2021 Central Basin Municipal Water District
Student Art Calendar Contest

Theme, Guidelines and Selection Criteria

THEME AND GUIDELINES

1. The theme of the 2021 student art calendar contest: “Water is Life,” relates to the stewardship and conservation of our precious natural resource, water. This means wise and efficient water use inside and outside of the home, at school, in the community, in business and industry, in agriculture, and in recreation.

2. Climate change is already stressing Southern California’s water supplies. Every watershed in the Southland depends on, from the Colorado River to the Sierra Nevada to our own groundwater basins, is becoming less reliable. The future requires that we use water wisely. This theme of water conservation and stewardship should be reflected in the art work.

3. Schools, teachers and parents may submit student artwork in one of the following categories; elementary (K-5), middle school (6-8), and high school (9-12) students. One entry per student. No more than 30 entries per school.

   The submission deadline is Friday, April 17, 2020.

4. Artwork must be sent in a flat, sturdy box or package (NO TUBES) to:
   Central Basin Municipal Water District
   6252 Telegraph Road
   Commerce, CA 90040
   ATTN: Sandi Linares-Plimpton, Conservation/Water Efficiency Manager
   Phone: 323.201.5511, sandilp@centralbasin.org

5. All artwork must have the Poster Information Card taped onto the back and be submitted with the parent/guardian approval forms (see attachments). Please ensure that all names are spelled correctly.

6. Central Basin MWD staff will pick one winner per category and two honorable mentions. Winners and honorable mentions will be recognized at the June 2021 Board meeting. The 5 posters chosen will also be sent to Metropolitan Water District (Metropolitan) to be considered for the District’s 2021 “Water is Life” calendar. Selected artwork will be honored at a Student Art Exhibit and Recognition Event in December 2021. Artwork that is not selected will be returned to the member or retail agencies.

7. All posters become the property of Metropolitan and the participating member/retail agency, and the submission may or may not be returned. Metropolitan and the participating agency have the right to use any selected poster for its “Water is Life” calendar and promotional items and for any other public relations use. This includes but is not limited to Metropolitan’s website, display of the original or copies of a poster at exhibit events and reproduction of copies on such items as t-shirts, stickers and postcards.
ART SELECTION CRITERIA

Each of these selection criteria must be followed in order for the artwork to qualify for judging by Metropolitan. All art media is eligible (print, digital, sculpture, etc.) but submissions must adhere to the following criteria.

1. Artwork must be 12” X 18” or 8.5” X 11” in size (under/oversized artwork WILL NOT be eligible) and drawn on white poster board or white drawing paper (no lines).

2. Artwork drawn on 12” X 18” paper must have AT LEAST a one-inch white or blank border on all four sides. This is a graphics and framing requirement.

3. Artwork must be drawn horizontally (e.g., oriented 16” horizontally and 10” vertical).

4. Artwork must depict various water uses and/or wise water use
   a. inside or outside of the home or school;
   b. in industries or businesses;
   c. in the environment (nature);
   d. in agriculture; or
   e. in recreation

5. “Water is Life” is the overall theme. A “short” water message must be written on the artwork (but, not necessarily the words water is life). The less text, the better.

6. Posters with misspelled words will not be selected.

7. Bold, bright, brilliant colors show up the best. Students may use the following art media: crayons, markers, pencils, paints, watercolors, chalks, cut paper or fabric.

8. Artwork must be original (no traced, trademarked, or copyrighted characters, slogans, i.e. Snoopy, Sponge Bob, Dora the Explorer, etc.) No repeat artwork from past years.

9. Metropolitan reserves the right to question or disqualify any artwork that is clearly not the work of the student based on their age and grade level.

ART SCORING CRITERIA

Posters are selected for the Metropolitan Student Art Calendar based upon four scoring criteria (four scoring elements will be part of the judges’ scores):
1. Selection criteria (listed above)
2. Degree to which poster addresses the water conservation theme
3. Level of originality (e.g. – uniqueness, creativity)
4. Degree of visual and word clarity (e.g. - the use of color, art media and/or text)
## 2021 Poster Information Card
The Metropolitan Water District of Southern California
“Water Is Life” Student Art Calendar Contest

<table>
<thead>
<tr>
<th>Student's Name:</th>
<th>Grade Level:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher's Name &amp; Email:</td>
<td>Parent Name &amp; Phone:</td>
</tr>
<tr>
<td>School Name:</td>
<td>School Phone:</td>
</tr>
<tr>
<td>School District:</td>
<td></td>
</tr>
</tbody>
</table>

| Submitting Agency: | |
| Contact Person(s): | |

| MWD Member Agency: | Central Basin Municipal Water District |
| Contact Person(s): | Sandi Linares-Plimpton |

Note: Please make sure all names and information are clearly written and spelled correctly. Place this card on the reverse side of the original drawing.
**Student Artwork Rights / Parental Approval Form**

Any submission becomes the property of the Metropolitan Water District of Southern California (Metropolitan) and the participating agency, and the submission may or may not be returned. Metropolitan and the participating agency have the right to use any selected poster for its “*Water is Life*” calendar and promotional items, and for any other Metropolitan public relations use. This includes but is not limited to Metropolitan's web site, display of the original or copies of a poster at exhibit events and reproduction of copies on such items as t-shirts, stickers and postcards.

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Cualquier poster concursante se convierte en propiedad de Metropolitan Water District of Southern California (Metropolitan) y de la agencia participante. El poster podría o no ser devuelto al dueño. Metropolitan y la agencia participante tienen el derecho de usar cualquier poster concursando en “*El Agua Es Vida*” calendario o para uso en cualquier tipo de relaciones públicas. Estas actividades incluyen pero no se limitan a la exhibición del poster original o su copia por la red electrónica, en eventos, o la reproducción de copias en artículos como camisetas, calcomanías y tarjetas postales.

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| **Yes** | I approve of my child’s artwork being featured in the Metropolitan 2021 calendar and on any non-profitable promotional education items. |
| **Si** | Yo estoy de acuerdo de que el trabajo de arte de mi hijo/a sea parte del calendario 2021 de Metropolitan y de cualquier otro objeto educativo de promociones no lucrativas. |
| **No** | I do not approve of my child’s art work being featured in the Metropolitan 2021 calendar and on any non-profitable promotional education items. |
| **No** | No estoy de acuerdo de que el trabajo de arte de mi Hijo/a sea parte del calendario 2021 de Metropolitan, ni en ningún objeto educativo de promociones no lucrativas. |

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Student’s Name (please print)/Nombre del Estudiante (letra de imprenta)

Name of Parent/Guardian (please print)/ Escriba el nombre del padre/Guardián (por favor imprima) Date

Signature Parent/Guardian/Firma del Padre/Guardián Email Address
**tape forms onto the back side of each poster**