2026 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 <u>disqualified</u>.

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 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.

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 2025-2026 school year and completed prior to the April 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 are not eligible.

DESIGN RESTRICTIONS
Certain subjects are considered unacceptable for the School Art Program's Graphic Design Poster Contest. 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 promote the Houston Livestock Show and Rodeo™ School Art Program.** The design must incorporate 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. **All designs must be the student's original design, composition, and individual expression.**
   a. 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.).
   b. 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.
      i. The original photograph(s) may be manipulated by applying filters in digital design applications such as Adobe Photoshop, Adobe Illustrator etc.
      ii. The primary source should match the digital primary image.

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

    d.   **AI applications** such as ChatGPT, Gemini, Co-Pilot, Galaxy AI, Midjourney, Playground AI, Adobe Firefly, Stable Diffusion, etc., **MAY NOT** be integrated into your design. **Any AI detection will automatically disqualify your entry.**

    e.   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.

        i.   Suggested minimum font size for body text is 36pt

        ii.   If using Adobe Illustrator, convert fonts to outlines

    f.   Stock photographs and stock illustrations are not allowed.

    g.   Except for the Houston Livestock Show and Rodeo logo, trademarked logos, slogans, and licensed characters are not permitted in part or in whole.

5.   File names must be named as follows:

    a.   Artwork Title_GDPC.pdf (or .jpg) (e.g. Bronco_GDPC.pdf)

6.   The poster design must be 18" x 24", saved as a vector graphic, a **PDF**. If you are using raster images (digital photos or scans) they must be a minimum of 200 dpi (4500-6000 pixels). The PDF should be saved as ACTUAL SIZE, **with bleed (to include a trim dimension making final file 18.25" x 24.25".)**

7.   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 the 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 the final resolution will meet requirements. If designing in a vector program such as Adobe Illustrator, please create a document at 18x24 (live area margins are the same as with raster: 17.5" x 23.5" with .25 bleed on each side.) Don't design too close to the edge, or it may be hidden by the frame when framed.
An Adobe Illustrator template will be provided with margins, bleed, and trim area included. Directions are on the template.

8.   The orientation of the poster can be horizontal or vertical.

9.   Designs must be submitted electronically:

    a.   PDF format

    b.   CMYK color mode

    c.   There must be a .25" margin *inside* the artboard that all important text and images must be within for trimming purposes.

    d.   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).

    e.   The designer of the winning entry will be required to submit original document layered files (i.e. the .ai Illustrator file or the .psd Photoshop file with layers.)

10. 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.

11. **The copy below MUST be incorporated in the design. Failure to incorporate the following copy, exactly as written, will result in a disqualification:**
    a. Houston Livestock Show and Rodeo™
    b. 2027 School Art Program
    c. Open to students pre-K – 12th grade
    d. Categories include Colored Drawing, Painting, Mixed Medium, Monochromatic, 3D and Graphic Design (Graphic Design Poster Contest open to High School Only).
    e. Cash awards and scholarship opportunities available
    f. Contact your teacher for more information
12. The Houston Livestock Show and Rodeo logo must be incorporated in the design, without distortion.

13. Official HLSR logos and PMS colors can be found under the Graphic Design Contest section at School Art Program - Houston Livestock Show and Rodeo

14. **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, neatness of layout and proportional font size?
4. **Effectiveness:** How effective is the poster in advertising the School Art Program and encouraging students to enter the competition.
5. **Technical Accuracy:** How well does the design adhere to provided specifications, including proper margins, bleed, live area, file setup, and resolution?

Designs must be both visually compelling and production-ready.

Section 6: Entry Information

1. Entries will be accepted on the HLSR School Art Contest portal **only** from April 13, 2026, through April 17, 2026.

1. The online entry form can be found on the School Art Contest Portal: hlsrschoolartprogram.awardsplatform.com

2. The online entry form must be completely filled out and marked submitted for the entry to be considered. Any required fields left blank will result in not being able to submit the entry. HLSR School Art Program *HIGHLY* recommends the District Representative or Teacher be the sole entrant and submit on behalf of their students.

3. **Online entry will be the only way to submit starting at 8:00 a.m. on** April 13, 2026.

Section 7: Judging Format and Deadlines

1. Entries must be received on the School Art Contest Portal by April 17, 2026, at 7:00 p.m. CST. The School Art Contest Portal will not accept entries after 7:00 p.m.

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 and selected by the School Art Committee Graphic Design Team, who will select ten (10) finalists.

4. Winners will be notified via email by May 13, 2026.

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 designed poster 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, 2026,** 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.