

2ND ANNUAL BRAND CLASSROOM SHOWCASE MEDIA DESIGN CONTEST & EXHIBITION 2022-2023

MEDIA DESIGN CONTEST DEADLINE: JANUARY 13, 2023

WHAT IS IT?

A contest to see who can make the most compelling poster and media design for the branding and marketing of this year's ABCS of GUSD. The winning design will be made into posters and postcards to be distributed throughout GUSD schools and public spaces in the City of Glendale. It will also be used for press, social media and exhibition graphics.

WHO IS ELIGIBLE TO SUBMIT?

GUSD students in grade 12.

WHAT KIND OF ART CAN I SUBMIT?

Any image that can be manipulated to fit a number of different formats including a 5.5 x 8.5 inch postcard and an 11 x 17 inch poster. We accept any media, but we encourage students working in digital art with a focus on graphic design to submit their designs.

HOW DO I SUBMIT MY ARTWORK?

Submit your design to your art teacher before January 13th. A winner will be selected by January 20th, 2022.

DESIGN REQUIREMENTS

- Make sure to include the exhibition title and dates (see below) in your design OR leave room within your design for these things to be added. Here is the text that will be included in the final design:

2nd Annual Brand Classroom Showcase 2022-2023

March 31 - April 8, 2023

Opening Reception: March 31, 6-8pm

Brand Library & Art Center

1601 West Mountain St. Glendale CA 91201

- Make sure to leave room for a small paragraph to describe the exhibition. Here's a sample paragraph:

"Join us at Brand Library & Art Center for a special exhibition of artworks by Glendale Unified School District senior high school students. The 2nd Annual Brand Classroom Showcase is the culminating event in a larger educational program that provides GUSD students the opportunity to learn directly from local art professionals. The opening reception is free and open to the public."

HELPFUL TIPS

- When creating a design try to find an image or design that can be used to represent many different types of artwork and artists. Past winners have used well known historical art figures (Picasso, The Scream, Mona Lisa, Bob Ross, etc.) or focused on the tools artists use (paintbrushes, pencils, cameras, etc.) Posters without any images, but with exciting fonts, typesets and graphics are just as effective by using color and shapes to grab attention.
- Find existing poster designs that you think are effective and ask yourself why they work, then incorporate those elements into your design. Music festival posters are a great place to start.

- Have fun with it! Feel free to collaborate! Talk to your friends and teachers about your ideas and get their feedback, or just do what you think looks best. There is no right or wrong in art.

ABCS of GUSD EXHIBITION DEADLINE: MARCH 3, 2023

WHAT IS IT?

The Annual Brand Classroom Showcase of Glendale Unified School District (the ABCS of GUSD) is an exhibition of artworks made by upper-level students from 5 Glendale public high schools. The exhibition is the culminating event in a larger program that provides students with the opportunity to learn directly from local art professionals in a hands-on learning experience at Brand Library & Art Center.

WHO IS ELIGIBLE TO SUBMIT?

GUSD students in grade 12.

WHAT KIND OF ART CAN I SUBMIT?

All mediums are accepted including photography, painting, drawing, sculpture, ceramics, digital, video and installation art. There is no size restriction, but very large artworks or artworks with complex hanging systems should be discussed with gallery staff. Collaborative classroom projects are encouraged. Video screens will be provided for selected digital and video artworks.

HOW DO I SUBMIT MY ARTWORK?

Submit your artwork to your art teacher before March 3, 2023.

ARTWORK REQUIREMENTS

All artwork must be “ready to hang” with hanging wire, d-rings, or saw-tooth picture hangers. Unframed artwork must be mounted onto clean mat board, or foam core and have removable adhesive strips applied to the back for hanging. Alternatively, unframed work can be hung with magnets, thumbtacks, or other methods, but students should include instructions and the hanging materials when submitting their artwork.

HELPFUL TIPS

- Be selective when submitting artwork. Each artist can submit more than one artwork, but in the initial round of selection we will only be taking one artwork per student. Depending on the number of participating artists and the size of the artworks, we may do a second round of selections from the originally submitted artworks.
- Imagine how you would like to see your artwork presented in a professional gallery and then make sure to provide the gallery with all of the necessary materials to make that happen. Have a plan for framing, mounting, and hanging the artwork. Presentation is important.
- Include your NAME, the artwork TITLE, MEDIUM (what the artwork is made from and on, ex. "Oil on Canvas",) SIZE (measure in inches and the proper order is HEIGHT x WIDTH and for sculptures include DEPTH, ex. 18 x 24 inches, or 17.25 x 16 x 4 inches,) and PRICE (if you would like to have your artwork for sale list a price that you think is fair. You may want to talk to your teachers about setting pricing. If you do not want your artwork for sale, list it as “NFS” or “Not For Sale”.)
- Make sure all the information you give is correct with no misspellings. Changes cannot be made once labels are printed.