

Charlotte Area Transit System

2021 CATS Transit Pass Design Contest

APPLICATION FORM

WHAT IS THE THEME OF THE CONTEST?

Participants will design art to be displayed on a CATS monthly pass promoting public transit in Charlotte. Your art must incorporate the theme of “What Does Charlotte Mean To You.” You may interpret this in any conceptual way that you can visually represent without any text. Some fast facts about Charlotte Area Transit System and the technical guidelines can be found in this application.

WHO CAN ENTER THE CONTEST?

The contest is open only to legal residents living in North Carolina or South Carolina, who are at least 18 years of age. Submissions must be made by individuals and group entries will not be accepted.

WHEN IS THE DEADLINE?

All entries must be received by 5:00 p.m. on May 21, 2021. Entries may be emailed to Courtney.schultz@charlottenc.gov or mailed to Charlotte Area Transit System, Attn: Courtney Schultz, 600 East 4th Street, Office 703, Charlotte, NC, 28202.

HOW WILL ALL THE ENTRIES BE JUDGED?

Entries will be judged by a committee consisting of transit staff members, City officials, and local art professionals. Entries will be ranked to identify a first place winner, second place winner and third place winner. When evaluating the entries, the committee will consider the following:

1. Does the design address the theme and promote multi-modal transportation in Charlotte specific or general terms?
2. Is the design eye-catching and well-composed?
3. Is text absent from the design?

PRIZES FOR WINNERS

Three individual winners will be selected and announced. The winners’ designs will be used on the 2022 monthly passes as followed: First Place – Local Monthly Pass; Second Place – Express Monthly Pass; and Third Place– Express Plus Monthly Pass.

Additional prizes will also be awarded along with the design selection, as followed: First Place – Lenovo Tablet; Second Place - Apple TV; and Third Place - Bluetooth Speaker.

QUESTIONS?

Contact Courtney Schultz at 704-336-6999 or Courtney.schultz@charlottenc.gov. For more information about CATS services or help trip planning, please call 704-336-7433 or visit www.ridetransit.org.

CATS Fast Facts

- CATS is the largest transit system between Atlanta, GA and Washington, DC.
- CATS services include bus, light rail, streetcar, vanpools and services for the disabled.
- CATS has over 50 local, express and regional bus routes.
- The LYNX Blue Line is the first major rapid rail service of any kind in North Carolina and serves as a revival of rail transit within the city since the original streetcar network was discontinued in 1938.
- The LYNX Blue Line rail line corridor features over 1,000 instances of art from local and national artists, including decorative fencing, murals, glass work, stone work and more.
- Art is also integrated into various bus stops, light rail stations and bus depot facilities.
- Safety and quality are integrated into everything that CATS does.

Technical Guidelines for Producing your Art

FOR ART PRODUCED BY HAND

Drawings, paintings, and 2-dimensional media should be completed on a smooth white substrate showing adequate contrast for printed reproduction in vinyl (i.e. bold outlines and colors). To avoid contrast issues, **DO NOT USE COLORED PENCILS OR CRAYONS**. The art must fill the entire template enclosed. Art should be scanned or photographed to at least 600 dpi in JPEG or TIFF format. CMYK color format.

FOR PHOTOGRAPHY

Photographs must be in digital format and taken at the highest resolution possible with a resolution of at least 300 dpi and in JPEG or TIFF format. Photographs must be cropped to fit the entire template enclosed. CMYK color format.

FOR DIGITAL ART

All files must be in vector format as a layered AI or EPS file. The art must fill the entire template enclosed. CMYK color format.

DESIGN TIPS

- A design with large focal points will be more eye catching than a design with a lot of small elements.
- Bright, bold colors will stand out better than softer, low contrasting colors.
- Please do not sign your artwork.
- Do not use any copyrighted material.

Designs containing sexually explicit, obscene, violent or other inappropriate content, as determined by CATS in its sole discretion, are ineligible for this contest. Please refer to full contest rules and guidelines for further information.

Application Form

Please print. Must be signed and submitted with entry.

Name **Phone**

Home address **City** **State** **Zip**

Email

RELEASE AGREEMENT

I certify that the art I have created and submitted to the Charlotte Area Transit System is my original work. I understand that, upon submitting my design, that I authorize the City to freely use, edit, reproduce, and distribute for any purpose my design. I agree that the City may use my name or art with any necessary changes or alterations in current and future promotions. I further agree to abide by the full contest rules and guidelines.

Signature **Date**

DEADLINE

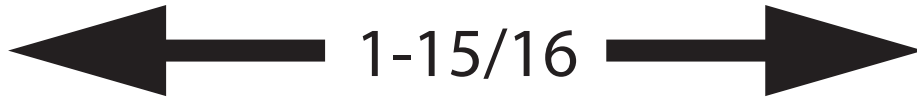
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Local Monthly JANUARY XXXX



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Art work size



INSERT HERE

