

Valley Metro

Design A Transit 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 2016-2017 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 wrap (an advertisement that covers the entire vehicle) promoting public transit. 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 (see page 2). Please read the technical requirements on page 3 and ask an art teacher at your school if you have any questions.

When is the deadline?

Entries must be received by 5:00 p.m. on February 17, 2017. Entries may be mailed or dropped off at Valley Metro, Attn: Dolores Nolan, 101 N. 1st Ave., Suite 1300, Phoenix, AZ 85003.

How will all the entries be judged?

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

When evaluating entries, judges will consider the following criteria:

- 1) Does the design promote public transit in general or point out one or more of its benefits?
- 2) Is the slogan short and memorable, and is the text legible?
- 3) Is the design eye catching?
- 4) Is the overall composition balance and unified?
- 5) Does the entry meet all technical requirements?

Are there any prizes?

The prize winners will be announced in April 2017. The design that wins first place will be used to wrap a Valley Metro bus and light rail train, which will also be unveiled in April 2017. The wrap will remain on the vehicles for one year. First place winner receives \$500, second place \$250 and third place \$100.

Questions?

Contact Dolores Nolan at 602.523.6070 or dnolan@valleymetro.org.

Teachers: For more information about transit or for help planning a trip, call 602.253.5000 or visit 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 Bus: buses that run along major roadways and stop frequently, at least every quarter-mile. Services run throughout the day, usually every 15 to 30 minutes.
- Light Rail: operates in a fixed corridor with stops at 35 stations. Currently, the route is 26 miles and connects Phoenix, Tempe and Mesa.
- Express/RAPID Buses: operate only during the morning and evening commute hours. These buses serve park-and-rides bringing commuters into the downtown area, often on freeways.
- Neighborhood Circulator Buses: confined to a small service area like downtown Phoenix, or a particular neighborhood (examples are ALEX, GUS and Orbit).
- Dial-A-Ride: shared-ride public transportation to people with disabilities and seniors age 65 or more.

Valley Metro facts

- All Valley Metro vehicles are 100% 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. Biking is a great form of exercise and helps reduce traffic congestion and air pollution.
- There are currently 60 local routes, 21 Express and RAPID routes, 18 circulator routes and one rural route. Chances are anywhere you want to go, you can take Valley Metro!
- Taking the bus is cost effective. An All-Day pass offers unlimited use on local bus 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 free.
- Three miles and four stations were added to the light rail line this year.

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 spend your time reading or relaxing.
- One full bus can take 40 cars off the road and one light rail train 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 saved!
- Every day 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.
- Commuting one day a week by transit saves approximately 23 pounds of carbon emissions.

Technical requirements for producing your design

For designs drawn by hand (paintings or color drawings)

- 1) Please use the attached template. The template is also available online at valleymetro.org/wrapcontest.
- 2) 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.
- 3) If you make a drawing, 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 Paint or Adobe Photoshop.
- 2) Files made on either PC or MAC platforms are acceptable.
- 3) Do not use photographs.
- 4) Use the attached template for your design.
- 5) Save your files to CD or DVD and include the following:
 - a) If using Adobe Illustrator, save as an AI or EPS file. If using CorelDraw, save as a CDR file.
 - b) **ALL** fonts in your design need to be converted to "outlines".
In Adobe Illustrator, select all your fonts, go to: Type > Create Outlines.
- 6) Give your art teacher a color printout of your design.

Suggestions for a winning design

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

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	JR	SR
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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)

Deadline

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valleymetro.org
602.253.5000
TTY 602.251.2039

