

“Canada 150 - What Makes Canada Great”

**CITY OF NORTH VANCOUVER
STREET BANNER CONTEST
2016-2017**

**CALL FOR K-12 STUDENT ARTWORK
FOR BANNERS ON LONSDALE & ESPLANADE**



The City of North Vancouver Public Art Program is seeking designs for street banners that will fly high along Lonsdale and Esplanade Avenues from May 2016 through November 2017. In anticipation of Canada’s 150 anniversary of confederation in 2017, K-12 students in North Vancouver are invited to create an original banner design that reflects the theme of “What Makes Canada Great”.

Up to three banner designs will be selected by a panel of judges made up of representatives from the North Vancouver Public Art Advisory Board, the City of North Vancouver, and a local artistic professional.

The winning banner designs will be professionally produced and the successful student artists will receive a banner set for their own use. All contest entries will be displayed in a public exhibition as part of “May is Arts Month” celebrations.

Contest Deadline: Monday, February 29, 2016 – 4pm

BANNER CONTEST PARTICIPANT GUIDELINES & TERMS

1. Open to all North Vancouver students in grades K-12 (public, private, home school)
2. Entries must comply with the BANNER ARTWORK GUIDELINES.
3. Each entry must include the student's name, grade and school name.
4. Contestants may submit 1 banner design.
5. All entries and reproduction rights become the property of the City of North Vancouver and will not be returned.
6. Contestants must submit a Parental Permission Form with their entry.
7. The CNV Public Art Program reserves right to adapt selected artwork to comply with banner production requirements.

BANNER ARTWORK GUIDELINES

Theme: "Canada 150 - What Makes Canada Great"

Is there something about Canada that you think is truly unique? What makes Canada so special? Is it the spectacular natural environment? Is it the people? Is it something about where you live? Create your own unique banner design based on your own thoughts and ideas using the following guidelines.

1. Artwork must be designed on the Street Banner Design Template provided.
2. Artwork must be designed in colour using paint, crayons, pastel crayons or markers. (watercolours and coloured pencil can be used, but keep in mind that light washes of colour don't show up well)
3. Artwork should be bright, bold and display well from a distance.
4. No words, numbers or text are to be included in the banner design.
5. All art work submitted must be original and not infringe on the rights of any other person or duplicate any existing design including images that are subject to copyright.
6. Each entry must include the student's name, grade and school printed in the box provided on the template.
7. A title and a description of the art should be printed on the template.

BANNER DESIGN TEMPLATE (example)

A banner design template has been created to help young artists create designs that are proportionate to the actual size of the real street banners (30" x 80"). Please create and submit your banner design on the template. The templates are printed on 11" x 17" paper. Extra templates can be photocopied or picked up at Harry Jerome Rec Centre front desk.

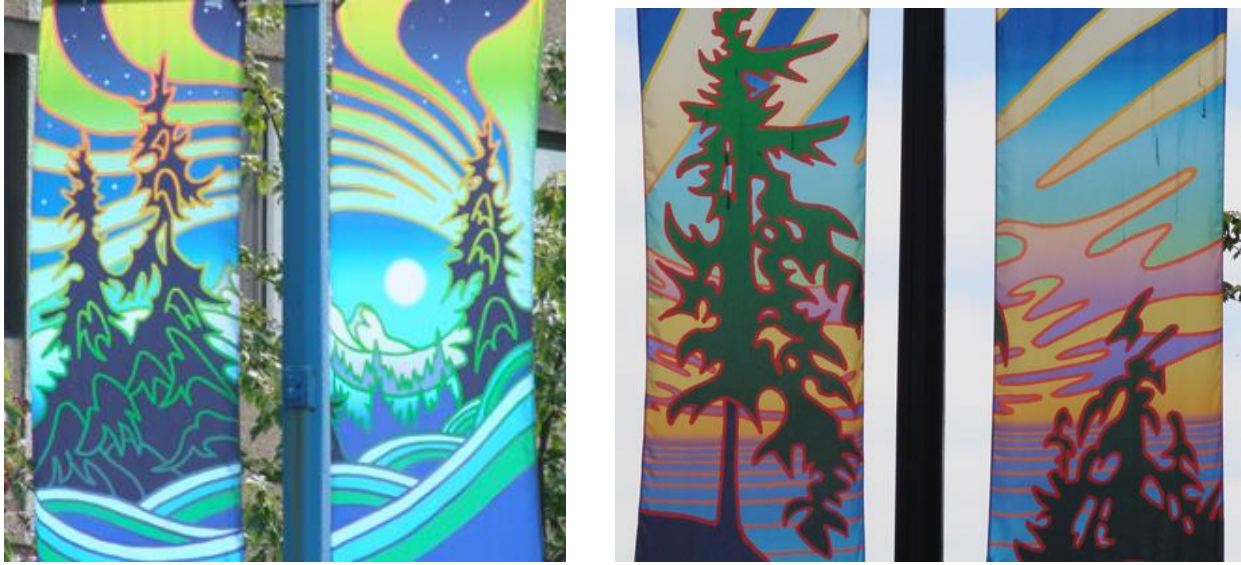
QUESTIONS FOR TEACHERS – LESSON PLAN IDEAS

