CALL FOR STUDENT ART FOR BUS WRAP

CALL SUMMARY

The City of Fargo invites local students to develop an original artwork for the chance to be featured on a local MATBUS bus for one year. The theme is *environmental stewardship and climate resiliency.* The deadline for submissions is **Friday, February 2, 2024 at 5:00 p.m.**

WHO IS ELIGIBLE TO SUBMIT THEIR ART?

This call for art is open to middle school and high school students living in Fargo/enrolled in a Fargo school/homeschooled in Fargo during the 2023-2024 school year. Graphic design experience or knowledge is not required to participate.

WHAT DO I HAVE TO CREATE?

Students should design a bus wrap (i.e., artwork that covers the entire vehicle) promoting the theme of environmental stewardship and climate resiliency. Students are encouraged to get additional inspiration from the City of Fargo's GO2030 Comprehensive Plan.

Your art can also feature a short, one sentence slogan that promotes protecting the environment in the City of Fargo. Think of your art as a billboard advertisement that is moving.

See pages 3-5 for technical requirements, examples, and bus warp template.

WHEN IS THE DEADLINE?

The deadline for submissions is **Friday, February 2, 2024 at 5:00 p.m.** All submissions MUST be submitted with a completed Submission Form (see Page 5) for each person who contributed to the art.

HOW DO I SUBMIT?

Submissions and submission forms must be emailed to Planning@FargoND.gov with the subject line: "Student Art for Bus Wrap." Submit a copy of your art in a high-resolution 300dpi format (.jpeg, .pdf, .tif, .eps). If you do not receive an email confirmation message within one business day, please contact the Planning & Development Department.

For assistance or any questions, contact the Planning and Development Department at 701.241.1474 or Planning@FargoND.gov.

HOW WILL SUBMISSIONS BE EVALUATED?

A review panel consisting of members from the City of Fargo Arts & Culture Commission, Sustainability and Resiliency Committee, and Fargo Youth Initiative will evaluate all eligible submissions.

When evaluating submissions, the panel will consider the following criteria:

- **Does the art tell a story or a message?**
- **Does the art promote the theme of climate resiliency and environmental stewardship?**
- **Does the art tie in the Fargo community?**
- **Is the art eye-catching? Is the overall composition balance and unified?** Art with large elements will look better than art with many small, complicated elements. Bright, bold colors will look better than soft, pastel colors.
- **Is the art easy to understand while driving?**
- **If included, is the slogan short and memorable, and is the text legible?** Keep your text fairly large. Remember, people will be trying to read your slogan as the vehicle is moving. (Think of it as a moving billboard.)

The City reserves the right to refrain from selecting any winners in its sole discretion.

WHAT IS THE COMPENSATION?

The highest-scoring submission that is selected to be used for the bus wrap will receive $500. The second-highest scoring submission will receive $300, and the third-highest scoring submission will receive $200.

WHAT IS THE CONTEST TIMELINE?

The deadline for submissions is **5:00 p.m. on February 2, 2024.**

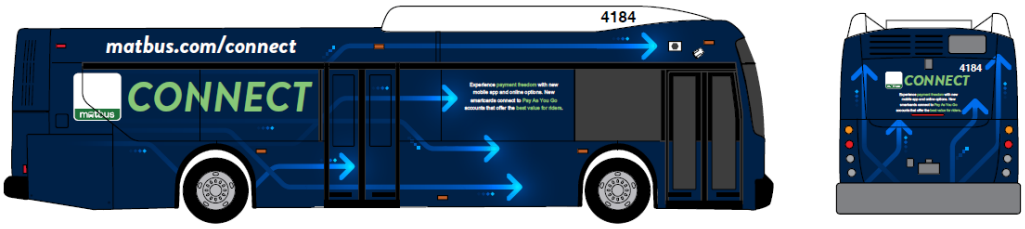
Before the deadline, interested students can attend an informational session on **Monday, January 29 from 4-5pm** at the Metro Transit Garage (650 23 St. N, Fargo) to view a bus in-person and ask questions.

