Graphic Design Poster Contest
How to Submit Entries in the HLSR School Art Program Contest Portal

The Graphic Design Poster Contest will consist of the digital design of a poster that will be used to promote and encourage participation in the Houston Livestock Show and Rodeo School Art Program. 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.

Graphic Design Poster Contest Submissions:

- Opens at **8:00 am March 31 ,2025**
- Closes at **5:00 pm April 4, 2025**
- Entries will not be accepted past **5:00 pm on April 4, 2025**
- The finalists will be posted to HLSR social media for public judging by **April 28, 2025**
- Public Judging
    - Opens on **April 28, 2025**
    - Closes **May 4,2025**
- Winners will be notified via email by **May 15, 2025**

Graphic Design Poster Contest Submission Requirements:

- 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.

- 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.

- All designs must be the student's original design, composition, and individual expression.
    - Published images and illustrations **MAY NOT** be used/reproduced in whole or part. Published images include, but are not limited to, drawings, sketches, or photographs published electronically (eBooks, mobile apps, websites, etc.) or in print (magazines, books, brochures, etc.).
    - Original photographs **MAY** be used. The photograph(s) **must be taken by the student, a family member, a fellow student, or by a teacher**. Finalists may be required to provide information about who took the photograph(s), where and when along with a copy of the original photograph, including the original digital image with embedded metadata.
        - The original photograph(s) may be manipulated by applying filters in digital design applications such as Adobe Photoshop, Adobe Illustrator etc.
        - The primary source should match the digital primary image.

- Releases to use published or copyrighted images or images taken by someone other than an acceptable source are not permissible.

- **AI applications** such as Midjourney, Playground AI, Adobe Firefly, Stable Diffusion, etc., as well as generative layers in Adobe Photoshop or Adobe Illustrator **MAY NOT** be integrated into your design. Any AI detection will automatically disqualify your entry.

Graphic Design Poster Contest Submission Requirements (*continued*):

- All fonts used in the design must be fully free or open-source, with no restrictions on usage. If a licensed font is used, participants must provide proof of purchase. To ensure accessibility and compliance, students are encouraged to utilize free font options for this competition.
    - Suggested minimum font size for body text is 36 pt
    - If using Adobe Illustrator, convert fonts to outlines
- Stock photographs and stock illustrations are not allowed.
- Except for the Houston Livestock Show and Rodeo logo, trademarked logos, slogans, and licensed characters are not permitted in part or in whole.
- **File names must be named as follows:**
    - **Artwork Title_GDPC.pdf (or .jpg) (e.g. Bronco_GDPC.pdf)**
- The poster design must be 18" x 24" at a minimum of 300 dpi (4500-6000 pixels) with a bleed dimension of 18.25" x 24.25", final size being trimmed to 18" x 24"
- A 1/4" bleed around all sides is essential and necessary to print your image and have room for trimming. NOTE: If designing in a raster image program such as Adobe Photoshop, please have student create canvas at 18.25 x 24.25 at 300dpi, with inside margins measuring 17.5" x 23.5" (live design area.) Please keep all text, and important elements that you don't want trimmed within this area. This will ensure final resolution will meet requirements. If designing in a vector program such as Adobe Illustrator, please create document at 18x24 (live area margins are the same as with raster: 17.5" x 23.5" with .25 bleed on each side.) *See attached for further details.*
- The orientation of the poster can be horizontal or vertical.
- Designs **must** be submitted electronically through the School Art Contest Portal:
    - PDF or jpeg format
    - Entry (the jpg/pdf of the poster submitted) can be no larger than 10MB at final size
    - CMYK color mode
    - There must be a .25" margin inside the artboard that all important text and images must be within for trimming purposes.
    - The designer of the winning entry will be required to submit the file at a higher resolution, with bleed and trim marks for reproduction purposes (18.25" x 24.25" at a minimum of 300 dpi).
    - The designer of the winning entry will be required to submit original document files (i.e. the .ai Illustrator file or the .psd Photoshop file with layers.)
- 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.
- The copy below **MUST** be incorporated in the design. **Failure to incorporate the following copy, exactly   as written, will result in a disqualification:**
    - Houston Livestock Show and Rodeo™
    - 2026 School Art Program
    - Open to students pre-K – 12th grade
    - Categories include Colored Drawing, Painting, Mixed Medium, Monochromatic, 3D and Graphic Design (Graphic Design Poster Contest open to High School Only).
    - Cash awards and scholarship opportunities available
    - Contact your art teacher for more information
- The Houston Livestock Show and Rodeo logo must be incorporated in the design, without distortion.
- Official HLSR logos and PMS colors can be found under the Graphic Design Contest section at **School Art Program - Houston Livestock Show and Rodeo**
- **Designs and logo usage must adhere to HLSR branding guidelines. Designs that fail to meet branding guidelines will be disqualified.**

