

Poster Design Challenge 2024 Submission: “More Than
Just a Good Idea”

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POSTER DESIGN PROCESS

ASK:

When we began this project, we first ensured that we were aware of the challenges presented by this Online Challenge. As stated by REC, the poster had to be 18” wide and 24” tall. In addition, the content of the poster had to be appropriate for all ages.

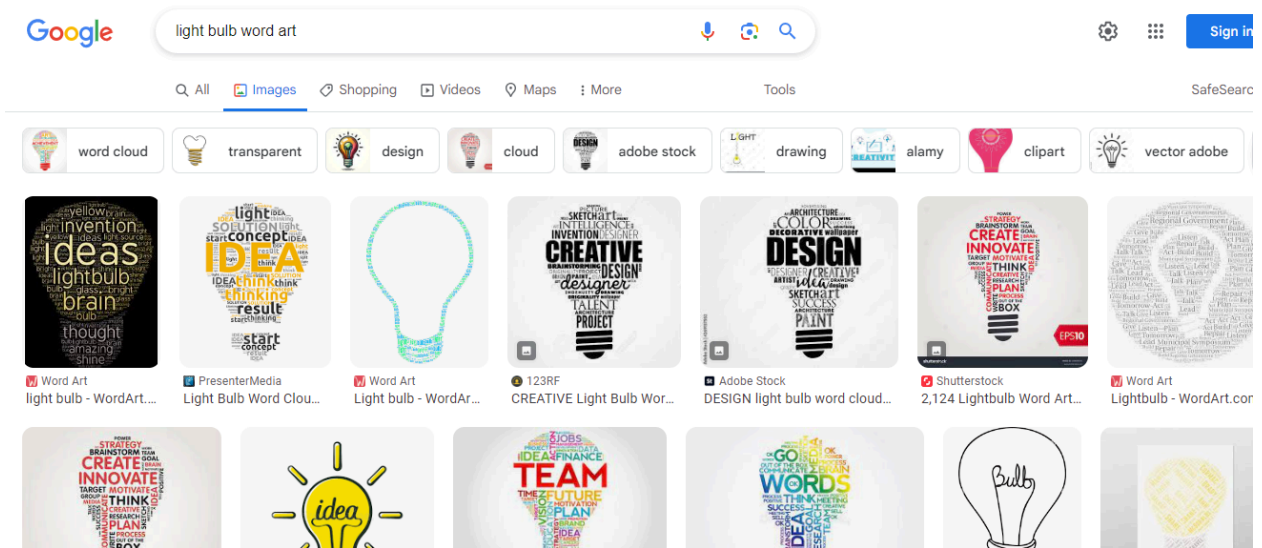
We structured our goals around the judging criteria for this challenge.

Judging Information

- **Up to 5 points** for a poster that visually represents one or more facets of involvement in VEX Robotics and encourages students, mentors, and/or supporters to get involved.
- **Up to 5 points** for high-quality art and good layout.
- **Up to 5 points** for readable, well-written text that adds to the message of the artwork.
- **Up to 5 points** for the clarity of the poster’s message in the artwork and accompanying text.
- **Up to 5 points** for the creativity of the poster and its theme.

