

Official Entry Guidelines

What are the eligibility requirements? Open to all students currently enrolled in a New York City public high school. Students may enter on their own or through their classroom teachers. A student may only submit one design. By participating, students understand and will comply with the guidelines established in this document. For more information about eligibility, please see “Additional Terms and Conditions” at the end of this document.

What is the Cover Design Competition? The Cover Design Competition encourages participants to reflect on their lives as public school students in New York City and express their ideas artistically in the form of a cover design. The winning designs will be featured on Department of Education school directories, which are distributed to thousands of students and their families across New York City. This competition is an opportunity for students to showcase their artistic talents and be recognized for their creativity.

Students may submit an electronic copy of their design to coverdesign@schools.nyc.gov or mail a copy to the address listed on page 3 of this document.

All submissions must be received no later than **Friday, February 24, 2012 at 11:59 pm EST.**

What are the key dates of the competition?

Competition Open for Submissions	February 1
All Submissions Due	February 24
Workshop Winners Notified	February 27- March 2
Workshops for Finalists	Wednesdays, March 7, 14, 21, 28
Public Vote	March 28-April 2
Winners Announced	April 5

How do you create a directory cover? Participants should consider the following when creating their directory cover:

1. **Design:** All student designs should:
 - Demonstrate an application of the Principles of Design: To learn about high school performance indicators, see the *Visual Art Blueprint* at www.nyc.gov/schools/offices/teachlearn/arts/blueprint.html
 - Show an awareness of the intended audience (see “Audience” below)
 - Ensure that the design is 8.5” x 11”
2. **Audience:** The target audience for the directory cover is students in grades 5-8 and their families. Therefore, the directory design should be appropriate for:
 - All ethnicities and genders
 - All boroughs
 - All ages (especially ages 10+)
3. **Text:** All designs should include the following text: *Directory of the New York City Public High Schools 2012-2013*. Students should also keep in mind the following notes about text:
 - All publications will be translated into 9 languages (so a translated title will need to be inserted).
 - Final designs may also be used on other materials such as flyers, websites, and t-shirts.
4. **Inspiration:** We encourage you to draw inspiration from your perspective as a New York City student. While brainstorming, think about how you will integrate your unique experience into your design. Below are a few questions to get you started:
 - a. Why are you proud to be a New York City student?
 - b. How are you preparing for life after high school?
 - c. What makes your experience as a New York City student unique and exciting?

How do you create a directory cover? (continued)

5. **Guidelines for Images:** With respect to the images in your design, the more creative and unique you are, the better. Here are some things to keep in mind:
- a. **Copyrighted images:** We cannot use any previously-copyrighted images on our directory covers. The use of previously copyrighted materials automatically disqualifies the applicant. Please review the Additional Terms and Conditions on pages 4 and 5 for more information. Many New York City icons are already copyrighted. This includes most identifiable buildings in the Manhattan skyline, the major bridges, the Statue of Liberty, “I ♥ NY,” etc.
 - b. **Inclusiveness:** As mentioned in the “Audience” section above, designs should be appropriate for all ethnicities, ages, genders and boroughs. In particular, avoid creating a design that relies heavily on a recognizable building or image that is specific to a particular borough or neighborhood. It is fine to incorporate such images into your design, but overall your design should feel inclusive to all residents in the City of New York.
 - c. **Faces:** Designs that incorporate real human faces (as opposed to cartoon or representational figures), should include more than a single individual. Any group of faces should be racially diverse and age-appropriate for fifth through eighth graders.
 - d. **School-Based Images:** We encourage the use of school-based imagery in the directory designs. It’s fine to incorporate other New York City imagery (subways, taxis, apples, buildings, etc.), but such imagery should be tied to the concepts of education, learning and growing up. For example, a design featuring a New York City MTA bus driving through Times Square would not be acceptable, but a design featuring a school bus driving past a school would be.
 - e. **Reproduction:** Keep in mind that designs must be easy to reproduce in different colors and sizes and with different text. How easily your design can be adapted to different media (publications, flyers, t-shirts, bags, etc.) and reproduced on different quality printers will be an important factor for the judges.
 - f. **Color:** Cover designs should be easily printed using 2-3 colors (different shades of the same color are counted as one color.) For the design’s main colors, we recommend choosing colors other than the ones that were featured in past two high school directories: green & blue. Designs created using computer software should use pantone colors.

