



# The Valley Metro “Design A Bus Wrap” Student Art Contest Brochure And Application Form

## Who Can Enter The Contest?

The contest is open to high school students in the Phoenix metropolitan area who are enrolled during the 2009-2010 school year. Submissions must be made by individual student, not classes or other groups of students.

## What Do I Have To Design?

Participants will design a bus wrap (an advertisement that covers the entire bus) promoting public transit. There are two parts to the wrap—the driver’s side section and the passenger’s side section. Your design must feature a short, one sentence slogan that either (a) promotes public transit in general, or (b) points out one or more of the benefits of public transit. We’ve enclosed some background information about public transit and Valley Metro to give you some ideas in this regard (see page 2). The slogan must appear on both sides of the bus. The artwork on each side of the bus can be different, or it can be the same. Please carefully read the technical requirements on page 3 and ask an art teacher at your school if you have any questions.

## When Is The Deadline?

All entries must be submitted to an art teacher at your school by the end of the school day on **February 12, 2010**.

**Teachers: Contact Dolores Nolan at [dnolan@ValleyMetro.org](mailto:dnolan@ValleyMetro.org) or 602.262.4001 for delivery arrangements.**

## How Will All The Entries Be Judged?

Entries will be judged by a panel consisting of transit staff members and city officials, school administrators, professional advertisers and other Valley business professionals.

When evaluating entries, judges will consider the following criteria:

- 1) Were both sections (driver’s side and passenger’s side) of the wrap submitted?
- 2) Does the design promote public transit in general or point out one or more of its benefits?
- 3) Is the slogan short and memorable, and is the text legible?
- 4) Is the design eye catching?
- 5) Is the overall composition balance and unified?
- 6) Does the entry meet all technical requirements?

## Are There Any Prizes?

The prize winners will be announced in April 2010. The design that wins first place will be used to wrap a Valley Metro bus, which will be unveiled in April 2010. The wrap will remain on the bus for one year. First place winner also receives \$500, second place \$250 and third place \$100.

## Questions?

Call Dolores Nolan, Transit Education Supervisor at 602.262.4001 or [dnolan@ValleyMetro.org](mailto:dnolan@ValleyMetro.org).

**Teachers:** For more information about transit, or for help planning a trip, 602.253.5000, TTY 602-261-8208 (for hearing-impaired) or visit [ValleyMetro.org](http://ValleyMetro.org).

# Background Information For The Development Of A Slogan And Concept For Your Design

## Who Is Valley Metro?

Valley Metro, the Valley's public transportation system, provides transportation solutions that make the Valley a better place to live, work and visit. Some of Valley Metro's services include:

- Local service - buses that run every day of the week and make frequent stops.
- Light Rail - offers even more transportation options.
- Express/RAPID service - commuter service that make few or no stops.
- Circulators - buses confined to a small service area like downtown Phoenix or a particular neighborhood (ALEX, GUS, ORBIT, SCOTTDALE TROLLEY, ETC.).
- Dial-a-Ride - Shared-ride service for senior citizens and persons with disabilities who can't access bus or rail.

## Valley Metro Facts

- All Valley Metro vehicles are 100 percent mobility aid accessible. That means anyone using a wheelchair, electric scooter, walker, cane, or anyone who simply can't make the step, can board our buses and rail.
- Valley Metro operates over 900 buses and more are on the way!
- Take your bike on Valley Metro! Bus and light rail transport more than 500,000 bicycles per year. Biking is a great form of exercise and it helps reduce traffic congestion and air pollution.
- There are currently 64 Local routes, 21 Express and RAPID routes, 19 Circulators routes and 2 Rural routes. Chances are anywhere you want to go, you can take the Valley Metro!
- Taking the bus is cost effective. An All Day pass offers unlimited use on local buses and rail. A reduced fare is offered to youth ages 6-18, senior citizens ages 65 and older, and persons with disabilities. Children five and under ride for free.

## Benefits Of Taking Valley Metro

- Independence! No more waiting for rides. Go where you want, when you want.
- Save money! Getting there and back is less than a gallon of gas for most high school students.
- No stress over traffic and parking.
- Leave the driving to someone else and read, rest or relax on your way.
- One full bus can take 40 cars off the road and one light rail car can take 75 (or more) cars off of the road. This means less traffic congestion and less air pollution.

## Environmental Facts

- Most air pollution comes from cars and trucks.
- On average, a person can save 200 gallons of gas per year by taking transit to and from school or work every day. Multiply that by the current price of a gallon of gas and that's a lot of money!
- Everyday you breathe 3,960 gallons of air. When the air is dirty, that junk goes into our lungs.
- Three major pollutants are ozone, carbon monoxide and particulate matter.
- Imagine a bus or car driving down the street right next to each other. They drive exactly one mile. The bus produces 90% less hydrocarbons, 80% less carbon monoxide and 25 and less nitrogen oxides than the car.

# Technical Requirements For Producing Your Design

## For Designs Drawn By Hand (Paintings Or Color Drawings)

- 1) Put your design for the driver's side of the bus on one sheet of paper or poster board and your design for the passenger's side of the bus on another sheet.
- 2) Please see the attached template for directions on how to design your bus.
- 3) Use white paper 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.
- 4) If you make a drawing, you might want to use markers rather than color pencils. Lines drawn with color pencils may be too light and soft to reproduce accurately.

## For Designs Made On A Computer

- 1) Use Adobe Illustrator or CorelDraw. Do not use Painter or Adobe Photoshop.
- 2) Files made on either PC or Mac platforms are acceptable.
- 3) Do not use photographs.
- 4) Please see the attached template for directions on how to design your bus.
- 5) Save your files to CD or DVD include:
  - a) the original file, if using Illustrator save as an EPS file. If using CorelDraw save as a CDR file.
  - b) send both sides of the bus (driver-side and passenger-side)
  - c) ALL fonts you used in your design or convert your fonts to "outlines". Go to: Type > Create Outlines.
- 6) Also give your art teacher a color printout of your design.

## Suggestions For All Designs

- A design with a few 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. Remember, people will be trying to read your slogan as the bus is moving.
- Please do not sign your artwork. We will put the winning artist's name on the side of the bus.
- Do not use any copyrighted material (example: Mickey Mouse, Superman, etc.)

# Brochure and Application Form

(Please print. Must be signed and submitted with entry.)

Student's name

Age

Home phone number

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Home address

City

State

Zip

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School

Year (Circle one)

	FR	SOPH	JUN	SEN
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Art teacher's name (if you are taking an art class)

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Slogan used in your design

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## RELEASE AGREEMENT

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

Student's signature 

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 Date 

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

Parent or guardian's signature 

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 Date 

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