



Calling All Artists!
Pasadena ISD 9th - 12th grade students are invited to create a fun and creative crosswalk to promote school spirit and safety for pedestrians

DESIGN *your* WALK!

Pasadena Vibrant Crosswalks Design Contest

Are you an artist? Do you want to leave a lasting impression in your community? Showcase your skills and Pasadena school spirit by designing an artistic crosswalk for local elementary school students.

The winning artists will receive a prize, have their crosswalk design painted onto the street near the elected elementary schools and participate in a special unveiling event.



Please visit www.hcphtx.org/pasadenacrosswalkcontest for contest instructions, information, and submission forms. For more information please email: BuiltEnvironment@phs.hctx.net

The Safe Routes to School program is supported by Pasadena Vibrant Community. Pasadena Vibrant Community is an initiative of the University of Texas MD Anderson Cancer Center made possible by an investment from and collaboration with Shell Oil.



PASADENA VIBRANT CROSSWALKS CONTEST

The Vibrant Crosswalks Contest serves to encourage students and young artists from Pasadena ISD high schools to create a fun and creative crosswalk design to promote school spirit and safety. The winning artists will receive a prize, have their crosswalk design painted onto the street near the elected elementary schools, and participate in a special unveiling event.

The artistic student(s) will be designing creative crosswalks for the 7 Pasadena SRTS selected elementary schools. The students, faculty, staff, and parents from each elementary school will vote and choose the winning crosswalk for their school. The elected elementary schools include:

- Richey Elementary
- Gardens Elementary
- Pomeroy Elementary
- Red Bluff Elementary
- Parks Elementary
- Sparks Elementary
- South Shaver Elementary



WHO MAY ENTER:

Students who are in the 9th - 12th grade and currently enrolled virtually or in-person as a full-time student at any Pasadena ISD high schools are eligible to enter the contest.

Students are welcome to work independently or work together in groups of no more than three.

CONTEST ENTRY STEPS:

- STEP 1. Read the entry instructions, design specifications, and requirements.
- STEP 2. Go to www.hcphtx.org/pasadenacrosswalkcontest to complete the interest form by October 30, 2020 at 11:59 p.m. CST.
- STEP 3. Create a crosswalk design that encourages walking and biking and increases pedestrian and bike safety while promoting school spirit. Please be sure to read and follow the Entry Instructions and Design Specifications.
- STEP 4. Once your crosswalk design is complete, go to www.hcphtx.org/pasadenacrosswalkcontest to complete the Pasadena Vibrant Crosswalks Contest Submission Form and upload your design(s) according to the instructions provided by December 18, 2020. The information that you will need to enter the contest and submit your design(s) is provided below.



ENTRY INSTRUCTIONS AND DESIGN SPECIFICATIONS:

- Designs should be inclusive for all crosswalk users. The crosswalk designs that incorporate the selected elementary school's colors and mascots is highly encouraged. Please see below for each school's colors and mascots.
- The designs must fit within the confines of the existing crosswalk that is outlined in each template, whether that be standard, continental, or ladder.
- Solid colors are mandatory.
- The artwork can be a drawing, painting, illustrated collage, or other two-dimensional piece (no 3D, photographs, and/or anything with gradients).
- Artwork must be designed to fit within the approved template.
- There is no limitation on the type of media – such as pencil, print, marker, crayon, felt pen, etc. – that can be used for the artistic crosswalk designs. However, the artwork media should consider the digital print upload requirements.
- Artistic crosswalk designs must be uploaded as JPG, PNG, PDF.

ADDITIONAL INSTRUCTIONS:

- An art instructor or teacher should supervise and approve all work before submission.
- The design winners' parent/legal guardian may be asked for a photo of the student and to complete a photo release form to highlight the winning contestant.
- The student must complete the registration form, submission form, and submit a digital file of their artwork as instructed.



ENTRIES MAY NOT:

- The designs may not include gradients.
- Entries cannot contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement; incorporate any copyrighted characters (i.e. comic and/or television characters), photographs, brand names, trademarks, and magazine or newspaper illustrations, etc.
- Entries may not contain content that is inappropriate, indecent, obscene, hateful, defamatory, or slanderous.
- Designs may not contain content that promotes bigotry, racism, hatred or harm against any group or individual or promotes; discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- Entries may not contain material that is unlawful, in violation of or contrary to the laws or regulations of the U.S.