How do you submit a cover design?

Participants have the option of submitting their cover design online via email or by mail.

Whether you submit your design by email or regular mail, participants must also submit two signed consent forms before the submission deadline—one from the Department of Education and one from the Cooper-Hewitt—in order to qualify for the competition. Consent forms will be posted on the Cover Design Competition Resources page (www.nyc.gov/schools/choicesenrollment/2012coverdesignresources) during the competition submission period.

Email Submissions

- Email deadline is February 24, 2012 11:59 pm EST. Entries received after this date will not be accepted.
- Final files must be submitted as any one of the following extensions: .JPEG, .GIF, .PNG or .PDF. (Save the final live file. Please simplify the number of layers in your live file and keep the layers neat. The Department of Education will need this in order to make future edits).
- Final files must be submitted as low-resolution files (under 2 MB).
- Email submissions should have a subject line: “Cover Design Submission” as well as the first 4 digits of your birthday (ex: March 12 = 0312)
- When submitting your design via email, please be sure to attach the following:
 1. Low-resolution design file
 2. Completed and Signed Department of Education Consent Form*
 3. Completed and Signed Cooper-Hewitt National Design Museum Consent Form*
- Online submissions will receive a confirmation email within 24 hours. If you do not receive a confirmation email, then the design was not received. If you have difficulty submitting your design, please call 212-374-4415 for assistance.

How do you submit a cover design? (continued)

Mail-In Submissions

- Mail-in entries must be received by February 24, 2012. Entries received after this date will not be accepted or considered for the competition.
- A copy of the original artwork should be submitted and the original should be retained by the student. Submissions will not be returned, so do not submit the only copy of the design.
- Design package should include:
 - A copy of your printed submission
 - Completed and Signed Mail-in Submission Form – This form will be posted on the Resources page during the submission period: www.nyc.gov/schools/choicesenrollment/2012coverdesignresources
 - Completed and Signed Department of Education Consent Form*
 - Completed and Signed Cooper-Hewitt Consent Form*
- Mail to the address:

Department of Education,
Office of Student Enrollment
52 Chambers Street, Room 414
New York, NY 10007
ATTN: Cover Design Competition

*Applicants can submit their consent forms in one of three ways before the submission deadline:

- **Scan and Email** as an Attachment with your Design: coverdesign@schools.nyc.gov
- **Fax** to 212-374-5569 , ATTN: Cover Design Competition Consent Forms
- **Mail** to Department of Education, Office of Student Enrollment, 52 Chambers Street, Room 414, New York, NY 10007, ATTN: Cover Design Competition Consent Forms

Department of Education Consent Form

- Students under the age of 18 are required to obtain their parent or guardian's signature.
- Students 18 years of age or older are not required to have their parent/guardian sign the form.
- All students must provide the following information on the consent form:
 - Student Name
 - Student's current school
 - Parent/Guardian Address
 - Email Address of their Parent/Guardian (optional)
 - Signature from a teacher at their school (preferably the student's art teacher)

Cooper-Hewitt Consent Form

All students must complete the form and provide the following information:

- Student Name
- Parent/Guardian Full Name
- Dated signature of Parent/Guardian

Important Submission Information

- Only one design per student.
- Design must be original work of student.
- Designs must be accompanied by signed consent forms.
- 8.5 x 11 in original design for both front and back covers.
- Submissions can be submitted electronically via email or in print form by mail.
- Designs may be created in any medium.
- Submissions will not be returned. Please do not submit the only copy of the design.

