



2026-2027

School Art Program

Open House

HOUSTON LIVESTOCK SHOW AND RODEO™



AGENDA



- Howdy – Introductions
- Program Updates & Community Impact
- Western Art Academy (WAA) Recap
- Contests
 - Graphic Design Contest
 - School Art Contests (District Shows (2D & 3D))
 - Quick Draw Contest
- Photography
- Contest Portal
- Awards & Auction
- Lunch Break & Raffle
- Afternoon Sessions:
 - Photography
 - School Art Contest Portal
 - 3D/Judges Panel
- Q&A

INTRODUCTIONS

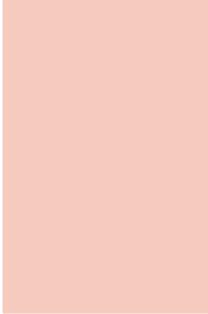


MEET THE SCHOOL ART COMMITTEE



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MEET THE SCHOOL ART COMMITTEE



Martha McKinstry

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Vice Chairman – Artwork
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PROGRAM UPDATES





PROGRAM UPDATES

New NEW News!!!



- 2027 quotas have increased for 2D and 3D. |
- This is the last year that Districts and Private Schools will be receiving blue, red, and white ribbons. Awards will still be given to all finalists and winners.
- Mats will not be provided to the schools. Artwork is not required to be matted or mounted. If paper artwork is submitted and wins an award, the School Art Committee will mount the artwork for the Hayloft Gallery.
- Assigned artwork ID numbers and stickers will no longer be provided. Blank stickers will be provided and must be filled in using the auto-generated Entry ID Numbers from the School Art Contest Portal.
- The Special Needs Contest allows each District and Private School to bring up to 10 entries of any age group to be collectively judged in January. This will be the last year for a separate Special Needs Contest.
- The Notarized District Representative Affidavit is no longer required.
- The 3D classes have been updated to include sculpture and ceramics (no longer limited to functional ceramics).
- The Graphic Design Poster Contest is moving to a true Graphic Design Contest.

EDUCATIONAL COMMITMENT

Houston Livestock Show and Rodeo officials proudly announce their 2026 educational commitment of \$30,353,380, reaching new heights in support of Texas youth and education programs. This commitment will bring the Rodeo's total commitment to Texas education to more than \$660 million since 1932.

SCHOLARSHIPS	\$15,126,000
JUNIOR SHOW EXHIBITORS	\$11,273,500
EDUCATIONAL PROGRAM GRANTS	\$3,430,880
GRADUATE ASSISTANTSHIPS	\$523,000

\$30,353,380

TOTAL



economic impact to **GREATER HOUSTON**

ECONOMIC IMPACT

\$326 MILLION

Total Economic
Impact

\$18 MILLION

Total Fiscal
Impact

\$15 MILLION

Direct Fiscal
Contribution

3,538

direct jobs &

5,694

Total jobs in
Greater Houston



ECONOMIC ACTIVITY

\$597 MILLION

Total Economic
Activity

\$29 MILLION

Total Fiscal
Activity

\$24 MILLION

Direct Fiscal
Contribution

3,538

direct jobs &

7,276

Total jobs in
Greater Houston



SCHOOL ART *BY THE NUMBERS...*

TOTAL PARTICIPATION

153

Total School Entities

97 – Public
School Districts
56 – Private
Schools

4

Western Art Contests
(Quick Draw, 2D,
3D, Graphic Design)



5,050

Submissions
into Contest
Portal across
all Contests

800+

Pieces of art
showcased in
Hayloft Gallery

FINANCIAL AWARDS

\$389,900

Total awarded
to 90 students
for 2D & 3D
artwork

\$11,100

Total awarded
to 13 students
(out of 462) for
Quick Draw



\$3,000

Total awarded
to 10 students
(out of 89) for
Graphic Design
Contest

\$4.5 Million

Total donations
received during
School Art
Auction



ADDITIONAL SCHOLARSHIP OPPORTUNITIES



WESTERN ART ACADEMY (WAA)*

- This scholarship offers talented high school artists an immersive summer experience studying with professional artists, refining their technical skills, and gaining mentorship while exploring the traditions and techniques of Western art.
- Application Submission Dates: February 1, 2027 – February 26, 2027

