

# 3

## EVENT POSTER DESIGN CHALLENGE

A poster is a critical marketing tool for your business and a chance to plant a scene, an idea or a feeling in your audience. An eye catching, attractive poster that conveys a professional compelling message about a product, service or event will invariably hold the viewer's attention. Each team is now challenged to design a poster that creates excitement about the final events of the STEM Discovery Challenge. The poster should highlight your car's design and your team's attitude towards the competition.

## REQUIREMENTS

1. Each poster must include 3 elements:
  - A photograph of at least some portion of your car placed in a creative, exciting or anticipatory scene.
  - Your team logo should be prominently featured
  - A catch phrase or slogan that fits your vehicle, team, or the scene that you've created in the poster

Tip: As a team create preliminary drawings, look up other successful posters, and brainstorm ideas for what it may show.
2. Each team will design a 24"x 36" Portrait orientation poster in Photoshop
  - Print your poster (no rigid backing required) and bring to the final event for display
  - If you are unable to print the poster full size you can e-mail a flattened PDF version of the poster to [braddeal@latech.edu](mailto:braddeal@latech.edu) by **May 13th @ 5pm**

## LINKS

Photoshop Tutorials:

<https://www.smashingmagazine.com/2009/06/60-amazing-poster-and-advertisement-tutorials/>

<http://tinyurl.com/zexad9d>

<https://www.youtube.com/watch?v=ForXTuCSkN4>

You can also email [braddeal@latech.edu](mailto:braddeal@latech.edu) and/or [tfutrell@latech.edu](mailto:tfutrell@latech.edu) with questions.

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Bring your printed poster to the Final STEM Discovery Challenge on May 14th for display and judging.