2017 “Water Is Life” Student Art Contest Packet
Foothill Municipal Water District is proud to announce its participation in the 2017 Water is Life Student Art Contest.

This is a fun educational project that serves to inspire student creativity while considering the stewardship of our precious water resources. Students and Teachers may visit our website at www.fmwd.com (click on 2017 “WATER IS LIFE” STUDENT ART CONTEST) for additional contest information including detailed information on prizes and examples of past submitted art entries.

Entries must be on 12-inch x 18-inch white drawing paper or poster board, with a one-inch blank border left on all four sides. FMWD can provide this paper to interested teachers or students for FREE!

Please complete the attached entry form and affix it to the back of each submitted entry. Parents/Guardians must sign the “Student Artwork Rights/Approval” section for each submission. Each artwork submission must identify a teacher sponsor before submittal to Foothill Municipal Water District.

Send artwork to: Foothill Municipal Water District
ATTN: Daniel Drugan
4536 Hampton Road
La Cañada Flintridge, CA 91011

Deadline for entries is April 3, 2017, including postmarked submissions. For further information, contact Daniel Drugan at (818) 790-4036 or ddrugan@fmwd.com.
“Water Is Life” Entry Form

*one copy per student

Please attach this form with parent/guardian signature to the back of submitted artwork.

Student Name: ______________________________ Grade: _____________________________

School Name: ____________________________ Teacher Name: _________________________

School Phone: ____________________________ Teacher e-mail: _________________________

(Optional) Student poem or comments on artwork/contest theme/water awareness:
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
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STUDENT ARTWORK RIGHTS/APPROVAL

All submissions become the property of Foothill Municipal Water District (FMWD) and Metropolitan Water District of Southern California (MWD) and may or may not be returned. FMWD and MWD reserves the right to use any submitted artwork and writings for public relations use, including but not limited to display of the original or copies as posters for exhibit events and reproduction of copies on promotional items such as t-shirts, postcards, graphic on webpage, calendars, and book covers.

By signing this form, I agree to the terms and conditions above:

Parent/Guardian Signature: ______________________________ Date: __________________

Parent/Guardian Name: ____________________________ Primary Phone: _________________

Email: ________________________________________________________________________

Address: ____________________________ City: ____________________ Zip: _____________
2017 “Water Is Life” Student Art Contest

The rules listed below apply to all entries. In fairness to all, these rules are important and must be followed in order for the artwork to be considered as a winner.

“Water Is Life” CONTEST RULES:

1. Contest is open to all students K-12, attending a school located within the service area of a member water agency that Foothill Municipal Water District serves (see attached map and division boundaries). Artwork from students outside of the Foothill service area will not be accepted.

2. Artwork must be sent in a flat, sturdy box or package (NO TUBES and please do not fold artwork). Artwork may also be delivered in person to Foothill.

3. Each submitted entry to Foothill Municipal Water District MUST have a completed and signed entry form attached to the back of the artwork.

4. Art must be submitted on 12” x 18” WHITE poster board or WHITE drawing paper, with a one-inch white or blank border left on all four sides of the art, resulting in a final illustrated surface area of 10” x 16” (Oversized and undersized artwork, as well as artwork without the one-inch border, will not be accepted). *THE APPROPRIATE POSTER PAPER MAY BE PICKED UP AT THE FOOTHILL MWD MAIN OFFICE FOR FREE!*

5. Artwork must be drawn HORIZONTALLY (Vertically drawn artwork will not be accepted).

6. Artwork should depict various water uses and/or wise water use…
   a. inside or outside of the home or school
   b. in industries or business
   c. in the environment
   d. in agriculture
   e. in recreation

7. “Water Is Life” is the overall theme of this contest and the inspiration of the artwork. A short water awareness or water conservation phrase/message must be written on the artwork (but not necessarily the words “Water Is Life”). Fewer words written on the piece usually make for a better artwork.
8. Words must be spelled correctly. Please check spelling and punctuation. Incorrect grammar or spelling will not be accepted.

9. **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.

10. Artwork must be **ORIGINAL** (no traced, trademarked or copyrighted characters and slogans, i.e. Mickey Mouse, Sponge Bob, etc.). Please, no copying of artwork from past years.