CONTEST DEADLINE:

All entries must be uploaded and received via the website www.hcphtx.org/pasadenacrosswalkcontest no later than December 18, 2020 at 11:59 p.m. CST. INCOMPLETE OR LATE SUBMISSIONS WILL BE ELIMINATED FROM THE REVIEW, VOTING AND REWARD PROCESS.



JUDGING CRITERIA:

The designs will first be vetted by Pasadena city officials to ensure that they meet city and state guidelines. Students, parents, faculty and staff from the Pasadena ISD priority elementary schools will vote on the crosswalk design entries for their attended elementary school according to the following criteria:

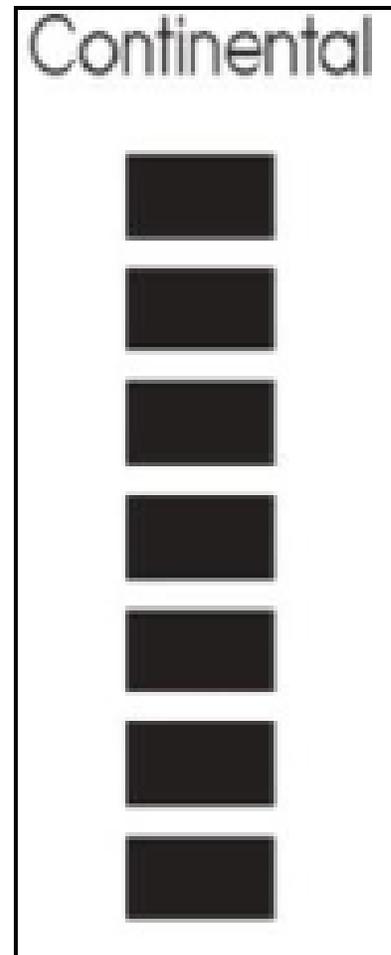
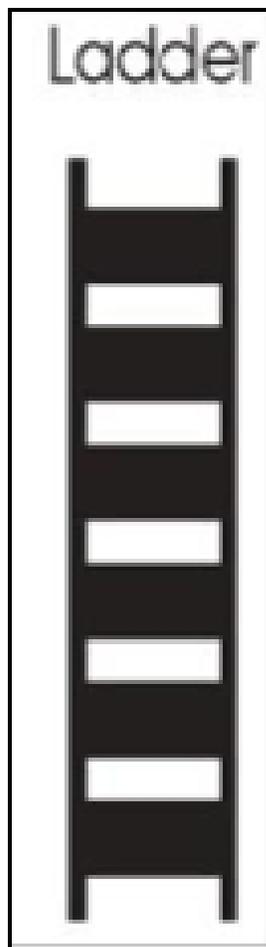
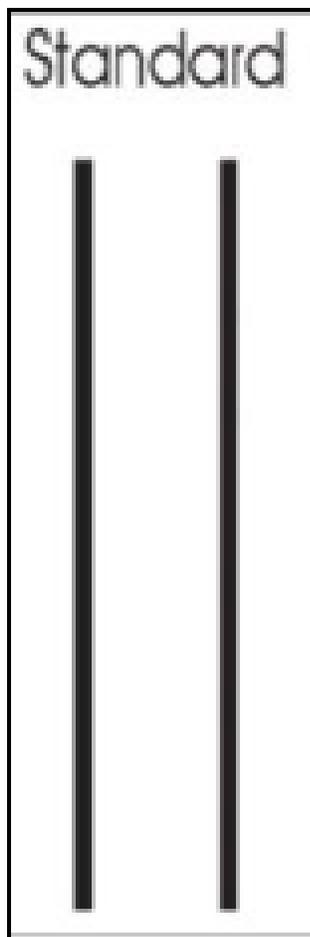
- Relationship of the design to the crosswalk safety. (Safety Impact)
- Visual impact of the design. (Visual Impact)
- Inclusion of elementary school's colors and mascots into the design. (School Spirit)

The winning designs can and will be modified for reproduction to fit the mechanical production needed and to meet state safety guidelines. The Pasadena SRTS committee will work with artists to make edits to any winning crosswalk designs.