Submitting Entries on the Contest Portal:

The School Art Program advises that the District Representative or Teacher be the sole registrant and submitter. This will allow you to effectively manage and monitor all your entries as well as check their status. We will also be utilizing the School Art Contest Portal to communicate information about entries, as well as providing general updates and information throughout the year.

1. Log onto https://hlsrschoolartprogram.awardsplatform.com/ using the credentials created during registration.
2. Click "Start Entry"
3. Choose which Category you would like to submit an entry for (**Graphic Poster Design**)
4. Enter the Title of the student's Artwork
5. Select your school district from the Drop Down Menu
6. Enter the name of the school the student attends
7. Select Save and Next
8. Continue to follow the prompts and complete the required fields for the Teacher's and Student's Information – select Save and Next
9. Next you will come to a series of tabs to complete the Liability and Indemnity, here you will be required to:
   - Add a Document Approval to obtain signatures from the Student's parent/guardian, or the Student (if the student is 18 or older).
     – Select "Add Document Approval"
     – Enter the parent/guardian's Name and Email Address (This **MUST** be a parent's email address, email cannot be sent to teacher or student's email address)
     – Select "Send Request"
       ◦ This will send an email to the parent/guardian's notifying them that their student has been submitted into the contest and requires their signature for the student's application to be considered.
     – Select Save and Next
10. Upload a jpeg or pdf of the student's piece with the correct file size and naming convention. (Details of image requirements are listed on the Contest Portal.)
11. Once all required fields have been accurately completed select "**Submit Entry**"
12. From the Enter Page you will be able to see and manage all entries you have submitted for your students.
13. Adjustments/Edits can be made to your entries up until the contest deadline. Once the contest closes you will no longer be able to edit your entries, but you can still view them.
14. Communication regarding judging and winners will be sent to the email address provided during registration and the email addresses submitted per entry.
15. Please contact SchoolArt.AwardForce@gmail.com if you have any questions or concerns.

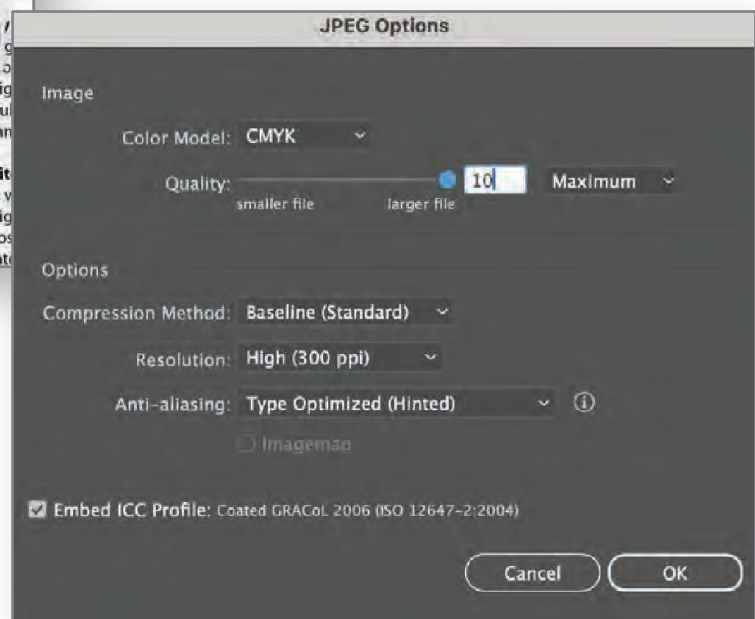**Exporting File as a JPEG from Adobe Illustrator**

