

## How to Win the FRC Imagery Award

The Imagery Award honors teams that successfully blend creativity, design, and engineering into a unified visual identity. Named in honor of Jack Kamen, an artist and the father of FIRST founder Dean Kamen, this award celebrates the beauty of engineering and the art of presentation. Winning it requires more than just a visually appealing robot; it demands a thoughtful, cohesive, and meaningful design language that represents the team's spirit and values.

### 1. Develop a Unique and Meaningful Theme

The foundation of a strong imagery identity is a clear and original theme. This theme should reflect the team's story, mission, or community identity. For example, a team could draw inspiration from their school mascot, local culture, or a broader idea such as sustainability or innovation. Whatever the theme, it must be original, recognizable, and connected to the team's objectives and character.

Teams should be able to explain where the theme came from, why it matters, and how it represents who they are. Judges appreciate when the concept has emotional or historical depth, something that makes the team memorable beyond the visuals.

### 2. Ensure Full Integration Across All Elements

The Imagery Award is not about having a pretty logo or a colorful robot; it's about cohesive integration. Every visual aspect of the team should reflect the same design identity.

This includes the following:

- Robot: Use consistent colors, patterns, or motifs that match the team's branding. Make the robot both functional and visually appealing.
- Pit Design: Create a booth that reflects the same aesthetic, with clear signage, lighting, and a neat layout.
- Uniforms: Team apparel should align with the theme. Colors, logos, and design details should reinforce your identity.
- Marketing Materials: Banners, posters, buttons, and even social media posts should share the same visual tone and style.
- Mascot and Giveaways: If you have a mascot or handouts, design them to fit your theme, too.

When all these pieces connect naturally, the judges see that your team put thought into visual consistency and professional presentation.

### 3. Focus on Attractiveness and Design Quality

Judges look for visuals that are exceptional and attractive, but also engineered thoughtfully. That means your robot and pit should not only look good but also reflect good craftsmanship,

smooth finishes, organized wiring, clear labels, and clean designs. Avoid cluttered visuals; simplicity and clarity often look more professional.

To stand out, your team can use design software to create custom graphics or 3D visuals, apply principles of color harmony and contrast, and utilize materials that look polished (such as paint, LEDs, and panels) while still being practical.

#### 4. Stay True to FIRST Core Values

Finally, the best designs don't just look good; they communicate the values of FIRST: teamwork, inclusion, innovation, and gracious professionalism. The theme should embody positivity, creativity, and a sense of purpose. If your team's imagery promotes unity, respect, and collaboration, it will leave a lasting impression on judges.

#### 5. Conclusion

Winning the Imagery Award requires intentional design and consistent storytelling. Every visual choice, from the color of your robot to the badges you wear, should connect back to your theme and your team's identity. Suppose judges can walk away remembering both your look and your story. In that case, you've achieved the true purpose of the Imagery Award: celebrating the art in engineering and the beauty in teamwork.