SELECTED ELEMENTARY SCHOOL CROSSWALK TEMPLATES AND LOCATIONS:

DESIGN INSTRUCTIONS:

The design must include the existing white solid, standard, continental or ladder crosswalk style lines. Also, the designs must fit within the confines of the existing crosswalk that is outlined in each template, whether that be standard, continental or ladder. Please see below for an example of a standard and ladder painted crosswalk. Use the templates below and estimated measurements to create your crosswalk design. Draw your design in the areas outlined in red within the crosswalks.

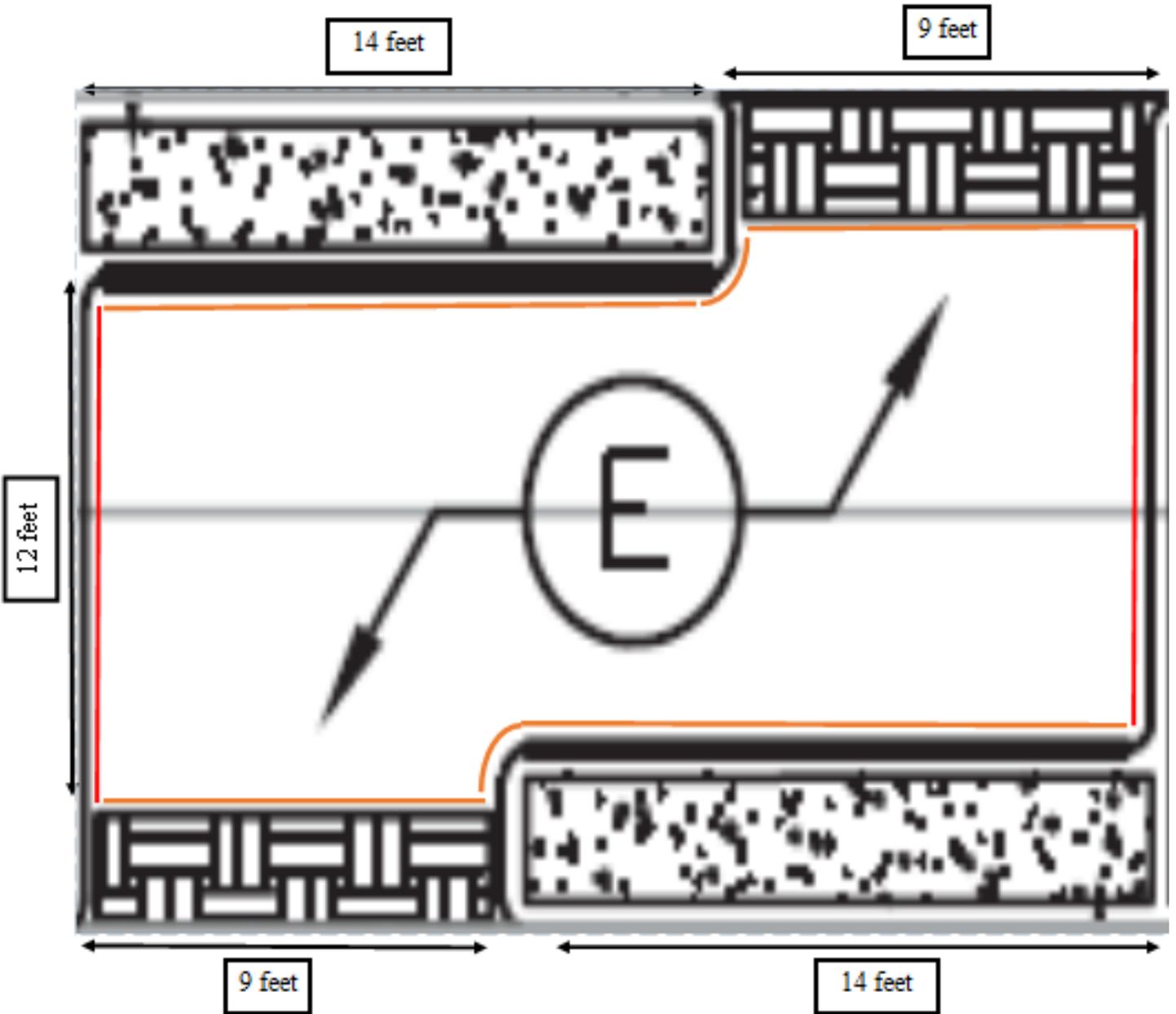


Richey Elementary