1. Go to File, Export, Export as
2. Name file per the guidelines (Artwork Title_GDPC)
3. Choose format: JPEG
4. Make sure "Use Artboards" is checked
5. Select Export – The JPEG options box will appear
   A. Select for following settings-
      I. Color Model - CMYK
      II. Quality - Maximum
      III. Compression Method: Baseline (Standard)
      IV. Resolution - High (300)
      V. Anti-Aliasing - Type Optimlzed (Hinted)
      VI. Emeded ICC Profile - The box should be checked
   B. (If your image is over 10MB, please repeat this step, and lower the quality under image, as this is the preview and NOT what will be printed.)
   C. The jpeg file will NOT include bleeds or trim marks as this is only required for final printing.
6. Select OK. The file is now ready to upload onto the Graphic Design Poster Contest Entry Form
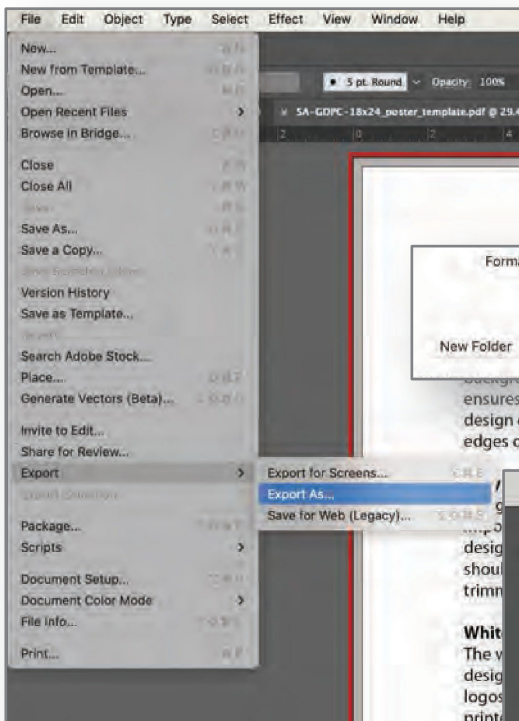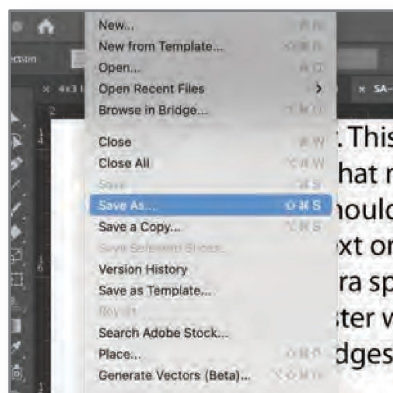