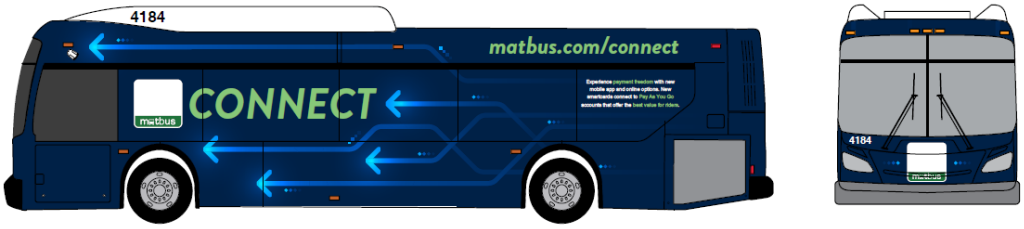
The highest-scoring submissions will be announced in the spring with the installment of the bus wrap to follow. All submissions are anticipated to be on display at City Hall in the spring.

WHAT ARE THE TECHNICAL REQUIREMENTS?

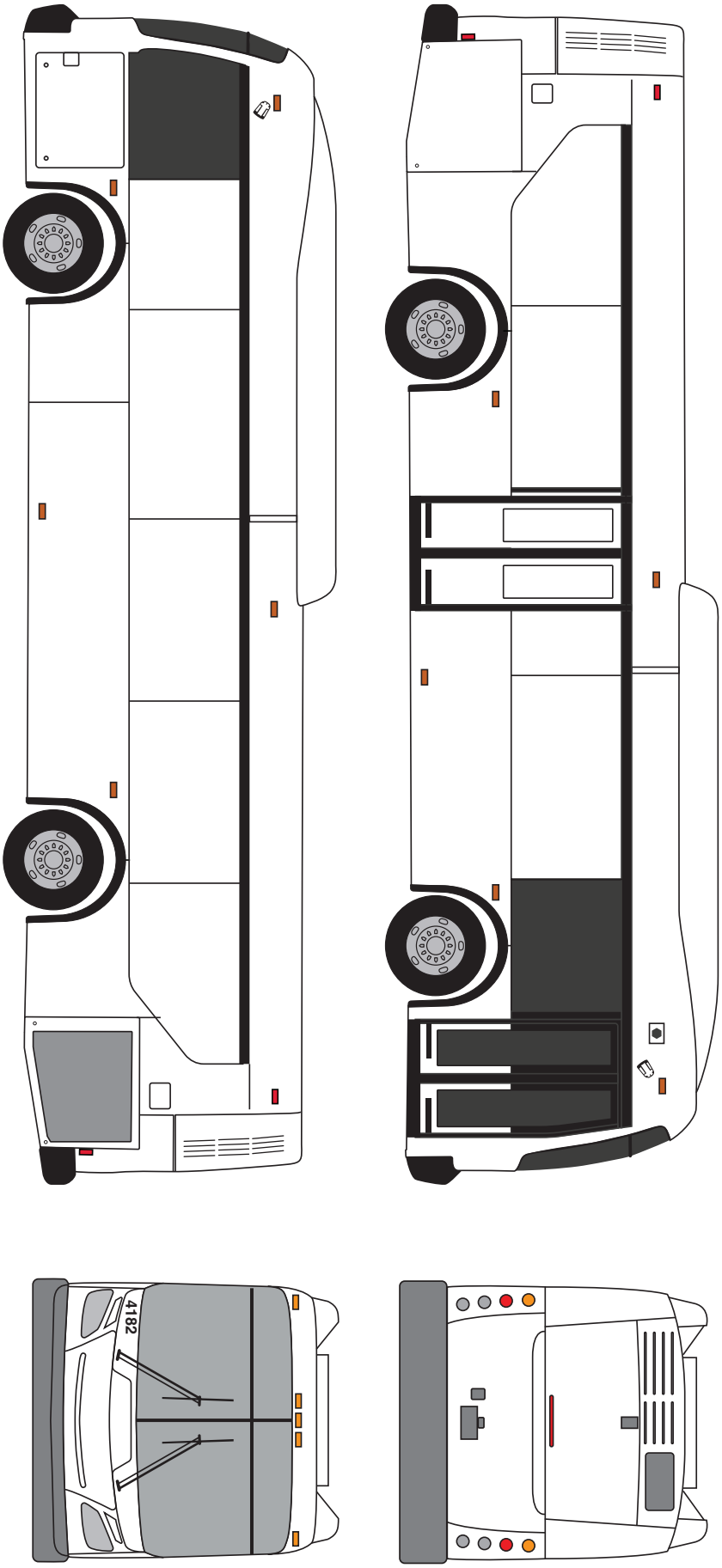
1. All art submissions must use the Bus Wrap Art Template included on Page 5.
2. Artistic medium is not restricted as long as a copy of the art can be submitted in high-resolution 300dpi format (.jpeg, .pdf, .tif, .eps). Digital art, photography, and art made by hand will all be accepted. Take a high-resolution photo or scan of art made by hand in order to submit it. Contact Planning & Development Department staff for assistance if need be.
3. Submissions that contain sexually explicit, obscene, violent or other objectionable or inappropriate content, as determined by the City of Fargo in its sole discretion, are not eligible.
4. Submissions that violate or infringe upon another person's rights are not eligible. This includes copyrighted material (e.g., Barbie, Superman, etc.).
5. Please do not sign your artwork. We will put the selected student's name on the side of the vehicles.