What are the judging criteria? Designs will be judged on the following four criteria:

1. Originality
2. Application of the principles of design (see the “Design” section above)
3. Adaptability of the design to different media (bags, t-shirts, CDs, etc.)
4. How well the design interacts with text

How will the winners be selected? Designs will be voted on by a panel of judges including representatives from the Department of Education, Smithsonian Cooper-Hewitt, National Design Museum (Cooper-Hewitt) as well as the public (via an online voting system). Below is a breakdown of the voting process for each round:

- **15 Finalists:** From the initial pool of submissions, 15 finalists will be selected by a panel of judges comprised of members from the Department of Education and the Cooper-Hewitt. The 15 finalists will attend design workshops at the Cooper-Hewitt during the month of March (see below for more information about the workshops).
- **3 Place Winners:** After the workshop series, the 15 finalists will present their final artwork to the public and a panel of judges. 3 place winners will be selected.
 - 1 place winner will be selected online, by the public (subject to the determination by the Department of Education that the design selected by the public is suitable for its intended use). Public voting will be held from March 28-April 2. The public will be able to cast one vote for their favorite design. This winner could be placed as the first, second or third place winner. This determination will be based on the discretion of the Department of Education and Cooper-Hewitt.
 - 2 place winners will be selected by a panel of judges from The Department of Education and Cooper-Hewitt based on the four judging criteria. *Note:* All finalists are required to present their final designs in person to a panel of judges during the final workshop at the Cooper-Hewitt.

How will the winners be notified? All place winners will be notified during the Awards Ceremony at the Cooper-Hewitt Smithsonian on April 5, 2012.

How will the winning designs be used? The first place design will be used for the High School Directory and all related materials (publications, bags, t-shirts, etc.) for the 2012-2013 school year. Second and third place designs will be used for other printed and electronic publications and other documents posted on the Department of Education website, including (but not limited to) the Additional Ways to Graduate and Charter School directories.

What can I expect to learn at the workshops? The finalists will attend four weekday afternoon sessions, to be held on four consecutive Wednesdays in March (March 7, 14, 21 & 28, from 4:30 pm-6:30 pm). At these sessions, the finalists will work with a professional graphic designer to refine their designs and prepare for the final round of judging. At the final workshop, students will present their designs to members of the judging panel.

What do the winners receive? In addition to the chance to be on the cover of the High School Directory, in previous years, finalists have also received a free one year membership to the Smithsonian Cooper-Hewitt National Design Museum.

In the past, winners have also continued to work with the Department of Education’s Office of Student Enrollment as well as the Division of Portfolio Planning. This on-going relationship has provided the students with an opportunity to build relationships in the field and gain practical experience as a graphic designer.

Where do I go if I have questions? Email coverdesign@schools.nyc.gov or call 212-374-4415.

Additional Terms and Conditions

Disqualification: Applicants will be disqualified if they:

- Do not submit their submission with both signed consent forms (DOE and Cooper-Hewitt) by February 24, 2012.
- Do not adhere to all of the above entry guidelines
- Use any derogatory language
- Plagiarize or submit someone else’s copyrighted material
- Cannot attend at least 3 out of the 4 workshops

Additional Terms and Conditions (continued)

Privacy: Information collected is subject to the Department’s Privacy Policy. Please visit: www.nyc.gov/schools/AboutThisSite

Ineligibility: Only full time public high school students in New York City are eligible to participate in the competition.

Anonymity: During the vote to select the 15 finalists, the judges (representatives from the Cooper-Hewitt and the Department of Education) will not know the names of the students nor their respective schools. Student names and schools will be kept completely anonymous for the first round of judging for the 15 finalists. During the public vote to determine the three top place winners, student names and schools will be shared with the public and the members of the judging panel. The schools, names, and submissions of the top three placing students will be formally announced at the end of the competition.

Other Conditions: There is no cost to enter this competition. Mail-in submissions will not be returned. Student shall retain ownership of his or her submission, subject to the Department of Education’s right to use the submission as granted in the signed consent.