"Canada 150 – What Makes Canada Great" Street Banners

Class participation in this banner design contest is a fun way to connect students with the history of Canada, engage in creative expression, and provide an opportunity to showcase student artistry in public spaces.

1. As a class, discuss students' thoughts and impressions of Canada. What makes this country great? For example, consider: Canadian history, stories and celebrations. Canadian communities, the people, local heroes. Canadian arts & culture, national symbols, landscapes and nature.
2. Ask students to focus in on one aspect of what they think makes Canada great and what inspires them the most. Explore how that idea be translated into a colourful and bold design for a street banner.
3. Review basic principles of good banner design and show examples of sample banners.
 - Use strong, bright, contrasting solid colours so the banners have visual impact
 - Use large, simple shapes. The banners will be seen from a distance so small details are hard to see.
 - Fill up the entire area but don't put important details too close to an edge – they may get lost in production.
 - No words or text are to be included on the design.
 - Left and right banners should not be identical, but they do need to relate to each other.
4. Materials Needed
 - Banner Templates –**DESIGNS MUST BE SUBMITTED ON 11" x 17" TEMPLATE.**
 - Images of sample banners, to be used as an overhead or handout, preferably in colour

Examples of Banners hung on Lonsdale Avenue in the past



CONTEST PARENTAL PERMISSION FORM:

“Canada 150 – What Makes Canada Great” Street Banner Contest

The City of North Vancouver Public Art Program, managed by the North Vancouver Recreation & Culture Commission is coordinating street banner design contest. Up to three banner designs will be selected by a panel of judges made up of representatives from the North Vancouver Public Art Advisory Board, the City of North Vancouver, and a local artistic professional. The winning designs will be produced as banners and displayed on Lonsdale and Esplanade Avenues from May 2016 through November 2017.

Student - First Name (please print)	Student - Last Name (please print)
Gender: Male Female	Grade Level
Parent/guardian first name	Parent/guardian’s last name
Parent/guardian’s telephone	Parent/guardian’s (email)

I hereby consent and agree that, in consideration of my child being allowed to participate, the entry submitted shall become the property of the City of North Vancouver, and I hereby transfer all copyright on documents submitted with the entry in favour of the City of North Vancouver, without any compensation.

I hereby consent that the City of North Vancouver and North Vancouver Recreation & Culture Commission may use my child’s name, and image on its website and in any marketing or communication materials with compensation.

I acknowledge having read and agree to abide by the contest guidelines and terms. I accept that North Vancouver Recreation & Culture Commission or its representatives may communicate with me regarding a follow-up or evaluation of the Banner Contest.

Signature of parent/guardian

Date

Submit banner design, artist info, and signed parental permission form to:

CNV Public Art Program, Street Banner Contest
c/o Harry Jerome Community Centre
123 East 23rd St, North Vancouver, V7L 3E2
DEADLINE: Monday, February 29, 2016, 4pm