

2021 Art Bus Contest



Brochure and Application Form



WHAT IS THE THEME OF THE ART CONTEST?

Participants will design a bus wrap (covering an entire 40 foot bus) promoting public transit in Charlotte. Your art must incorporate the theme of “unity.” You may interpret this in any conceptual way that you can visually represent, and original text may be included. Some fast facts about the Charlotte Area Transit System can be found on page 2, and please read the technical guidelines on page 3.

WHO CAN ENTER THE CONTEST?

The contest is open to high school and college students who are enrolled during the 2020-2021 school year. High school and college level entries will be judged separately. Submissions must be made by individual students. Classes or other student group entries will not be accepted.

WHEN IS THE DEADLINE?

All entries must be received by 5:00 p.m. on March 12, 2021. Entries may be emailed to clange@charlottenc.gov or mailed/dropped off at Charlotte Area Transit System, Attn: Chris Lange, 600 East 4th Street, 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. High school and college entries will be judged separately, so there will be two (2) winners. When evaluating the entries, the committee will consider the following:

1. Does the design address the theme and promote multi-modal transportation in Charlotte in specific or general terms?
2. Is the design eye catching and well composed?
3. If text is used, are the words legible and memorable?

ARE THERE ANY PRIZES?

A high school winner and a college winner will be announced in Spring 2021. The winners' designs will be used to wrap two 40' CATS Buses, one for the high school winner and one for the college winner. The wraps will remain on the vehicles for one year. Each winner will also receive a \$1,000 scholarship.

QUESTIONS?

Contact Chris Lange at 704-432-2391 or clange@charlottenc.gov. For more information about transit or for help trip planning, call 704-336-RIDE 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.

For more information, please visit www.ridetransit.org or call 704-336-RIDE (7433).



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 a file size of at least 10 MB in JPEG or TIFF format. Photographs must be cropped to fit the entire template enclosed. CMYK color format.

DIGITAL ART

All files must be in vector format as a layered AI or EPS file. All fonts must be converted to outlines and image files embedded. 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. We will put the artist's name on the vehicles.
- 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.

Student's name

Age

Phone

Home address

City

State

Zip

Email

School/University

(Circle one)

HIGH SCHOOL

FR SOPH JR SR

COLLEGE

FR SOPH JR SR

Art instructor's name (if you are taking an art class)

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, art or words with any necessary changes or alterations in current and future promotions. I further agree to abide by the full contest rules and guidelines.

Student's signature

(by which you accept the above release agreement - required for all entries)

Date

Parent or guardian's signature

(by which parent/guardian accepts above release agreement - required if student is under 18 years of age)

Date

DEADLINE

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