11. Foothill 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.

12. **OPTIONAL**: On the **“Water Is Life” Entry Form** is an optional space for the student/entrant to include a poem or some comments on the contest theme or artwork submitted. Written submissions will be considered (creativity is encouraged!), however this is **not a requirement** for a prize winning entry.

13. Deadline for entries is **Monday, April 3, 2017**.

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ATTN: Daniel Drugan
4536 Hampton Road
La Cañada Flintridge, CA 91011

**JUDGING CRITERIA FOR CONTEST**

Prize winning entries will be judged on the following four scoring criteria:

1. The poster must meet the **contest rules/guidelines** listed above on this page
2. The posters are scored for the degree to which they **address the theme of the contest**, some questions that might help the creative process:
   - What is the role of water in everyday life or in your community?
   - How does water support life?
   - Why must we protect water?
3. Originality
4. Degree of **visual and word clarity** (e.g. the poster’s use of color, media and/or the written word)
PRIZES

Up to three prizes per group will be awarded (1st, 2nd, Honorable Mention). In addition to awarding the prizes listed below, all winners will be submitted to the Metropolitan Water District for a second round of competition to be included in the 2017 “Water Is Life” MWD Student Artwork Calendar. The prizes* are as follows:

K – 3 Group:

1st Place: $100 for Student; $50 Gift Card for Sponsoring Teacher

2nd Place: $50 for Student; $50 Gift Card for Sponsoring Teacher

Honorable Mention(s): TBD

4 – 6 Group:

1st Place: $100 for Student; $50 Gift Card for Sponsoring Teacher

2nd Place: $50 for Student; $50 Gift Card for Sponsoring Teacher

Honorable Mention(s): TBD

7 – 12 Group:

1st Place: $100 for Student; $50 Gift Card for Sponsoring Teacher

2nd Place: $50 for Student; $50 Gift Card for Sponsoring Teacher

Honorable Mention(s): TBD

*Foothill reserves the right to expand honorable mention prizes. Gift cards for teachers of the winning students are TBD.

Thank you for your participation in this contest and your cooperation with the contest rules. If you have any questions, please contact Daniel Drugan at (818) 790-4036 or ddrugan@fmwd.com.
Helpful Tips:
What makes an award winning art piece?

1. Keep the water slogan brief, using a type font that is LARGE and simple.
   - Strong Water Slogan: Be Water Smart
   - Weak Water Slogan: Don’t like what you see? Save Water because you just might save our future

2. Ensure a strong water slogan that demonstrates the student’s understanding of the importance of water and/or the need to practice wise water use.
   - Strong Water Slogan: Conserve to Preserve
   - Weak Water Slogan: Water is our imagination

3. Keep illustration simple and characters large. Reproduced artwork will be reduced to 95% to fit on bookmarks.
   - Strong Illustration
   - Weak Illustration
4. Encourage student artist to use media that provides consistent, broad coverage in **bright, bold, rich** colors. If crayons are used, the artist must press hard on the paper for dark, rich colors. Pastels do not reproduce well.

5. Ensure a 1-inch border around artwork to allow framing. Many award quality art submissions have been rejected because the border was missing.
MEMBER AGENCIES

**Crescenta Valley Water District**
2700 Foothill Boulevard
La Crescenta, California 91214
(818) 248-3925

**Kinneloa Irrigation District**
1999 Kinclair Drive
Pasadena, California 91107
(626) 797-6295

**La Cañada Irrigation District**
1443 Foothill Boulevard
La Cañada Flintridge, California 91011
(818) 790-6749

**Las Flores Water Company**
428 East Sacramento Street
Altadena, California 91001
(626) 797-1138

**Lincoln Avenue Water Company**
564 West Harriet Street
Altadena, California 91001
(626) 798-9101

**Mesa Crest Water Company**
4532 Rinetti Lane
La Cañada Flintridge, California 91011
(818) 790-2071

**Rubio Cañon Land & Water Association**
583 East Sacramento Street
Altadena, California 91001
(626) 797-0509

**Valley Water Company**
4524 Hampton Road
La Cañada Flintridge, California 91011
(818) 790-5516