

TEAM 2106A

**Poster Design Challenge
White Oaks Secondary School
Oakville Ontario
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The creation of the VEX Robotics Competition poster involved a strategic selection of visual elements to convey the energy and dynamism of the event. The dominant color scheme of deep red and white was chosen for its strong visual impact and association with excitement, which aligns with the competitive nature of robotics contests. The use of gears and mechanical imagery in the background signifies the technical and engineering aspects of robotics, while also implying motion and interconnectivity among participants.



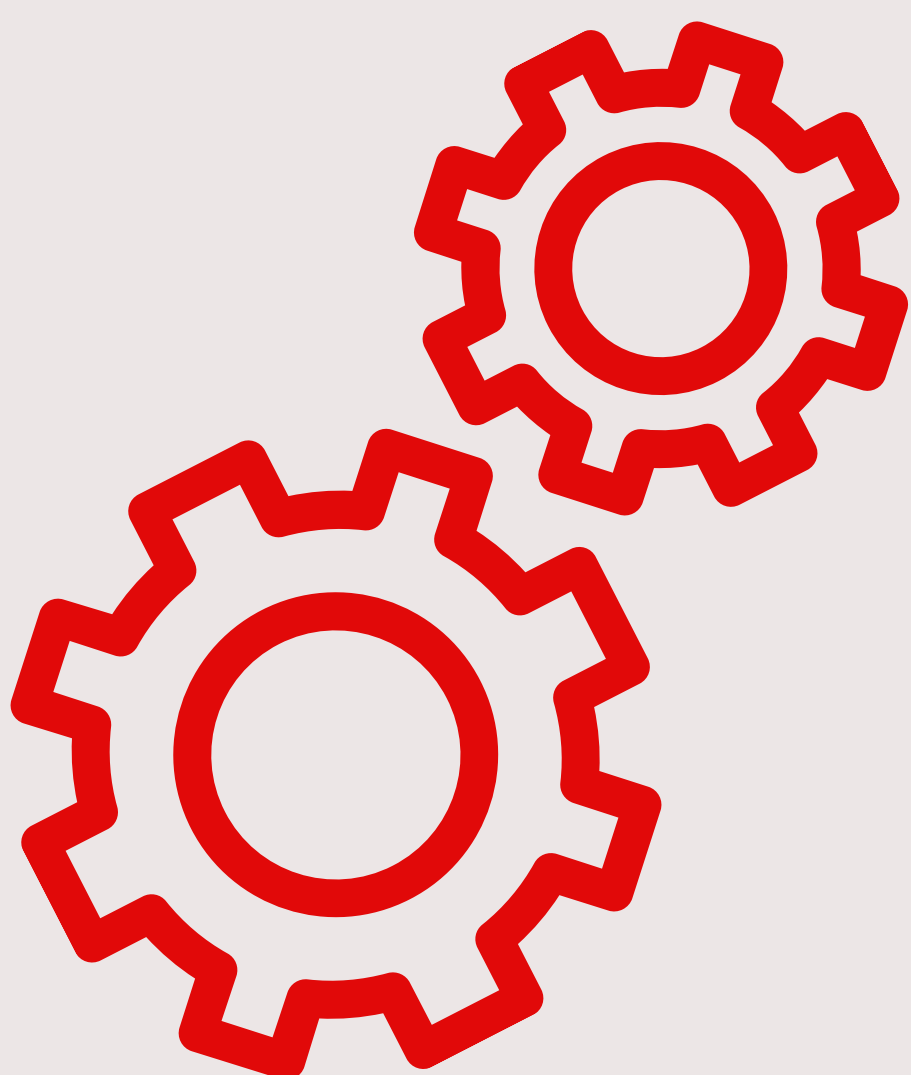
#FFFFFF



#C45959



#682727



We utilized Photoshop's AI generation and generative fill tools to enhance and expand the image of gears in the background. Our team has faced significant challenges with gear ratios while striving to design the fastest possible drivebase. Hence, we intentionally incorporated this easter egg as a nod to the dedication and effort we've poured into overcoming these obstacles."

The central images of engaged students at past competitions highlight the hands-on, collaborative experience that the competition fosters. These images are framed to draw the eye towards the center, where the call to action is prominently displayed, inviting viewers to join the event. The text is arranged to facilitate easy reading while guiding the viewer through the poster's message, from the event's title to the details of participation.



The choice of a modern, sans-serif font reinforces the contemporary and technological feel of the event. The QR code at the top left is strategically placed for accessibility, encouraging immediate action from the viewer to learn more about the competition. Lastly, the taglines "LEARN," "COLLABORATE," and "DEVELOP" succinctly encapsulate the core opportunities the competition provides, resonating with the values of learning, teamwork, and innovation.

JOIN TODAY

LEARN
Acquire practical programming skills applicable across various industries.

COLLABORATE
Cultivate teamwork skills that extend beyond the robotics lab.

DEVELOP
Enhance critical thinking abilities in a dynamic and supportive environment.

READY TO UNLOCK YOUR POTENTIAL?