Mascot: Eagles



Colors: Red and Blue



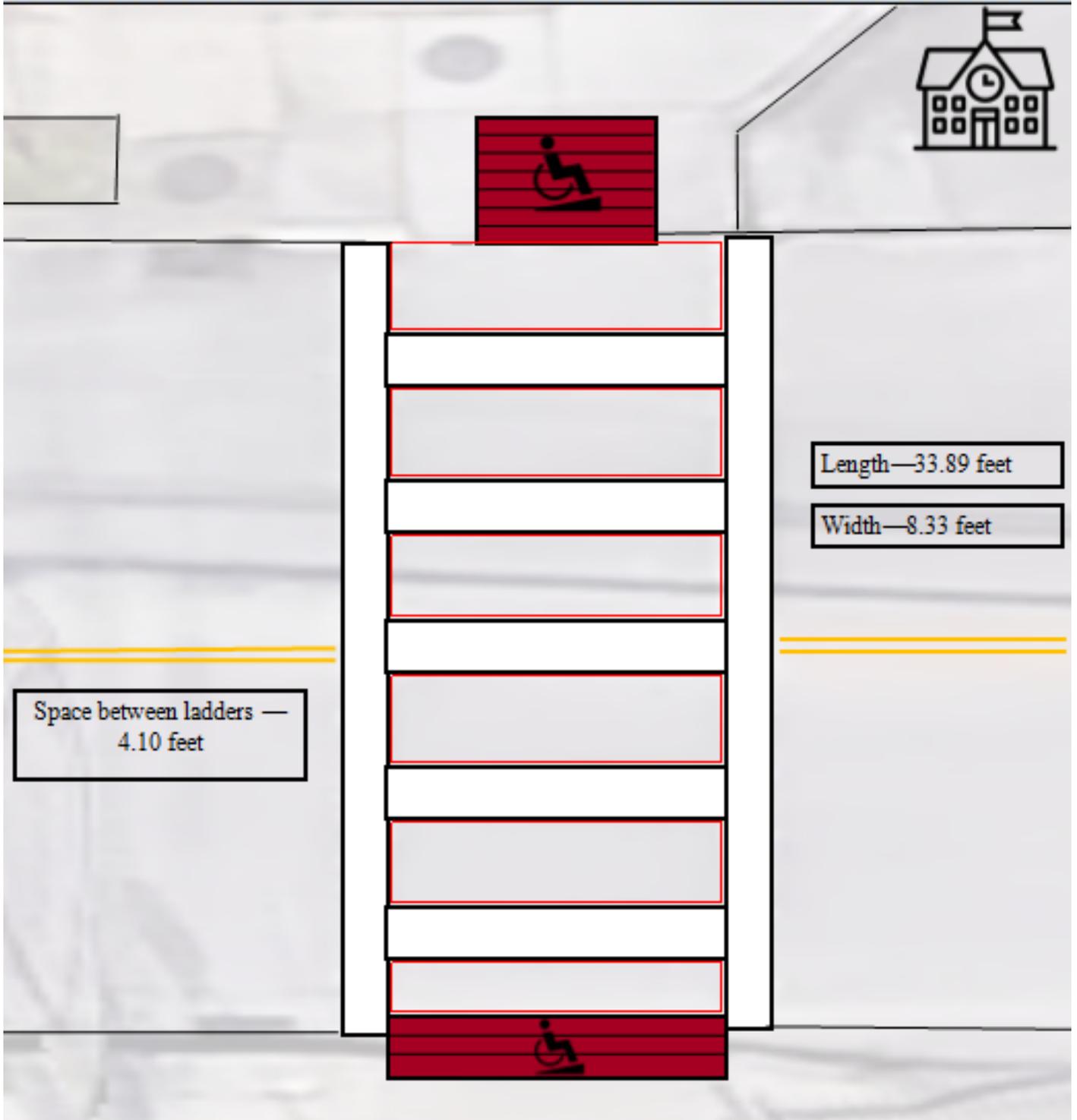
Key:
E—8 feet

Pomeroy Elementary

Mascot: Panthers



Colors: Purple and Black



Length—33.89 feet

