

CALLING ALL STUDENT ARTISTS!

“Let’s Clear the Air” Design-A-Bus-Ad Contest

ABQ RIDE is calling on the students of Albuquerque Public Schools to help us design bus ads promoting public transit. We are searching for creative, eye-catching designs that express the benefits of using public transit to get around the city. Think you have what it takes to produce a winning design? Read below to find out how to participate and apply!

Who can enter the contest?

The contest is open to middle and high school students in the Albuquerque Public Schools enrolled during the 2014-2015 school year. Submissions must be made by individual students, not classes or other groups of students.

What do I have to design?

Participants will design a bus ad (see design requirements) promoting public transit with the theme “Let’s Clear the Air.” This phrase **MUST** be included somewhere in your design. We’ve enclosed an ABQ RIDE fact sheet to give you some ideas. Please read the technical requirements and ask an art teacher at your school if you have any questions. Submissions must be in “good taste” and can not contain nudity, explicit sexuality, depiction of illegal acts, etc.

When is the deadline?

All entries must be submitted to an art teacher at your school by the end of the school day on **Friday October 10, 2014**.

How will the entries be judged?

Entries will be judged by a panel consisting of transit staff members and school administrators.

When evaluating entries, judges will consider the following criteria:

- Does the design promote public transit in general or point out one or more of its benefits?
- Is the design eye catching?
- Does the entry meet all technical requirements?

Submitting a design does not guarantee selection as a winner. Judges decisions are final.

What about prizes?

ABQ RIDE will select 4 student designs to feature on a bus wrap (an ad that covers the entire bus). The winners will be announced in December 2014. The wrap will remain on the bus for one year.

Questions?

Contact Davida Hollis, ABQ RIDE Marketing Specialist, at dhollis@cabq.gov or 505-724-3135



ABOUT ABQ RIDE

Who is ABQ RIDE?

- ABQ RIDE provides an effective, affordable and attractive transportation alternative to the single-occupant vehicle. We operate 21 regular fixed routes, 15 commuter routes, 3 Rapid Ride routes, and 1 downtown circulator.
- ABQ RIDE's fleet of 60-foot articulated buses are used on three Rapid Ride routes - the Red Line and Green Line (Central Avenue) and the Blue Line (West Side to UNM). Rapid Ride Red Line and Green Line routes operate seven days per week, and the Blue Line route operates six days a week (Mon.-Sat.).
- The D-RIDE is our free downtown circulator. Among the D-RIDE stops are City Hall (West Side), Metro and Federal court and the Convention Center
- Sun Van, ABQ RIDE's paratransit service, provides accessible transportation to persons residing in or visiting the metro area whose impairment makes it impossible to ride the fixed route service.

Public Transportation Helps People Save Money

- Using public transportation is the quickest way to beat high gas prices.
- ABQ RIDE Student passes cost 35¢ per ride, \$12 per month, \$30 for 3 months, \$50 for a 6 month pass, and \$90 per year.
- A two-person household can save, on the average, more than \$10,174 a year by using public transit.

Public Transportation Reduces Gasoline Consumption

- Public transportation use in the United States saves 4.2 billion gallons of gasoline annually.
- Households near public transit drive an average of 4,400 fewer miles than households with no access to public transit.

Public Transportation Reduces Carbon Footprint

- Public transportation use in the United States reduces our nation's carbon emissions by 37 million metric tons annually. This is equivalent to Washington, DC; New York City; Atlanta; Denver; and Los Angeles combined stopping using electricity.
- One person with a 20-mile round trip commute who switches from driving to public transit can reduce his or her daily carbon emissions by 20 pounds, or more than 4,800 pounds in a year.
- A single commuter switching his or her commute to public transportation can reduce a household's carbon emissions by 10 percent and up to 30 percent if he or she eliminates a second car.



DESIGN REQUIREMENTS

Each student may submit one ad design each. Your design must be original in content and in “good taste” not containing nudity, explicit sexuality, depiction of illegal acts, etc. The artwork must be two-dimensional. **You must also submit a one-paragraph statement explaining your design. If this is not included in your submission, you may be disqualified.**

Accepted mediums for the two-dimensional artwork are as follows:

- Paintings: oil, acrylics, watercolor, etc.
- Drawings: colored pencil, pencil, ink, marker, pastels, charcoal (It is recommended that charcoal and pastel drawings be fixed.)
- Collages: must be two dimensional
- Prints: lithographs, silkscreen, block prints
- Mixed Media: use of more than two mediums such as pencil, ink, watercolor, etc.
- Computer-generated art
- Photographs

For designs drawn by hand (paintings or color drawings)

1. Use white paper, card stock or poster board with a smooth finish. Artwork on textured paper will not reproduce accurately when the design is transferred to the vinyl wrapping material.
2. Design should be drawn on paper, cardstock or board that is at least 12x18 inches large. (horizontal/landscape format ONLY) Example:



3. If you make a drawing use something that produces dark, defined lines, such as markers or paint pens. Soft, light lines will not reproduce correctly on the vinyl material used to print bus ads.

For design made on a computer

1. Use Adobe Illustrator, Adobe Photoshop or Adobe InDesign.
2. Files made on either PC or MAC platforms are acceptable.
3. Make sure that all artwork used is your own, including photographs (Photos need to be at least 300 ppi)
4. Create design to fit 22x30 inches. (horizontal/landscape format ONLY)
5. Save your file to CD or DVD and include the following:
 - If using Illustrator, save as an Ai or EPS file.
 - ALL fonts in your design need to be converted to “outlines”. Go to: Type> Create Outlines.
6. Give your art teacher a color printout of your design.

Suggestions for a winning design

- Design MUST include the phrase “Let’s Clear the Air”.
- A design with large elements will look better than a design with a lot of small, complicated elements.
- Bright, bold colors will look better than soft, pastel colors.
- Keep your text fairly large.
- Please do not sign your artwork. We will put the winning artists name on the side of the bus.
- Do not use any copyrighted material (example: Hello Kitty, Batman, etc.)

APPLICATION FORM

Students Name _____ Age _____ Home Phone _____

Home Address _____ City _____ State _____ Zip _____

School _____ Grade _____

Art teacher's name (if you are taking an art class) _____

Release Agreement

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

Student Signature _____ Date _____

(By which you accept the above release agreement; required for all entries)

Parent/Guardian Signature _____ Date _____

(By which parent/guardian accepts above release agreement; required if student is under 18 years of age.)

All entries must be submitted to an art teacher at your school by the end of the school day on **October 10, 2014.**

Contact Davida Hollis at dhollis@cabq.gov or 724-3135 for delivery arrangements.

