



2017 Teacher's Guide

The **49th** Keep North Dakota Clean (KNDC) artwork contest is proud to partner with Newman



www.keep-nd-clean.org

Outdoor Advertising to help protect the environment by keeping North Dakota clean and healthy for the people and animals that live and visit here. The artwork contest is for students in grades PreK-8 and PreK-8 special needs. Participants create artwork that reflects their knowledge about the responsibility we all have to keep our state and water clean, reduce waste, recycle, plant trees, prevent wildfires, create wildlife habitat, and to use all of our natural resources wisely.

First place winners receive a cash award of \$100, a certificate, a gold medallion, and have their artwork made into billboards by **Newman Outdoor Advertising** and placed near their hometowns. Second place winners receive a cash award of \$75, a certificate, and silver medallion; third place winners receive a cash award of \$50, a certificate, and a bronze medallion. All state winners, and their immediate families and teachers, will be invited to an awards ceremony and luncheon on Friday, April 21, 2017, at the Lewis and Clark Interpretive Center in Washburn, ND. Everyone receives free admission to the Interpretive Center, Fort Mandan and special educational programs.

Contest Rules for All Grades PreK-8

The best artwork design for a billboard is bright, bold, and simple with dark lettering. Keep in mind, people can only read and understand about six words as they drive by at highway speeds. Make a colored photocopy for the student to keep prior to mailing their artwork to KNDC.

- ✓ All entries **MUST** be received by or postmarked no later than Tuesday, **March 15, 2017**.
- ✓ All artwork **MUST** be on white **8.5 x 14 inch paper** in *landscape* format. Other sizes are disqualified. This size is necessary so Newman Signs can scan the winning artwork to fit on a billboard.
- ✓ All entries **MUST** have a completed "Entry Form" taped to the back of the artwork.
- ✓ All entries **MUST** have the student's first and last name printed legibly on the **BACK** of the artwork in the lower right-hand corner. Don't use heavy ink that may bleed through or show in the front.
- ✓ The theme **MUST** be on each entry and spelled correctly or will be disqualified. Special needs students may use the special needs theme or their grade theme.
- ✓ Entries **MUST** be reproducible and will be judged on readability at ten feet, originality, and neatness.
- ✓ All entries **MUST** be original artwork created by the student. Computer-generated art or printing, commercial glue-on letters, or copyright items (Disney characters, etc.) will **NOT** be accepted.
- ✓ All entries **MUST** lay flat. They should **NOT** be folded, matted, mounted, laminated, or framed. They may be rolled and put into a tube and mailed, if necessary.
- ✓ Artwork may be done in marker, crayon, watercolor, ink, acrylic, or tempera paint. Colored pencils are **NOT** acceptable. Bright, bold, and dark simple artwork show up the best on billboards.
- ✓ Each school may submit only **one winner per classroom**. Example 1 – A school has three self-contained 4th grade classrooms with separate teachers, one winner from each classroom may be submitted for that grade. Example 2 – A middle school has three 7th grade pods/teams, one winner per team/pod may be submitted.