Step 1

Steps 2, 3 and 4

Step 5

Exporting File as a PDF from Adobe Illustrator

1. Go to File, Save As
2. Name file per the guidelines (Artwork Title_GDPC)
3. Choose format: Adobe PDF
4. The Save Adobe PDF box will appear
   A. Select General and set the following settings
      I. Adobe PDF Preset - High Quality Print
      II. Standard - None
      III. Compatibilty - Acrobat 5 (PDF 1.4)
      IV. Options -Check: Preserve Illustrator Editing Capabilities and Optimize for Fast Web View
   B. Select Compression
      I. No Compression, Standard and Compatibilty settings are the same as step A
      II. Color Bitmap Images and Grayscale Bitmap Images should be set to; 150 ppi for images above 225 ppi and Compression- Automatic (JEG). Image Quiality Monochrome Bitmap Images   should be set to; Bicubic Downsampling to 900 ppi for images above 1350 ppi, compression CCITT Group 4
      III. The Compress Text and Line Art should NOT be checked
   C. Select Marks and Bleeds
      I. No Compression, Standard and Compatibilty settings are the same as step A
      II. Marks
         a. Check: Trim Marks
         b. Printer Mark Type: Roman
         c. Trim Mark Weight: 0.25 pt
         d. Offset: 0.125
   D. OutPut
      I. No Compression, Standard and Compatibilty settings are the same as step A
      II. Color Conversion - No Conversion
      III. Profile Inclusion Policy - Don't Include Profiles
5. Advanced, Security, and Summary do not require any modifications
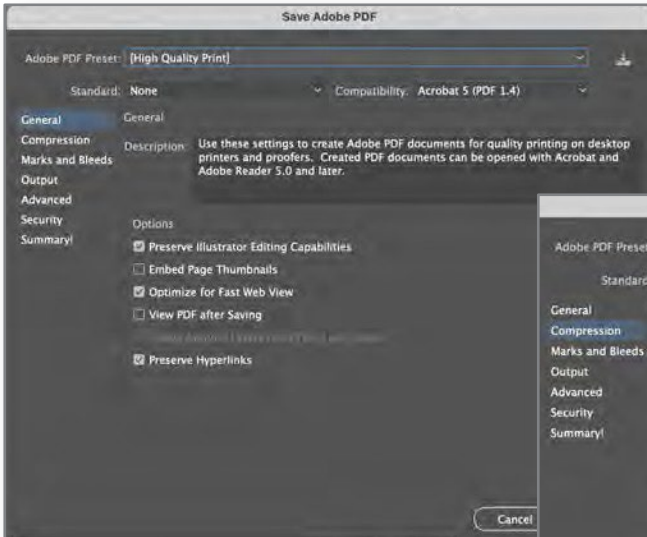6. Save PDF. The file is now ready to upload onto the Graphic Design Poster Contest Entry Form.
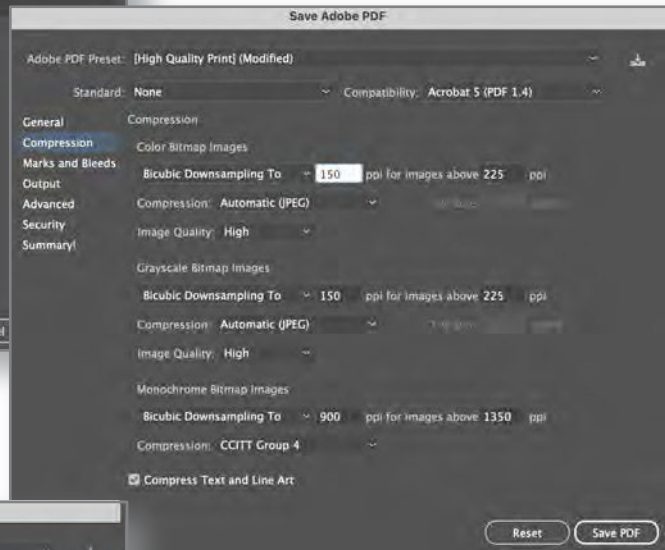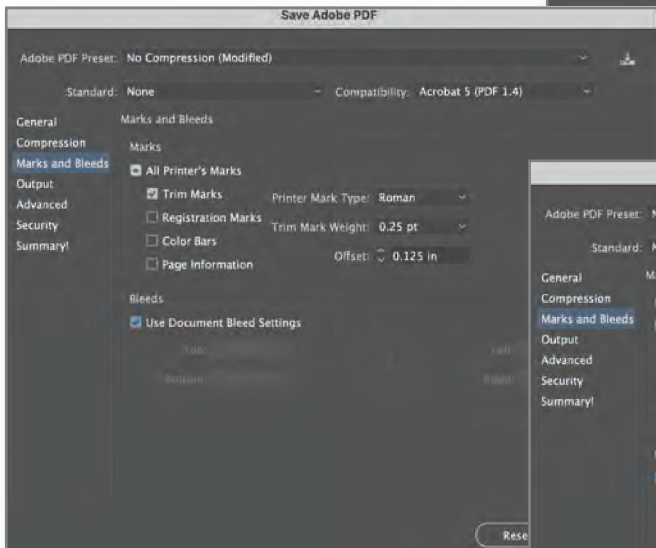

Step 1
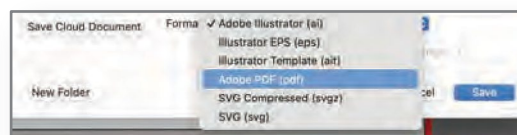
Step 2

Exporting File as a PDF from Adobe Illustrator *(continued)*

Step 3A

Step 3B

Step 3C

Step 3D