

# Holmes Eaglebotz Robotics Club

Northridge, California

The Utultimate Opportunity

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***don't worry about it***

**Online Poster Design Challenge**

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# Designing the Poster

## INSPIRATION



When beginning the 2023-2024 Poster Design Challenge our first step was stating the specifications and providing a artistic direction for the creation of our poster. We looked at a variety of previous champions to get inspiration and guidance in creating this creative path. As a team, we decided on the topic of our poster by reflecting on the reasons we were drawn to joining VEX robotics in the first place—the opportunities and skills we were provided. Our primary objective in participating in this challenge was to potentially encourage other young individuals to pursue VEX robotics.

## THE IDEA

### Colors

- Grays
  - White
  - Black
  - Reds
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- VEX ROBOTICS
- VEX logo color scheme

### Follow graphic design rules

- Use icons to draw attention to ideas
- Stick to the elements of art
- Choose a branded or pertinent color scheme and keep it limited
- Make it stand out
- Establish a hierarchy of information using fonts.

### Must Haves

- Different skills that would be acquired if joining
- Catchy headline to draw in attention
- QR code + website to allow for continued exploration

### Possible Symbols

- Robots
- Mechanical drawings
- Something STEM related
- Gears
- Robot industrial arm



# Different Iterations

Throughout our teams involvement in the VEX robotics program, we have discovered that while not everything you do will succeed the first time, if you persevere and never give up, you will eventually succeed. That's the reason the engineering design process is such an important tool! With this knowledge in hand, we began this challenge with the understanding that there was a possibility that multiple poster iterations would be necessary if we wanted to produce the most optimal results.

## JOIN US NOW!

**VEX**  
ROBOTICS



**IMAGINE IT.**

**CREATE IT.**

**COMPETE IT.**

**An opportunity you  
will never forget!**

Participate in the VEX Robotics Program  
today to acquire all these abilities and more.



Visit [www.vexrobotics.com](http://www.vexrobotics.com) for more information.

## ITERATION 1

As we pursued our artistic journey, we were determined to adhere to the principles we set out in our planning board while creating this poster. To provide our audience with a glimpse of what awaits them, we listed the essential elements of the VEX robotics program on our poster. To demonstrate their functionality as a cohesive unit, we incorporated engineering icons depicting gears. To entice readers to delve deeper, we ensured the inclusion of a captivating slogan, along with a QR code and link.



# The Complete Poster

This poster was created using Canva and Adobe Photoshop, showcasing the incredible capabilities of the VEX program. The creativity, competitiveness, and camaraderie are just a few of the sensations that VEX encompasses, and is expressed in this poster. The VEX Robotics Program provides an ideal podium for nurturing these abilities and fostering personal growth into our young and upcoming generation. As participants, mentors, and sponsors are strongly encouraged to pursue their passions in STEM through this amazing opportunity, as it aims to change them into the future gamechangers.

To attract a larger audience, we made the decision to maintain our design concept while embracing a more artistic approach in crafting our final poster. Since the majority of the elements leaned towards one side, we opted for a left-aligned design to captivate and hold the viewers' gaze. Through numerous iterations, we diligently sought out the poster design that perfectly aligned with our initial strategy.

