



2020 School Art Program Graphic Design Poster Contest Rules and Regulations

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**All students and teachers should review the rules and guidelines carefully.
Designs that do not comply with these rules will be disqualified.**

Section 1: Overview

The mission of the School Art Committee is to coordinate and supervise the Houston Livestock Show and Rodeo™ School Art Program. The program promotes an awareness of agriculture, Western Heritage and Show activities through artistic competitions for area students.

The Graphic Design Poster Contest will consist of the graphic design of a poster that will advertise the Houston Livestock Show and Rodeo School Art Program and encourage students to enter. Winning entries will receive a cash award and the overall winning design will be printed and distributed to school districts and private schools enrolled in the School Art Program.

Section 2: General Contest Rules

Entries that do not comply with the following rules and design restrictions will be disqualified and will not be judged.

ENTRIES

1. Design must be started after the beginning of the 2019-2020 school year and completed prior to the March entry deadline.
2. Only the student may work on his or her design under the supervision and critique of a teacher of the student's school or school district.
3. The student may not receive instruction, guidance, or critique from anyone other than the supervising teacher (for example, a private instructor, teacher, or professional advisor).
4. Designs created under the supervision of any person, teacher, or instructor outside the registered school district or private school is not eligible.

DESIGN RESTRICTIONS

Certain subjects are considered unacceptable for the School Art Program competition. Designs depicting these subjects will be disqualified. The subjects include:

1. Any subject matter that, in the sole judgment of the Houston Livestock Show and Rodeo, is highly controversial or may detract from the general character of the Show (e.g., items, symbols, or themes that may represent racism, prejudice, profanity, or are of a lewd nature).
2. Satanic or violent art
3. Nudes and inappropriate or suggestive clothing, or a lack thereof.

DISQUALIFICATION PROCEDURES

If a student's design is found to be in violation of the design restrictions detailed in these School Art Program Graphic Design Poster Contest Rules and Regulations either before, during or after judging, the design will be disqualified. Disqualification decisions made by representatives of the Houston Livestock Show and Rodeo are final.

CONSENT

The student, teacher and parent/guardians understand, that as a condition of participation in the School Art Program, they are granting HLSR permission to display the student's design; to photograph, film, or otherwise record the student's design; to publish the student's design; to distribute the student's design; and, to reproduce the student's design in whole, in part or composite. The student and parent/guardian waive and release any and all rights to inspect/approve the final product, and they release, discharge, and hold harmless HLSR from any liability by virtue of the use of the student's design. All submissions become the property of HLSR and will not be returned.

Section 3: Eligibility

1. Any high school student (grades 9, 10, 11, or 12) enrolled in a public independent school district or private school that is registered as a participant in the current Houston Livestock Show and Rodeo School Art Program may apply. The student does not need to be enrolled in an art class.
2. Only one entry per student is allowed.
3. Applicants must have a social security number (SSN) or an individual tax identification number (ITIN). S numbers are not accepted.

Section 4: General Design Guidelines

1. All designs must be Western Art. Western Art is defined as art that depicts the heritage, lifestyle, and landscapes of the West, both historical and present day.
2. Due to blind judging, designs may not have identifying information located anywhere on the design. Identifying information includes student names, signatures, school names, school districts, teacher names, etc.
3. File names must be named as follows: studentlastname_studentfirstname_schoolname.pdf
4. **All designs must be the student's original design, composition and individual expression.**
 - a. Published images and illustrations MAY NOT be reproduced in whole or part. Published images include, but are not limited to, drawings, sketches, or photographs published electronically (eBooks, mobile apps, web sites, etc.) or in print (magazines, books, brochures, etc.).
 - i. Releases to use published or copyrighted images will not be accepted.
 - b. Photos (including stock photos) and stock illustrations are not allowed.
 - c. Except for the Houston Livestock Show and Rodeo logo, trademarked logos, slogans and licensed characters are not permitted in part or in whole.

5. The trim dimension of the poster design must be 18" x 24".
6. A ¼" bleed around all sides is acceptable.
7. The orientation of the poster can be horizontal or vertical.
8. Designs must be submitted electronically:
 - a. PDF or jpeg format
 - b. File can be no larger than 10MB at final size
 - c. CMYK color mode
 - d. The designer of the winning entry will be required to submit the file at a higher resolution for reproduction purposes.
 - e. The designer of the winning entry will be required to submit original document files.
9. Each student (and their legal guardian if necessary) who enters the contest must acknowledge and agree to the HLSR Release of Liability and Indemnity Agreement/Originality Certification Form when submitting an entry.
10. The copy below must be incorporated in the design:
 - a. Houston Livestock Show and Rodeo™
 - b. 2021 School Art Program
 - c. Open to students pre-K – 12th grade
 - d. Categories include Colored Drawing, Painting, Mixed Medium, Monochromatic, 3D and Graphic Design
 - e. Cash awards and scholarship opportunities available
 - f. Contact your art teacher for more information
11. The Houston Livestock Show and Rodeo logo must be incorporated in the design.
12. Official HLSR logos and PMS colors can be found under the Downloads section at <https://www.rodeohouston.com/Get-Involved/Exhibitors-Participants/School-Art>
13. Designs and logo usage must adhere to HLSR branding guidelines. Designs that fail to meet branding guidelines will be disqualified.

Section 5: Judging

The following criteria will be considered when designs are judged:

1. **Originality:** Is the concept or idea original? Is it the student's own work? Does it appeal to a wide-ranging audience?
2. **Creativity:** Does the piece of art show the student's imagination? Is the subject matter unique? Is the interpretation innovative?
3. **Skill:** Is the art attractive in terms of design and neatness of layout?
4. **Effectiveness:** How effective is the poster in advertising the School Art Program and encouraging students to enter.

Section 6: Entry Information

1. Entries will be accepted on the HLSR website only from March 23, 2020 through March 31, 2020.
2. The online entry form can be found at the following website: <https://www.rodeohouston.com/Get-Involved/Exhibitors-Participants/School-Art>
3. Students must fill out the online entry form in its entirety. Students are required to submit a brief explanation about the inspiration for their design.
4. Online entries will be the only way to submit entries. CDs, flash drives, and other devices containing files will not be accepted.

Section 7: Judging Format and Deadlines

1. Entries must be received at HLSR by March 31, 2020 at 11:59 p.m. midnight CST.
2. Designs will be reviewed by the HLSR Marketing Department to ensure branding guidelines have been met. Designs that fail to meet branding guidelines will be disqualified.
3. Qualifying designs will be judged by the School Art Committee judges who will select ten (10) finalists.
4. The finalists will be posted to HLSR social media for public judging on May 1, 2020 and voting will close at 11:59 p.m. on May 8, 2020.
5. Winners will be notified via email by May 15, 2020.

Section 8: Awards

1. Cash awards will be distributed as follows:
 - a. 1st Place - \$1,000.00
 - b. 2nd Place - \$750.00
 - c. 3rd Place - \$500.00
 - d. 4th Place - \$250.00
 - e. 5th – 10th Place - \$100.00 each
2. The 1st Place design will be printed and distributed to schools enrolled in the School Art Program.
3. An original W-9 completed by the **STUDENT** must be received in the Houston Livestock Show and Rodeo offices by **May 31, 2020** for the student to receive payment. If the student does not complete the W-9 and provide a valid Social Security Number or ITIN the student will not receive payment.