Announcing The Metropolitan Water District’s 2012 Student Art Contest!

We are pleased to announce that the Metropolitan Water District will be conducting the “Water Is Life” K-12 student art contest for 2012. This contest and its events will give Metropolitan and our family of water agencies the opportunity to work together and with students to emphasize the importance of wise water use in our daily lives.

The contest Guidelines, Selection and Scoring Criteria are on the following pages. Please read them carefully and follow the instructions. Pay particular attention to those in red.

Thank you for your support and participation in the contest and your cooperation with regard to these guidelines. We are looking forward to receiving all of your artwork in June 2012. Please contact Arnetta Eason at (310) 285-2467 or aeason@beverlyhills.org if you have any questions.

Guidelines and Selection Criteria for the 2012 Student Art Contest

THEME AND GUIDELINES:

1. The overall theme remains “Water is Life” as it relates to the stewardship and conservation of water. That means wise water use and conservation inside and outside of the home, at school, in the community, in business & industry, in agriculture, in recreation, and in the environment.
2. You may submit artwork from elementary (K-5), middle school (6-8), or high school (9-12). Please submit up to your top 5 in each category, and no more than 15 entries total.
3. Artwork must be sent in a flat, sturdy box or package (NO TUBES). All artwork submitted to Metropolitan MUST have the following information TYPED on a 4X6 card or piece of paper and TAPED to the back (center) of the artwork:
   - student’s name (spelled correctly)
   - teacher name(s) (spelled correctly)
   - student’s grade level
   - school district
   - school name and phone number
   - submitting agency name, member agency name, and contact(s)

   NOTE: It is YOUR responsibility to make sure that names are spelled correctly.
4. All entries must be submitted with the parent/guardian approval forms. (See Page 5)
5. The total number of posters to be selected by MWD will be 36.
6. All of the MWD selected winners will be honored and acknowledged at the annual Student Art Exhibit and Recognition Event in the fall of 2012.
7. Artwork that is not selected will be promptly returned to the member or retail agencies that submit them.
8. The DEADLINE for submitting artwork to City of Beverly Hills, Public Works is June 4, 2012.
Send or Drop-off Artwork to:

City of Beverly Hills
Public Works & Transportation Department
345 Foothill Road
Beverly Hills, CA 90210
Attention: Arnetta Eason, Management Analyst

ART SELECTION CRITERIA:

Each of these selection criteria are important and MUST be followed in order for the artwork to qualify for judging by Metropolitan.

1. The artwork must be 12” X 18” in size and drawn on WHITE poster board or WHITE drawing paper. (Oversized artwork WILL NOT be selected)
2. 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. (Vertical artwork will not be selected)
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
   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 fewer written words the better.
6. Words must be spelled correctly! Please remind students, teachers, and parents/family members to check spelling and punctuation.
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 and slogans, i.e. Snoopy, Sponge Bob, Dora the Explorer, etc.) Please, NO repeat ideas of artwork from past years.
9. We reserve the right to question or disqualify any artwork that is clearly not the work of the student based on their age and grade level. If you feel that any artwork is “questionable” in that regard, please do some background work with the student’s teacher before you submit it to us.
10. For Artwork to be eligible for submission from the City of Beverly Hills, participants must be students of the Beverly Hills Unified School District or students of a private school within the City of Beverly Hills city limits. **If outside the city, your artwork may be returned to you.**

ART SCORING CRITERIA:

Being selected as a poster for the Metropolitan Student Art Calendar is based upon four scoring criteria (These four scoring elements will be part of the judges’ score sheet):
1. The poster must meet the selection criteria listed above on this page.
2. The posters are scored for the degree to which they address water conservation themes.
3. Their level of originality.
4. The degree of their visual and word clarity. (e.g. - the poster’s use of color, media and/or written words)
Student Artwork Rights/Parental Approval Form

Any submission becomes the property of Metropolitan and 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” promotional items, and for any other Metropolitan public relations use, including, but not limited to, display of the original or copies of a poster at exhibit events and reproduction of copies on such items as T-shirts, postcards and book covers.

Cualquier poster consursante se vuelve propiedad de Metropolitan y de la agencia participante. El poster tanto podría como no podría ser devuelto al dueño. Metropolitan y la agencia participante tienen el derecho de usar cualquier poster oncursante para su “El Agua Es Vida” o para cualquier tipo de relaciones publicas. Estas actividades incluyen pero no se limitan a la exhibición del poster original o su copia en eventos, o la reproducción de copias en articulos como camisetas y tarjetas postales.

Student’s Name: _______________________________________________________________

Student’s Grade Level: ____________________________________________________________

Teacher’s Name: _________________________________________________________________

School’s Name: __________________________________________________________________

Please note: School must be within the City of Beverly Hills city limits. (A part of the Beverly Hills Unified School District or a Private School within the City of Beverly Hills city limits).

______ Yes, I approve of my child’s artwork being featured in the Metropolitan Water District’s 2013 calendar and on any non-profitable promotional education items.

______ No, I do not approve of my child’s art work being featured in Metropolitan Water District’s 2013 calendar and on any non-profitable promotional education items.

Parent/Guardian Signature: _______________________________________________________

Parent/Guardian contact information:

Address: _____________________________________________________________________

Telephone: _________________________________

Email: _________________________________

**It is helpful to have this information so that we can forward the invitations and any correspondence to your attention directly**