

# Theme, Guidelines and Selection Criteria for the 2020 Metropolitan Student Art Calendar Contest

## **THEME AND GUIDELINES**

1. The theme of the 2020 student art calendar contest, "Water is Life," relates to the stewardship and conservation of water. This means wise and efficient water use inside and outside of the home, at school, in the community, in business and industry, in agriculture, and in recreation.
2. Climate change is already stressing Southern California's water supplies. Every watershed the Southland depends on, from the Colorado River to the Sierra Nevada to our own groundwater basins, is becoming less reliable. The future requires that we all use water wisely. This theme of conservation and stewardship should be reflected in the art work.
3. You may submit up to five posters from elementary (K-5), middle school (6-8), and high school (9-12) students, and no more than 15 entries total. The submission deadline is Friday, June 14, 2019.
4. Artwork must be sent in a flat, sturdy box or package (NO TUBES) to:  
Metropolitan Water District  
700 N. Alameda Street  
Los Angeles, CA 90012  
ATTN: Royetta S. Perry, Education Unit 10-312
5. All artwork must have the Poster Information Card taped onto the back and be submitted with the parent/guardian approval forms (see attachments). Please ensure that all names are spelled correctly.
6. Metropolitan will select 36 posters to be displayed and represented on the District's 2020 "Water is Life" calendar. Selected artwork will be honored at a Student Art Exhibit and Recognition Event in December 2019. Artwork that is not selected will be returned to the member or retail agencies,
7. All posters become the property of Metropolitan and the participating member/retail agency, and the submission may or may not be returned. Metropolitan and the participating agency have the right to use any selected poster for its "Water is Life" calendar and promotional items and for any other public relations use. This includes but is not limited to Metropolitan's website, display of the original or copies of a poster at exhibit events and reproduction of copies on such items as t-shirts, stickers and postcards.
8. To participate, complete the Member/Retail Agency Participation Form (click the link) ~ <https://www.surveymonkey.com/r/Z5V2SLR> no later than Thursday, February 15, 2019.

## **ART SELECTION CRITERIA**

Each of these selection criteria must be followed in order for the artwork to qualify for judging by Metropolitan. All art media is eligible (print, digital, sculpture, etc.) but submissions must adhere to the following criteria.

1. Artwork must be 12" X 18" or 8.5" X 11" in size (under/oversized artwork WILL NOT be eligible) and drawn on white poster board or white drawing paper (no lines).
2. Artwork drawn on 12" X 18" paper must have AT LEAST a one-inch white or blank border on all four sides. This is a graphics and framing requirement.
3. Artwork must be drawn horizontally (e.g., oriented 16" horizontally and 10" vertical).
4. Artwork must depict various water uses and/or wise water use
  - a. inside or outside of the home or school;
  - b. in industries or businesses;
  - c. in the environment (nature);
  - d. in agriculture; or
  - e. in recreation
5. "Water is Life" is the overall theme. A "short" water message must be written on the artwork (but, not necessarily the words *water is life*). The less text, the better.
6. Posters with misspelled words will not be selected.
7. Bold, bright, brilliant colors show up the best. Students may use the following art media: crayons, markers, pencils, paints, watercolors, chalks, cut paper or fabric.
8. Artwork must be original (no traced, trademarked, or copyrighted characters, slogans, i.e. Snoopy, Sponge Bob, Dora the Explorer, etc.) No repeat artwork from past years.
9. Metropolitan reserves the right to question or disqualify any artwork that is clearly not the work of the student based on their age and grade level.

## **ART SCORING CRITERIA**

Posters are selected for the Metropolitan Student Art Calendar based upon four scoring criteria (four scoring elements will be part of the judges' scores):

1. Selection criteria (listed above)
2. Degree to which poster addresses the water conservation theme
3. Level of originality (e.g. – uniqueness, creativity)
4. Degree of visual and word clarity (e.g. - the use of color, art media and/or text)

## 2020 Poster Information Card

The Metropolitan Water District of Southern California  
"Water Is Life" Student Art Calendar Contest

Student's Name:		Grade Level:	
Teacher's Name:		Teacher's Email:	
School Name:		School Phone:	
School District:			

Submitting Agency:	
Contact Person(s):	

MWD Member Agency:	
Contact Person(s):	

Note: Please make sure all names and information are clearly written and spelled correctly. Place this card on the reverse side of the original drawing.

