn more about and potentially join VEX robotics	<ul style="list-style-type: none">- Create an 18"by 24" poster- Use public images/icons- A brief PDF file describing how the poster was constructed

Research:

To begin our designing our own poster, we reflected upon last year's winners and finalists in order to get an idea of how to proceed. Here were a few of our favorites:



1727B's Winning Entry



Finalist 9181E's Poster



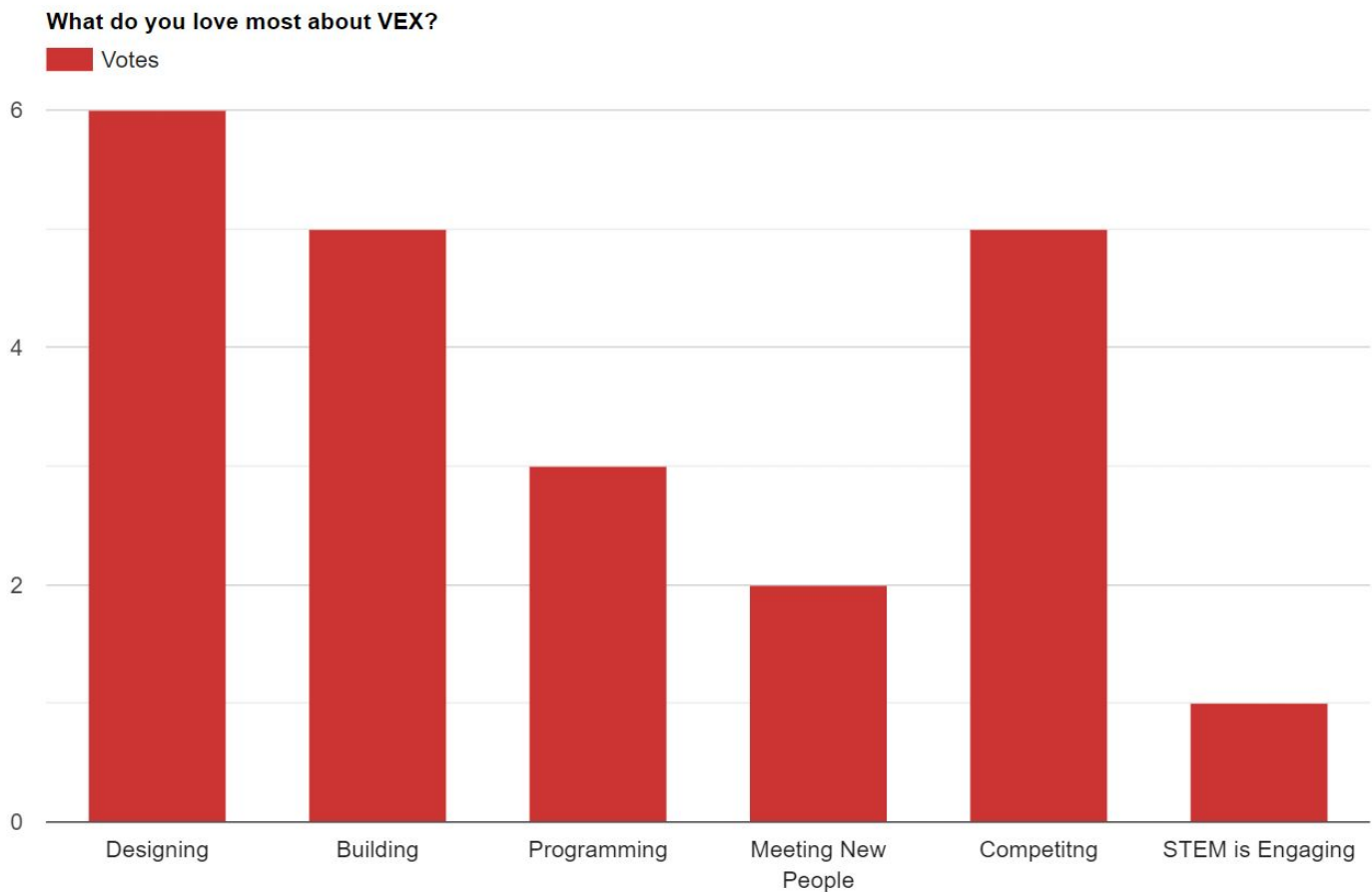
Finalist 839A's Poster

Poster Design Challenge Proces



We noticed that throughout all of the posters, bright colors were used to emphasize specific parts of the poster, while also contrasting the background. Additionally, we found that including a small box at the bottom with the QR code to access vexrobotics.com helped viewers easily learn more about robotics. When planning our own design, we decided to similarly use bright colors and contrast, a catchy tagline, and easy-to-view QR code, and clear graphics.

Develop Ideas:



To begin, we held a survey within our robotics organization (Foothill High School's Knight Time Bots) to understand what everyone's favorite parts of VEX were. Since part of our mission was to demonstrate how VEX has impacted us, we surveyed how VEX has influenced our team's lives in learning new skills as well as some of the positive opportunities VEX has offered. We planned to incorporate the top three results into our own poster. In total, with our 22 responses, we determined that learning how to design and build robots, as well as competing at regional, state, and world championship level tournaments, were the top responses, and would later incorporate them into our poster.

Poster Design Challenge Process



Create:

Utilizing the results of our research and survey finalized, we began creating our own poster. As with all projects, we continued to iterate each time we received new feedback. For our first poster, we utilized an image of the VEX Worlds Arena as the background with text representing the key aspects of VEX in the foreground. To further provide context, we added images to coincide with the text as well as a link to the VEX website.

Mainly, the feedback we received tackled our lack of a tagline, distracting background, and bland text. For our next iteration, we sought to first create a tagline. After careful consideration, Arianna decided on “Building Tomorrow’s Innovators: One Bot at a Time,” which is also inspired by our district’s motto, “Changing lives, one robot at a time!” To address our issue with contrast, we decided to invert our colors, changing our arrows to red and gray-scaling our background. Furthermore, we added the phrase “JOIN VEX ROBOTICS!” to compel the audience to take action in joining VEX. Additionally, we added a QR code to the VEX website, as well as slimmed down the VEX logo in the top left corner.

After our final round of feedback, we concluded that our VEX logo was too cramped, and that we could also add more context behind our three main aspects of VEX. For our next iteration, we removed the dark red border around the arrows, added catchy and descriptive phrases to our main ideas, adjusted the VEX logo, and used “EXPERIENCE” instead of “JOIN,” as it conveyed our message to the audience more clearly.



1st Poster Iteration



2nd Poster Iteration



Final Poster Iteration