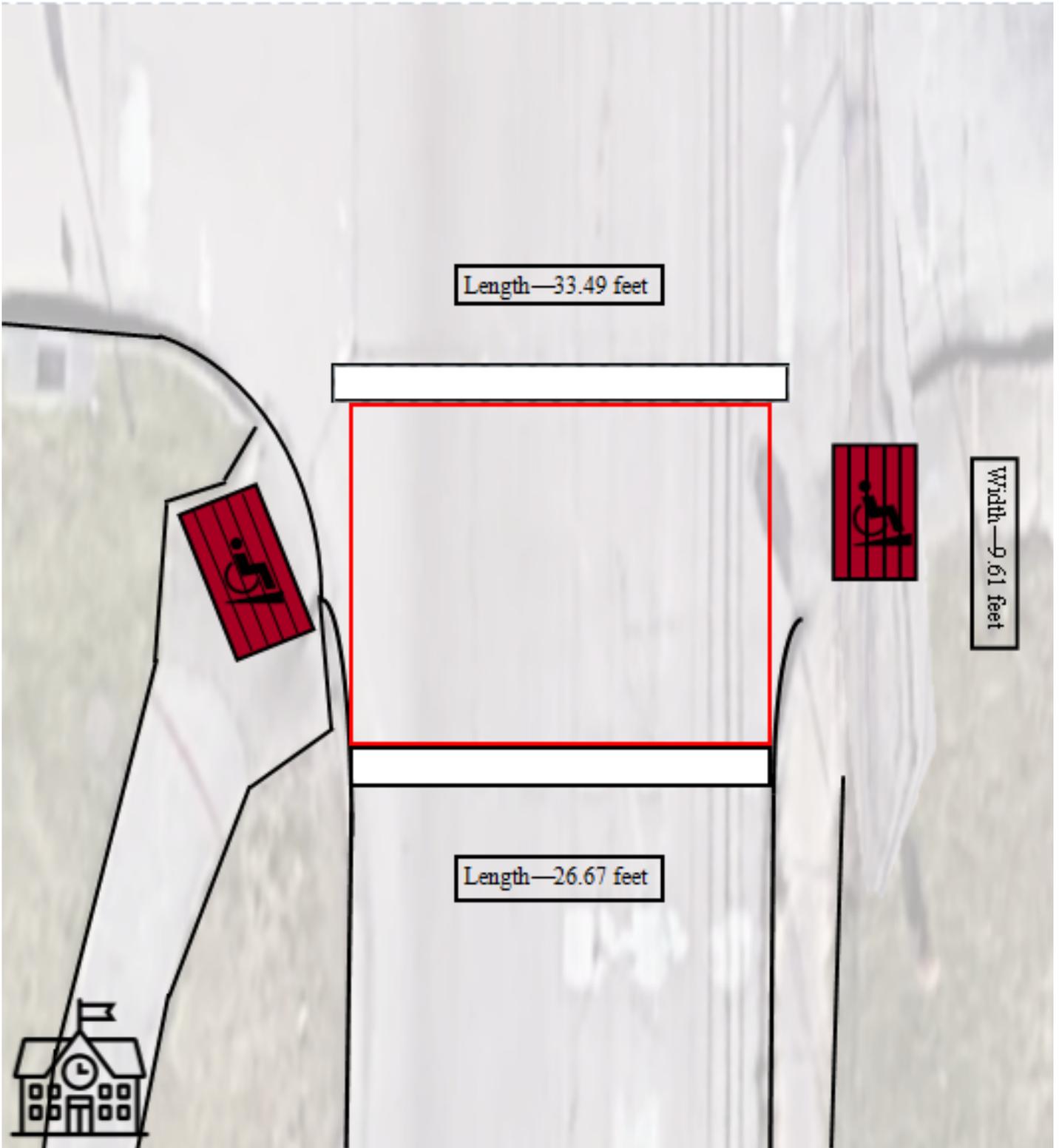
Width—8.33 feet

Space between ladders —
4.10 feet

Red Bluff Elementary

Mascot: Roadrunners

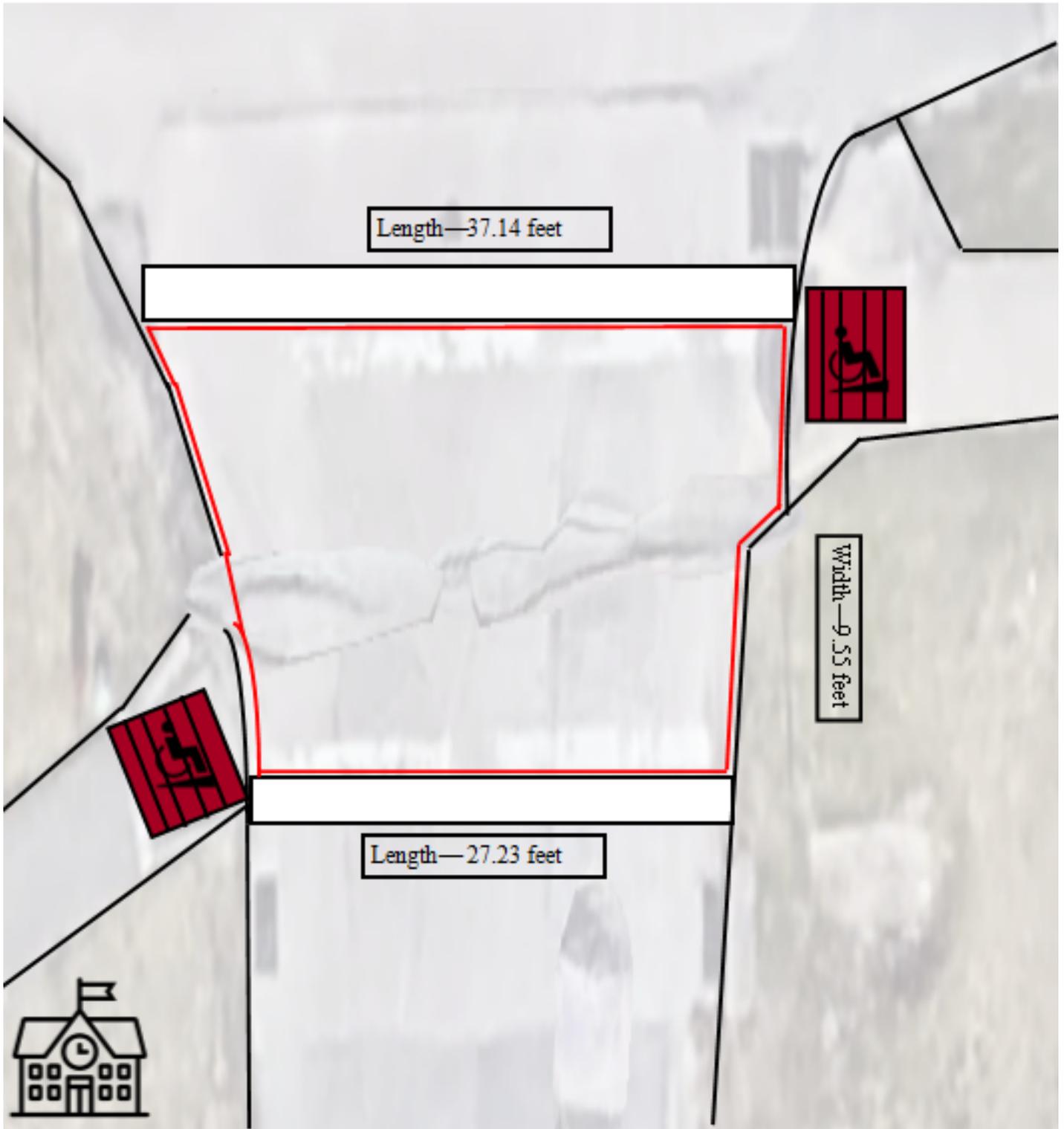
Colors: Red and Black



Parks Elementary

Mascot: Parrots

