

Northgate Gonzáález Market

2021 Día de los Muertos High School and College Art Contest

Theme: KEEPING TRADITIONS ALIVE \ TRADICIONES QUE VIVE

About the theme. Over the past year, families have been separated and, in some cases, isolated due to the pandemic. This particular time has reminded us how to cherish our loved ones now and forever as tomorrow is never promised. The idea behind this year's theme, "Keeping Traditions Alive" emphasizes the importance of cultural and family traditions in our lives. Día de los Muertos lies deep within our rich heritage and reminds us to honor and remember those loved ones who hold a special place in our hearts who have passed yet are never forgotten. At Northgate González Market, we want to provide you with the opportunity to keep these family traditions alive. In your piece of art, show us what it means to honor loved ones through a Day of the Dead theme.

Entry Period. Entries in the Northgate Gonzalez Market Día de los Muertos Art Contest must be submitted between May 3, 2021 and July 2, 2021. Deadline to submit is 11:59 p.m. on Friday, July 2.

Eligibility. The Art Contest is open to high school students grades 9 through 12 and undergraduate college students going to a community or four-year college in one of the following counties: Los Angeles, Orange, Riverside, and San Diego.

How to Enter. Entries must be submitted as JPG digital files online at <https://docs.google.com/forms/d/1NJMJqPgpUTE8XegGC69ZA8XwrMUx6uVHMz4Tll4rGJI/edit> by the deadline. Files under 5MB are more likely to upload properly. Entrants should be prepared to send a hi-resolution print-quality replacement file should their entry be selected as a Winner; detailed requirements will be provided at that time.

Judging and Notification. There will be a total of 15 Winners in the High School/College Art Competition: one First Place Winner, one Second Place Winner, one Third Place Winner, and twelve (12) Honorable Mentions. Limit one (1) prize per entrant. All eligible entries will be judged in two rounds using the following criteria:

- Artistic technique
- Design and creative elements as it relates to the Día de los Muertos theme
- Overall impression/impact

Judging will be by qualified judges. Judging will be blind; no information regarding the entrants will be shared with judge until all scoring has been made final. In the event of a

tie, the entry with the highest score in overall impression/impact will be deemed the Winner. If there is still a tie, the judge will select the entry deemed to be the better entry overall.

Potential Winners will be notified within thirty (30) days of the close of the Entry Period, by email. Each Potential Winner will be required to complete and return a Publicity Release Form, and a Release of Liability within ten (10) days of notification. If a Potential Winner does not respond to notification or does not return the forms in the required time, the prize will go to the person with the next highest score.

Prizes

The First Place Winner student will receive a \$1,500 scholarship to help offset academic expenses, a gift certificate of \$300 for art supplies, and \$200 gift card from Northgate Market to celebrate your win.

The Second Place Winner will receive a \$1,000 scholarship to help offset academic expenses. and a gift certificate of \$250 for art supplies, and a \$100 gift card from Northgate Market.

The Third Place Winner will receive a \$750 scholarship, and a \$100 gift card from Northgate Market.

Honorable Mentions will receive a Certificate of Recognition and a \$50 gift card from Northgate Market.

Rules & Regulations

The rules and regulations included here apply to the 2021 Northgate Gonzalez Market Día de los Muertos Art Contest.

Artwork must be the creation a single student. Students may not collaborate on an entry. Artwork must be two-dimensional. Each artwork can be no larger than 20 inches high, 20 inches wide, and 4 inches deep. No piece should weigh more than 10 pounds. Accepted mediums for the two-dimensional artwork are as follows:

- Paintings: oil, acrylics, watercolor, etc.
- Drawings: colored pencil, ink, marker, pastels, charcoal (It is recommended that charcoal and pastel drawings be fixed.)
- Collages: must be two dimensional
- Mixed Media: use of more than two mediums such as pencil, ink, watercolor, etc.

Any entry that has been copied from an existing photo or image (including a painting, graphic, or advertisement) that was created by someone other than the student is a violation of the competition rules and will not be accepted. For more information on

copyright laws, we recommend you visit the Scholastic website:
<http://www.artandwriting.org/wp-content/uploads/2012/08/A-Guideto-Copyright-and-Plagiarism.pdf>

Work entered must be in the original medium (that is, not a scanned reproduction of a painting or drawing). Students should only submit artwork they will not need for other purposes.

Artwork depicting subjects of contemporary political controversy or a sensationalistic or gruesome nature are not allowed.

Student Publicity Release Form

Each entrant must submit a Student Publicity Release Form. The form requires a description of the artwork, which should be detailed, clearly identifying the major elements of the work. For example, “self-portrait” or “a picture of two people” would be unacceptable, since many artworks would fit those descriptions. The following is an example of a useful description: “A painting of two people; the person on the left wears a green sweater and khaki pants; the person on the right wears a black shirt and a striped skirt. A dog sits at their feet.” The Form contains a legal release and a certification that the artwork is original in design and execution. The student, an art teacher, and a parent or guardian must sign where appropriate. Entries without signed originality certifications and artwork releases may not be accepted.

Parent/Guardian Signature

If a student is under 18 years of age, they will need to have a parent/guardian sign a release form, granting Northgate Gonzalez Market, its licensees, and designees, the worldwide, irrevocable, perpetual, royalty-free right to use the entry in publications, on Northgate Market’s websites, in Northgate Market’s digital products, and in ads promoting future competitions, without further permission, compensation, or notification. You further agree that Northgate Market shall have the right, but not the obligation, to use your name and/or photograph for the same purposes.