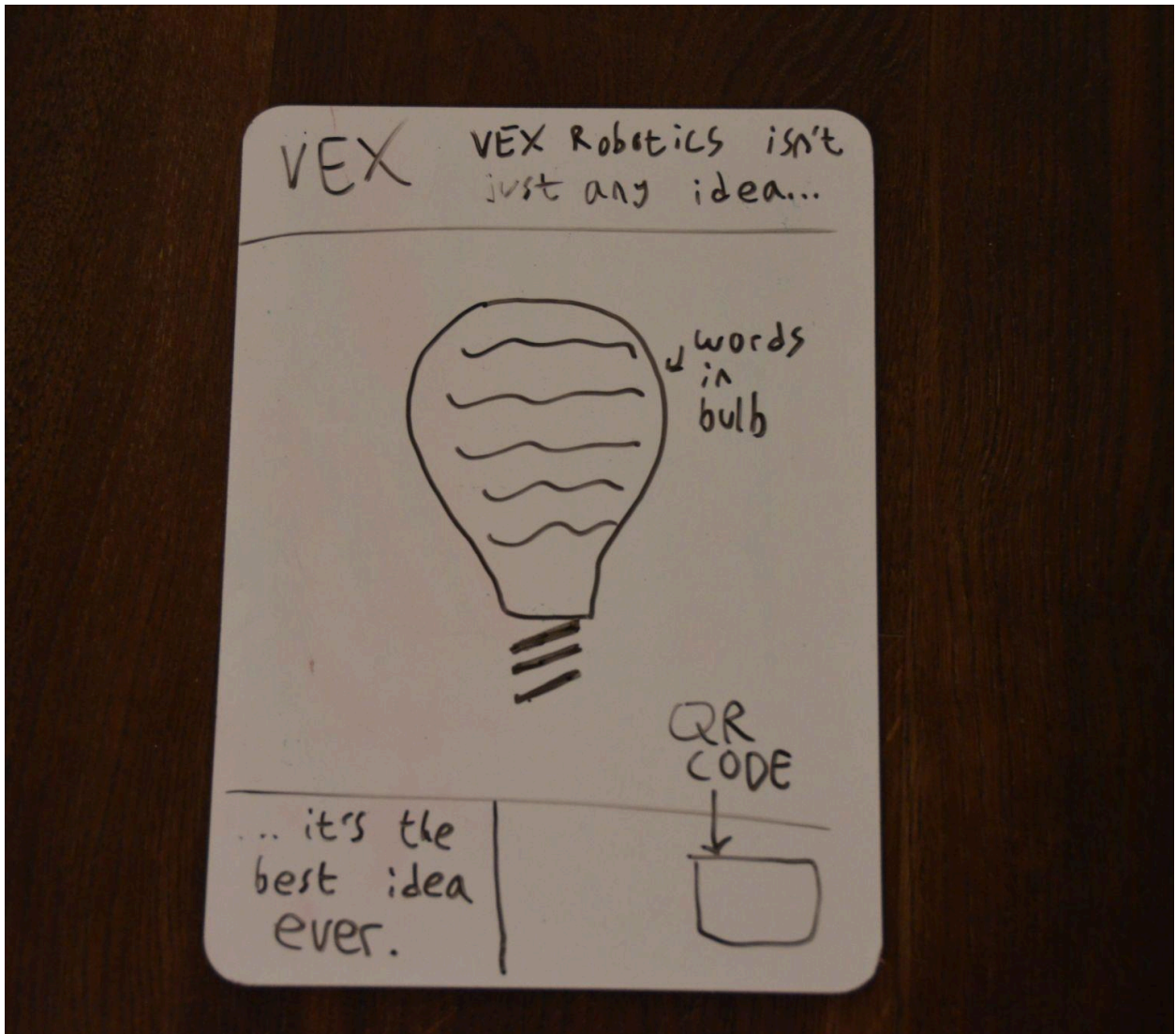
As described in the Judging Information, we set out wanting to create a poster that visually represented multiple aspects of VEX Robotics and also was able to invite almost any audience out there, not just students. We wanted to create something that was high quality and readable while also producing a design that was creative, eye-catching, and unique.

RESEARCH:



Because this challenge invites teams to use words and imagery to represent the multiple aspects of VEX, our team immediately had a great idea to use for our poster: word art! We could easily fit in various words to represent VEX while also creating a general image that inspired viewers. We did a few searches on Google, and there were a lot of results for word arrangements that resembled light bulbs. We decided that we wanted to go with this idea for our poster because it's a unique idea that other teams have not considered in the past years of the Poster Design Challenge and because it seemed like a fun design to create. We thought that viewers would find it fun as well.

IMAGINE:



We made a quick draft of our idea on a whiteboard, and played around with it until we saw something we liked. The words were planned out as we created the actual design on Canva.

POSTER DESCRIPTION AND EXPLANATION

This poster, designed in Canva, features a minimalistic graphic of a lightbulb with a variety of words representing the various aspects of robotics. The words have been divided into the categories of “Design”, “Make”, “Compete”, and “Connect”, clear from the way that these images have been bolded and edited to have a bright neon effect. These large words represent the biggest aspects of competitive robotics. “Design” refers to the development of a robot, “Make” refers to the building, programming, and testing of a robot, “Compete” refers to attending tournaments, and “Connect” refers to networking, volunteering, and mentoring opportunities for both youth and adults.

Each keyword has additional words within its “layer” of the lightbulb that correspond to it, such as “CAD” in the “Design” layer. This design is intended to draw viewers in with the large word and invites them to do some exploring to get an **idea** of what VEX Robotics Competition is about. Important words like “WIN” and “LEAD” are enlarged so they stand out in their respective categories and draw the viewer’s eye.

In the background, images representing robotics have been attached, mainly focusing on community, competition, and friendship (there’s also a picture of our current robot to show possible VRC participants what they’ll be creating). These images all have a grayscale tone so as to remain consistent with the VEX Robotics Competition logo and also to ensure that the main feature of the lightbulb word art stands out as much as possible.

At the bottom right, there is a QR code leading to the VEX Robotics website (<https://www.vexrobotics.com/>) for students seeking more information.

We followed the branding guidelines from <https://kb.vex.com/hc/en-us/articles/360044280432-Branding-Guidelines#vex-robotics-competition-logos-UgZaA> when we designed this poster, using a white logo on a red background as instructed by VEX.

POSTER DEVELOPMENT HISTORY



VERSION 1

Created the base of the poster with bolded text, a QR code, and the VEX logo. Experimented with word art in the shape of a lightbulb and finalized a combination of words.



VERSION 2

Edited key words to make them stand out by bolding them in addition to adding a neon effect, illuminating the bulb.



VERSION 3

Replaced gradient background with various images representing the robotics community. All images feature 9181 students.



VERSION 4

Reduced opacity of lightbulb to show a little more of the images while simultaneously allowing the words to remain standing out.