



*Presented by 95.7 JAMZ*

## Official Rules 2018

Enter the **McDonald's Celebration of Creativity Art Contest 2018**, Presented by 95.7 JAMZ. This contest highlights the artistic talents of students in grades K-12 across Central Alabama.

### **Guidelines for Art Submissions:**

Contest Begins NOW and Ends March 23, 2018

**Theme:** Students will express their depiction of their "Sweet Home Alabama."

**Eligibility:** Contestants for art contest must be in grades K-12 and be a resident of Central Alabama.

**Originality:** All work has to be created by the student. The entry has to be conceptualized, developed, and completed by the student.

- Submit only one piece of artwork per student in any medium, except photography.
- Artwork must be one-dimensional.
- Maximum entry size is 11" x 17"
- Entries that have been electronically produced or altered in any way are not eligible.
- Artwork must be completely dry or fixed.
- Works on paper should be matted to protect the artwork.
- Works on stretched canvas or canvas board do not need to be matted.
- Please, no framed artwork.

### **Divisions:**

The artwork submitted to the McDonald's Celebration of Creativity Art Contest Presented by 95.7 JAMZ is grouped and judged in the following divisions:

#### **3 Divisions**

Division I: Elementary (Grades K-5)

Division II: Middle (Grades 6-7-8)

Division III: High School (Grades 9-10-11-12)

**Entry Fee:** There are no entry fees. McDonald's and 95.7 JAMZ are proud to provide all funding for the McDonald's Celebration of Creativity Art Contest.

**Forms:** All entrants must accurately complete the Artist Statement and return forms and statement to the contest representative. No entry form will be deemed "Completed" without signature of both applicant and guardian.

**Student Art Contest Application and Artist Statement:**

This form provides the contest committee with vital contact information. The form also releases McDonald's and 95.7 JAMZ from responsibility in cases of loss, theft, or damage to the artwork, and gives permission for displaying and reproducing the artwork.

### **Artist Statement:**

The student is required to submit a short statement which is the Artist Statement. It should be no more than 50 words, describing their entry. Elementary grade level teachers/parents may assist in writing and/or transcribing the description.

Though the Artist Statement does not receive a numerical score, the Artist Statement may assist jurors in learning more about the artwork, which could affect the score in the Judging Criteria.

### **Judging Criteria:**

Each work will receive a numeric score (1-10) for each criterion listed below. The numeric score will determine the 1<sup>st</sup> place winner, 2<sup>nd</sup> place winner, 3<sup>rd</sup> place winner and honorable mention. Each criterion is weighted equally. The entries will be judged according to the following criteria:

#### **1. Technique**

The student chooses and utilizes media and tools competently to enhance the appearance of the work.

#### **2. Personal Expression**

Judging in this area will be based upon the evidence of imagination, creativity and individuality. The result is distinctive and the concept will be presented in a unique way that is imaginative and inventive.

**3. Organization** The use of elements and the principles of art must be used properly to effectively select those items which will enhance the overall appearance of the work.

#### **4. Integration**

The work must combine technique, expression and organization through artistic and critical judgment to achieve an effective interpretation or result.

**Note:** Judges have the right to exclude any work from consideration in the contest. The decision of the jurors is final as relating to all contest matters.

### **Judging:**

The contest deadline is 4:00 p.m., **March 23, 2018.**

**All submissions can be dropped off Monday-Friday at Angels Advertising at 168 Oxmoor Road, Homewood, Al 35209 between 9a.m-4 pm.**

The judges will then review and judge student submissions on March 28, 2018 in which the submissions will be narrowed down to a total of 12 entries, four representing each division.

Between **March 28 and April 6th**, twelve pieces of artwork, one representing each division will be notified and their art can be viewed on <http://www.957jamz.com>.

**The final judging and winner announcement will take place on April 12, 2018 at 6pm at The Birmingham Civil Rights Institute** located at 52016<sup>th</sup> Street North Birmingham, AL 35203.

For all other inquiries regarding **McDonald's Celebration of Creativity Art Contest presented by 95.7 JAMZ** please email [ashley.daniel@957jamz.com](mailto:ashley.daniel@957jamz.com).

**Recognition:**

**Division I: Elementary (Grades K5-1-2- 3- 4-5)**

- 1<sup>st</sup> Place -Winner will receive \$100.00 Archcard and \$100 Cash
- 2<sup>nd</sup> Place - Winner will receive \$50.00 Archcard
- 3<sup>rd</sup> Place - Winner will receive \$25.00 Archcard

**Division II: Middle (Grades 6-7-8)**

- 1<sup>st</sup> Place -Winner will receive \$100.00 Archcard and \$100 Cash
- 2<sup>nd</sup> Place - Winner will receive \$50.00 Archcard
- 3<sup>rd</sup> Place - Winner will receive \$25.00 Archcard

**Division III: High School (Grades 9-10-11-12)**

- 1<sup>st</sup> Place -Winner will receive \$100.00 Archcard and \$100 Cash
- 2<sup>nd</sup> Place - Winner will receive \$50.00 Archcard
- 3<sup>rd</sup> Place - Winner will receive \$25.00 Archcard

**Note:** All artwork submitted for the **McDonald's Celebration of Creativity Art Contest presented by 95.7 JAMZ** will be available for pick up on **May 10, 2018** from Angels Advertising office at 168 Oxmoor Road, Homewood, Al 35209, 9a.m.-4 p.m. Artwork not picked up by **May 31, 2018** will have to be disposed of due to limited storage space.