GLASSELL APP*

- The Glassell School of Art Advanced Portfolio Preparation (APP) scholarship is a three-year program for exceptional 8th and 9th grade artists providing intensive portfolio development, studio instruction, and mentorship to help students strengthen their artistic skills and prepare for advanced art studies.
- Application Submission Dates: February 1, 2027 – February 12, 2027

GLASSELL JR*

- The Glassell Junior School of Art scholarship provides outstanding K-12 students in the School Art Program with the opportunity to attend summer or fall classes. Recipients receive tuition and art materials allowing them to further develop their artistic abilities in a professional studio environment.
- Application Submission Dates: February 1, 2027 – February 12, 2027

HLSR GENERAL SCHOLARSHIP

- A competitive scholarship for graduating Texas high school seniors that recognizes academic achievement, leadership, community involvement, and financial need.
- Deadline to apply TBD early 2027

SCHOOL ART SCHOLARSHIP

- Awarded to outstanding graduating seniors who have participated in the HLSR School Art Program. The scholarship recognizes artistic excellence alongside academic achievement, leadership, community service, and financial need.
- Deadline to apply TBD early 2027

***Notifications to apply to WAA & Glassell scholarships will come via email from the School Art Contest Portal.**

WESTERN ART ACADEMY



WESTERN ART ACADEMY

- **What is Western Art Academy?**

- **Develops young artists:** Students learn drawing, painting, sculpture, and other Western art techniques from established artists.
- **Preserves Western heritage:** The program connects students with the history, culture, landscapes, and traditions of the American West.
- **Provides mentorship:** Students work closely with professional artists and receive guidance that can influence their future artistic careers.
- **Builds confidence and creativity:** Working in an intensive art environment encourages students to develop their own artistic voice.
- **Creates opportunities:** Students can exhibit and potentially sell their work, giving them experience with the professional art world.
- **Strengthens community:** The program brings together students, artists, collectors, educators, and supporters of Western art.

WAA INSTRUCTORS

The program is taught by 4 Master Artist in the western genre all belonging to The Cowboy Artists of America (CAA).



Eric Slocombe



Bill Kalwick



Sarah Phippin



Jason Scull

2026 WAA TESTIMONIES



**2026 WAA Attendee:
Veronika Kovyreva**



2026 WAA TESTIMONIES



**2026 WAA Attendee:
Jackson Hartgrove**



INCREDIBLE RESULTS!



TOTAL PROFIT MADE BY
ALL STUDENTS:

\$14,070



AVERAGE TOTAL
PER STUDENT WAS

\$210

(ALTHOUGH 29 OUT OF 39
STUDENTS MADE WELL OVER \$200)



PERCENTAGE OF
STUDENTS WHO
SOLD BOTH OF
THEIR PAINTINGS

67%

26 OUT OF 39



EVERY BRUSHSTROKE.
EVERY EFFORT.

**INCREDIBLE
RESULTS.**



TALENT. DEDICATION. COMMUNITY. CREATING TOMORROW'S LEGACY.



CONTESTS





GRAPHIC DESIGN CONTEST



- **The Graphic Design Poster Contest has been updated to a true Graphic Design Contest!**
- **What's New:**
 - A new Western theme each year challenging students to bring new ideas.
 - Students designing one versatile promotional graphic to represent the School Art Program.
 - Creating original, production-ready vector artwork designed to work across multiple platforms.
 - Gaining real-world graphic design and branding experience.
- **Think beyond a poster!**
- **Important Dates:**
 - Contest Portal Submissions: April 12, 2027 – April 16, 2027
 - Winning Student Notifications: May 14, 2027
 - Notifications will come via email from the School Art Contest Portal.



