



# 2020 Teacher's Guide

**Keep North Dakota Clean (KNDC)** is celebrating their **52<sup>nd</sup>** year as the largest and longest-running contest in the state! KNDC is proud to partner with **Newman Outdoor Advertising** to motivate youth, and adults, to take action in their daily lives to protect the environment. Collective environmental actions—even small steps—when taken together can create large-scale impacts. Help keep 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 students with special abilities. Participants create artwork for a billboard that reflects their knowledge about the responsibility we all have to keep our state and water clean, reduce litter and 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, their immediate families, and teachers, will be invited to an awards ceremony and luncheon on Friday, May 1, 2020, at the National Energy Center of Excellence at Bismarck State College in Bismarck, ND.



## Artwork Contest Rules for 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, because **originals will NOT be returned**.

- ✓ All entries **MUST** be received by or postmarked no later than **March 16, 2020**.
- ✓ 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 abilities students may use their theme or their grade theme. See page 2 for the themes for each grade.
- ✓ 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 (music, 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 and oil pastels are **NOT** acceptable. Bright, bold, and dark simple artwork shows up the best on billboards.
- ✓ Each school may submit only **one winner per classroom**. For example, if a school has three 4<sup>th</sup> grade classrooms, each teacher can submit the best poster from their classroom.