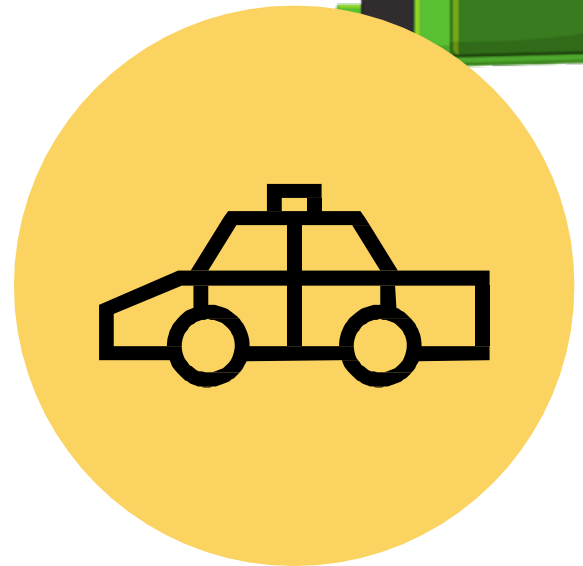


WASHOE COUNTY SCHOOL DISTRICT K-12

Taxi Top Design Contest

2022 CONTEST
GUIDELINES AND
INFORMATION



Washoe County School District
Every Child, By Name And Face, To Graduation™

SPONSORED BY
THE EDAWN FOUNDATION
**Reno
Sparks
Tahoe**
ECONOMIC DEVELOPMENT AUTHORITY
OF WESTERN NEVADA

2022 Design a Taxi Top Contest Guidelines

Purpose

More than 4 million travelers visit the Reno-Sparks area every year, many using taxis for their transportation. Washoe County School District students will have an opportunity to use their creativity to design a taxi top that best describes our region to these visitors and others in the community. The EDAWN Foundation is sponsoring this initiative for the seventh year.



2020 finalists and one of the winning taxi top designs from August 26, 2020

Eligibility and Age Categories

Washoe County School District students in kindergarten through twelfth grades may participate. Finalists will be chosen from Elementary, Middle, and High School groups.

Judging and Winners

- A panel of judges from the community and EDAWN Foundation will review all entries.
- 9 finalists will be selected, from Elementary, Middle, and High School (three from each level) and will receive a check for \$500 for the teacher/school to be used for art supplies.
- A "Best in Show" from the 9 finalists (one from each level) will have their artwork displayed on a taxi for one year.

Artwork Theme

The artwork theme for the contest is:

Northern Nevada Is a Great Place to Live

Whether it's the outdoors, family fun, travel, or an amazing personal story, we want to see what this topic inspires.

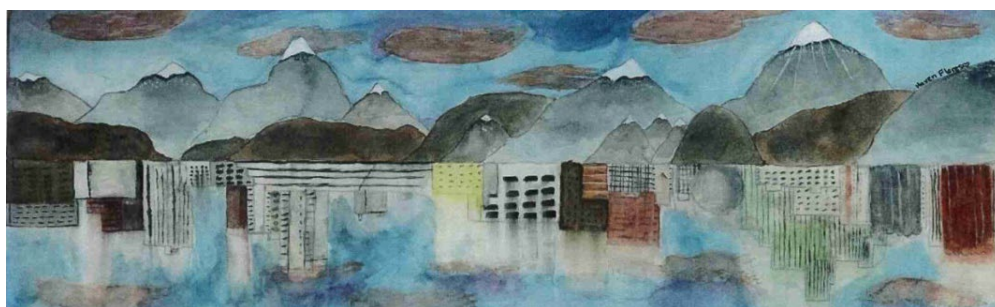
Artwork can be realistic or abstract and may include people and animals in the design.

Media and Technique Requirements

Any of the following media may be used.

- Paint (watercolor, tempera, poster, acrylic, etc.)
- Drawing materials (pencil, charcoal, colored chalk, pastels, oil pastels, colored pencils, marker pens, etc.)
- Digital imagery produced with the aid of a computer

Students are encouraged to use bold colors, strong lines, and a minimum of text. All artworks must be original ideas and created entirely by the student.



Examples of the use of bold colors and imagery used in two of the 2020 high school entries.

The follow media are **not** allowed.

- Photography
- Clip art

Judging Criteria

A selection committee will review artwork submissions based on the following criteria:

- **Interpretation of the theme**
- **Technical skill**
- **Originality**

Entry

One entry per student is allowed.

The actual printed dimension of the taxi top is 14" height x 48" width. The submitted artwork should retain this proportion so that the entire image is captured when printed for the taxi top.

Below are examples of paper sizes that may be used to create the artwork and will maintain the required ratio.

- 14" x 48"
- 10.5" x 36"
- 7.5" x 24"
- 3" x 10.5"

A digital file of the artwork entry should be sent at the highest file size allowed by email to retain as much detail and color as the original. This is typically maximum of **10mb**.

Save Artwork as a Digital File (jpg):

- Smart phone. The easiest way to reproduce a digital file of the artwork is simply by taking a photo with your smart phone and crop the edges using edit mode.
- Scanner.
- Photoshop program will allow you to choose a width and height setting and dpi >300.

Save your digital image as a .jpg: [student first and last name]_[name of school].jpg

Example: Steven Jones_Reno High School.jpg

Entry Deadline – April 29th

Entries must be emailed to DesignATaxiTop@edawn.org by **April 29, 2022.**

- Attach the jpg image file of the artwork
- Include the following in the body of your email:
 - Student's first and last name, school, Teacher's first and last name, Principal's first and last name.
 - Brief description of artwork (maximum 50 words)

Example of artwork description: This colorful scene shows the beautiful hills and scenery of Northern Nevada. My family and I spend every chance we get to be outdoors, because we love hiking, skiing, and camping. I used colored pencils to create my artwork.

Notification and Announcement

Student finalists will be notified in advance of the press conference.

The 2022 Taxi Top Contest press conference is scheduled for June 1, 2022.



Students, teachers, principals, and students' family members are encouraged to attend the press conference.

- Artwork submitted by the nine finalists will be on display at WCSD Administration Building and the three first-place winning designs from students at each level will be displayed on local taxis at the press conference and on taxis for one year.
- Local area television news reporters are likely to be present at the event. Students may be asked to be interviewed by the reporters and it is always exciting to see the students on the local news stations.

Washoe County School District and the Economic Development Authority of Western Nevada (EDAWN) will post photos of the finalists and their winning artwork on social media and websites.

Please direct any questions to:

Megan Downs, Washoe County School District, Communications Manager
mdowns@washoeschools.net, 775-325-2083

Rae McElroy, EDawn, COO/Director of Human Resources
mcelroy@edawn.org, 775-829-3727