## 2020 Poster Information Card

The Metropolitan Water District of Southern California  
"Water Is Life" Student Art Calendar Contest

Student's Name:		Grade Level:	
Teacher's Name:		Teacher's Email:	
School Name:		School Phone:	
School District:			

Submitting Agency:	
Contact Person(s):	

MWD Member Agency:	
Contact Person(s):	

Note: Please make sure all names and information are clearly written and spelled correctly. Place this card on the reverse side of the original drawing.

# Student Artwork Rights / Parental Approval Form

Any submission becomes the property of the Metropolitan Water District of Southern California (Metropolitan) and the participating agency, and the submission may or may not be returned. Metropolitan and the participating agency have the right to use any selected poster for its "Water is Life" calendar and promotional items, and for any other Metropolitan public relations use. This includes but is not limited to Metropolitan's web site, display of the original or copies of a poster at exhibit events and reproduction of copies on such items as t-shirts, stickers and postcards.

Cualquier poster concursante se convierte en propiedad de Metropolitan Water District of Southern California (Metropolitan) y de la agencia participante. El poster podría o no ser devuelto al dueño. Metropolitan y la agencia participante tienen el derecho de usar cualquier poster concursando en "El Agua Es Vida" calendario o para uso en cualquier tipo de relaciones públicas. Estas actividades incluyen pero no se limitan a la exhibición del poster original o su copia por la red electrónica, en eventos, o la reproducción de copias en artículos como camisetas, calcomanías y tarjetas postales.

\_\_\_\_ **Yes**, I approve of my child's artwork being featured in the Metropolitan 2020 calendar and on any non-profitable promotional education items.

\_\_\_\_ **Si**, Yo estoy de acuerdo de que el trabajo de arte de mi hijo/a sea parte del calendario 2020 de Metropolitan y de cualquier otro objeto educativo de promociones no lucrativas.

\_\_\_\_ **No**, I do not approve of my child's art work being featured in the Metropolitan 2020 calendar and on any non-profitable promotional education items.

\_\_\_\_ **No**, No estoy de acuerdo de que el trabajo de arte de mi Hijo/a sea parte del calendario 2020 de Metropolitan, ni en ningún objeto educativo de promociones no lucrativas.

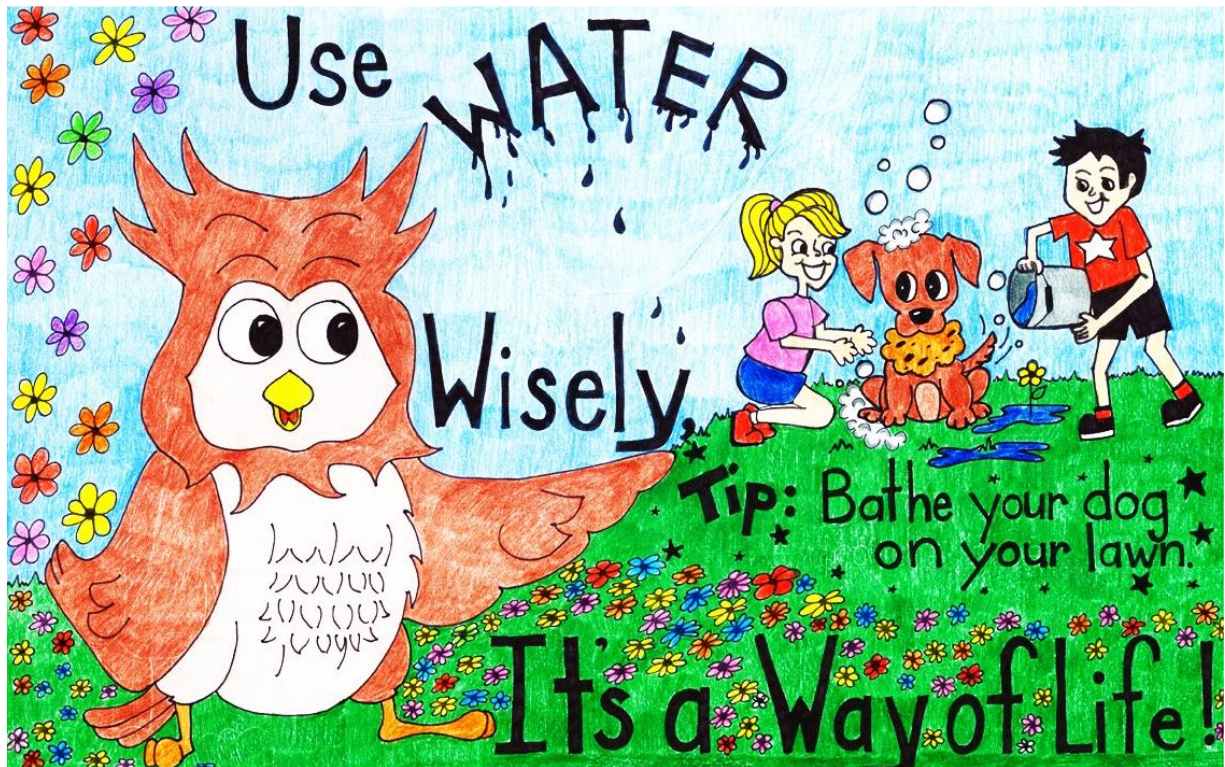
\_\_\_\_\_  
Student's Name (please print)/Nombre del Estudiante (letra de imprenta)