BUS WRAP ART EXAMPLES





BUS WRAP ART TEMPLATE



CALL FOR STUDENT ART FOR BUS WRAP
SUBMISSION FORM (Required)
Deadline: Friday, February 2, 2024 at 5:00 p.m.

Student Name: _____ **Age/Grade:** _____/_____

School: _____ **Email:** _____

Parent/Guardian Name: _____

Email: _____ **Phone:** _____

Slogan Used In Art (If Applicable): _____

RELEASE STATEMENT

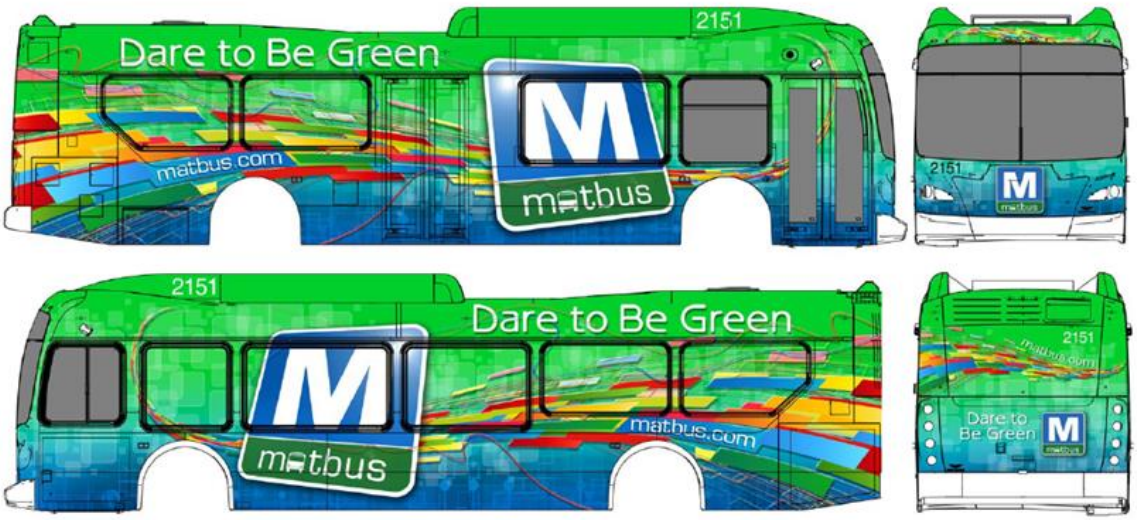
I certify that the artwork I have created and submitted to City of Fargo is original. I understand that, upon submitting my design, I give up any claim to ownership and my design becomes the sole property of City of Fargo. I agree that City of Fargo may use my name, artwork, and words with any necessary changes or alterations in current and future promotions.

_____

Student's Signature Date
(by which student accepts the above release statement; required for all submissions)

_____

Parent or Guardian's Signature Date
(by which parent/guardian accepts the above release statement; required if student is under 18 years of age).



QUESTIONS? Contact the Planning and Development Department at 701.241.1474 or Planning@FargoND.gov.