2D & 3D CONTESTS



- **2026-2027 School Art Program Rules & Regulations**
 - Keep an eye on the School Art Program website for new Rules & Regs including exciting updates on program expansion!
 - Review Rules & Regs carefully as formatting has been updated.
- **School Art Contest Portal**
 - All artwork will be preliminarily judged in the Contest Portal. Only pieces selected to advance will be brought to Reliant Center for your District Show.
- **High School 3D Contest**
 - Ceramics are no longer required to be functional.
- **All artwork must be Western Art!**
 - Western Art is defined as art that depicts the heritage, lifestyle, and landscapes of the American West, both historical and present day. Western Art is defined by the subject rather than style. It includes a wide range of artistic approaches and mediums.



2D & 3D CONTESTS

QUOTA INCREASES



PUBLIC SCHOOL DISTRICT QUOTAS				
Enrollment	Elementary (2D & 3D)	Junior High (2D & 3D)	High School (2D)	High School (3D)
10,000 and up	25	20	35	25
3,000 - 9,999	25	20	30	20
0 - 2,999	25	20	25	15

PRIVATE SCHOOL QUOTAS			
Elementary (2D & 3D)	Junior High (2D & 3D)	High School (2D)	High School (3D)
10	10	15	10

SPECIAL NEEDS ENTRIES

Public school districts and private schools may bring up to 10 pieces of art across all school levels, separate from the above School Art Program quotas, created by students with a disability



2D & 3D CONTESTS

IMPORTANT DATES



- **Contest Portal Submissions:** November 13, 2026 – December 18, 2026
- **Notice of Advancement:** January 7, 2027
 - Notifications will come via email from the School Art Contest Portal.
- **District Shows:** January 8, 2027 – January 22, 2027
 - Exact dates and times to be determined
 - Artwork Pick-Up: April 1, 2027 & April 3, 2027
- **High School 3D Contest:** January 15, 2027
- **Private School Show & Special Needs Show:**
 - Artwork Drop-Off: January 15, 2027 & January 16, 2027
 - Artwork Pick-Up: January 21, 2027 & January 23, 2027



CONTEST JUDGING CRITERIA



The following criteria will be considered when artwork is judged.

- **Originality:** Is the concept or idea original? Is it the student's own work and/or does the work show interesting composition with multiple sources?
- **Marketability:** Does the piece of art appeal to a wide-ranging audience? Is it a piece of art that someone will want to hang for their enjoyment? Does the piece of art tell a story?
- **Creativity:** Does the piece of art show the student's imagination? Is the subject matter unique? Is the interpretation innovative?
- **Skill:** Skill is assessed based on the age of the artist.
- **Excellence in Drawing:** What extent of accuracy has the student achieved? How difficult is the chosen medium? What is the student's technical proficiency?



QUICK DRAW CONTEST



- **SAVE THE DATE!**

- Quick Draw Contest: **Saturday, October 17, 2026** @ Reliant Center in the 300 Series Rooms

- **Application Reminders**

- All artwork must be Western Art!
- No celebrity models!
- High School Entries:
 - Full Figure: Head to toe with all clothing and extremities defined
 - Portrait: Full head, not to extend beyond the subject's chest, with all facial features defined
- Junior High Entries:
 - Still Life: Includes more than three objects

- **Important Dates**

- Contest Portal Submissions: September 14 – 18
- Notice of Advancement: September 29
 - Notifications will come via email from the School Art Contest Portal.

ARE YOU FEELING SKETCHY!?!



Like barrel racing in the rodeo arena, the Quick Draw Contest is a competition against the clock!

Selected School Representatives will be given an 8.5"x11" piece of paper to sketch their masterpiece in 10 minutes.