\_\_\_\_\_  
Name of Parent/Guardian (please print)/ Escriba el nombre del padre/Guardián (por favor imprima) \_\_\_\_\_ Date

\_\_\_\_\_  
Signature Parent/Guardian/Firma del Padre/Guardián

\_\_\_\_\_  
Email Address

# Poster Submittal Format



**\*\*tape forms onto the back side of each poster\*\***

**Poster Information Card**  
The Metropolitan Water District of Southern California  
"Water Is Life" Student Art Calendar Contest

Student's Name:	Call Smith	Grade Level:	8th
Teacher's Name:	Mr. Mole Cule	Teacher's Email:	Molecule-llie@art.com
School Name:	Dew Drops Elementary School	School Phone:	(123) 456-7890
School District:	Fresh Water Springs ESD		
Submitting Agency:	Camrosa Water District		
Contact Person(s):	Mr. Steady Rain		
MWD Member Agency:	Calleguas Municipal Water District		
Contact Person(s):	Ms. Goldie State		

**Note:** Please make sure all names and information are clearly written and spelled correctly. Place this card on the reverse side of the original drawing.

**Student Artwork Rights / Parental Approval Form**

Any submission becomes the property of the Metropolitan Water District of Southern California (Metropolitan) and the participating agency, and the submission may or may not be returned. Metropolitan and the participating agency have the right to use any selected poster for its "Water is Life" calendar and promotional items, and for any other Metropolitan public relations use. This includes but is not limited to Metropolitan's web site, display of the original or copies of a poster at exhibit events and reproduction of copies on such items as T-shirts, stickers and postcards.

Cualquier poster concursante se convierte en propiedad de Metropolitan Water District of Southern California (Metropolitan) y de la agencia participante. El poster podría o no ser devuelto al dueño. Metropolitan y la agencia participante tienen el derecho de usar cualquier poster concursando en "El Agua Es Vida" calendario o para uso en cualquier tipo de relaciones públicas. Estas actividades incluyen pero no se limitan a la exhibición del poster original o su copia por la red electrónica, en eventos, o la reproducción de copias en artículos como camisetas, calcamánias y tarjetas postales.

**Yes**, I approve of my child's artwork being featured in the Metropolitan 2017 calendar and on any non-profitable promotional education items.  
 **No**, I do not approve of my child's artwork being featured in the Metropolitan 2017 calendar and on any non-profitable promotional education items.

**Si**, Yo estoy de acuerdo de que el trabajo de arte de mi hijo/a sea parte del calendario 2017 de Metropolitan y de cualquier otro objeto educativo de promociones no lucrativas.  
 **No**, No estoy de acuerdo de que el trabajo de arte de mi Hijo/a sea parte del calendario 2017 de Metropolitan, ni en ningún objeto educativo de promociones no lucrativas.

**Call Smith**  
 Student's Name (please print)/Nombre del Estudiante (letra de imprenta)

**Cloud & Sunshine Smith** 11/12/13  
 Name of Parent/Guardian (please print)/Escriba el nombre del padre/Guardián (por favor imprenta) Date

*Cloud & Sunshine Smith* **suncloudsmith@art.com**  
 Signature Parent/Guardian/Firma del Padre/Guardián Email Address