PHOTOGRAPHY



10 STEPS FOR GREAT PHOTO UPLOADS

- STEP 1** | Find the right light
- STEP 2** | Prepare the artwork
- STEP 3** | Choose a clean background
- STEP 4** | Position the artwork
- STEP 5** | Stand directly in front of the artwork
- STEP 6** | Fill the frame
- STEP 7** | Tap to focus
- STEP 8** | Check your exposure
- STEP 9** | Watch for glare
- STEP 10** | Review before uploading

PHOTOGRAPHY TIPS

QUICK CHECKLIST

- Good, indirect light
- Artwork straight & centered
- In focus & sharp
- Colors look true to life
- Minimal background distractions
- Entire artwork visible with a small border

COMMON MISTAKES

- Flash glare
- Cropped corners
- Crooked artwork
- Too dark
- Camera at an angle
- Busy background

6 STEPS TO GREAT SCANS

STEP 1 | Prepare the artwork

STEP 2 | Choose the right settings

STEP 3 | Prevent color casting

STEP 4 | Prevent distortion

STEP 5 | Check image quality

STEP 6 | Review before uploading

QUICK CHECKLIST

- Grayscale mode selected
- 300DPI resolution or better
- JPG or PNG format
- Auto enhancements OFF
- Artwork flat and aligned
- No color tint
- No distortion
- Sharp lines

CONTEST PORTAL





CONTEST PORTAL UPDATES



- **Collaborators**

- The Contest Portal now allows multiple users to contribute to the entry and submission process.
- Appointed school representatives and teachers can add an unlimited number of collaborators to each submission (including fellow teachers and STUDENTS).

- **Blind Judging**

- Artwork may not have any identifying information located on any files uploaded into the School Art Contest Portal and the artwork including the front, back, bottom, and sides.
- No student names, signatures, school names, school districts, teacher names, etc.

- **Artwork Entry ID Numbers**

- Blank stickers have been provided and must be filled in using the auto-generated Entry ID Numbers from the Contest Portal.



CONTEST PORTAL UPDATES



- **AI Technology**

- Artwork may NOT be generated using any AI technology.
- All artwork will be scanned for violations of copyright infringements, trademarks, logos, and the use of AI to create any or all of the artwork.
- All artwork is subject to visual verification through digital means. Students and teachers must be able to defend the artwork in question.

- **Artwork Dimensions**

- Overall measurements must be entered into the Contest Portal (including a mat, if used).

- **The Artist's Statement of Intent**

- The questions are fields to be completed by the students in the Contest Portal.
- Reference source materials are required for all High School and Junior High 2D & 3D Contest entries.
- Reference sources do not need to be uploaded to the School Art Contest Portal as part of the submission, BUT...
- Reference source materials must be made available upon request.

AWARDS AND AUCTION



AWARDS AND SCHOOL ART AUCTION

SAVE THE DATES!

- **AWARDS DAY:** Saturday, February 13, 2027 @ 11am
 - Reliant Center 300 Series Rooms
- **SCHOOL ART AUCTION:** Sunday, March 14, 2027 @ Reliant Center
 - New Location! More details to come as Rodeo Houston expands and grows.
- Teachers are encouraged to support their students at both events!

AFTERNOON SESSION



AFTERNOON SESSION AGENDA



- Lunch & Raffle
- Be a Quick Draw Judge!
- Breakout Sessions
 - Photography
 - 3D Judging Panel
 - Contest Portal

THE SCHOOL ART PROGRAM IS FIXIN' TO KICK UP SOME DUST!



Exciting changes are riding into the Houston Livestock Show & Rodeo School Art Program, bringing fresh opportunities and new ways to celebrate the incredible talent of Texas student artists. We can't open the chute just yet, but trust us, you'll want to stay in the saddle for what's coming next!

Q & A





Let's Rodeo

MARCH 2 - 21, 2027

— rodeohouston.com —