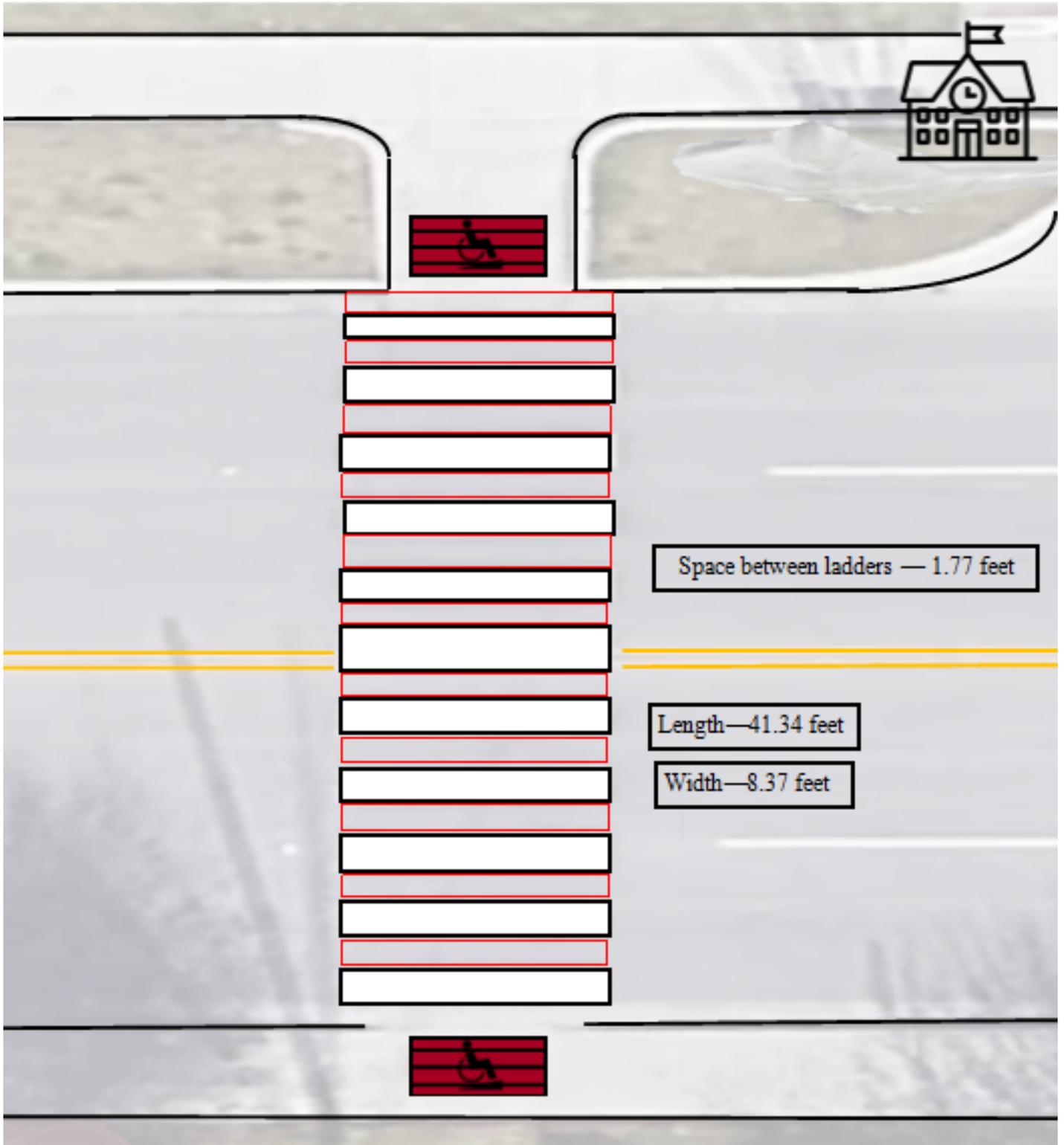
Colors: Black and Blue



Sparks Elementary

Mascot: Stars

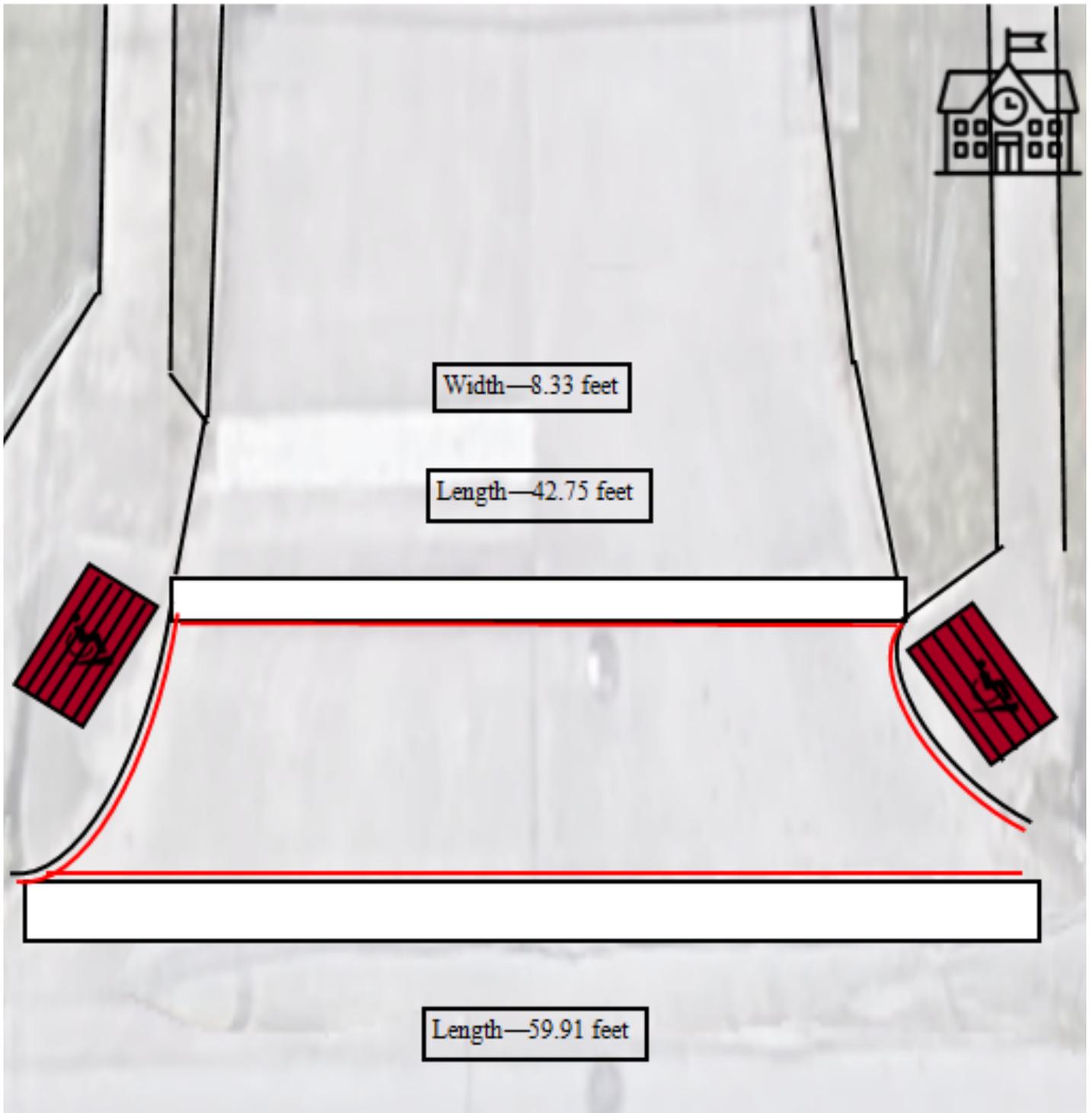
Colors: Red and Black



Gardens Elementary

Mascot: Gators

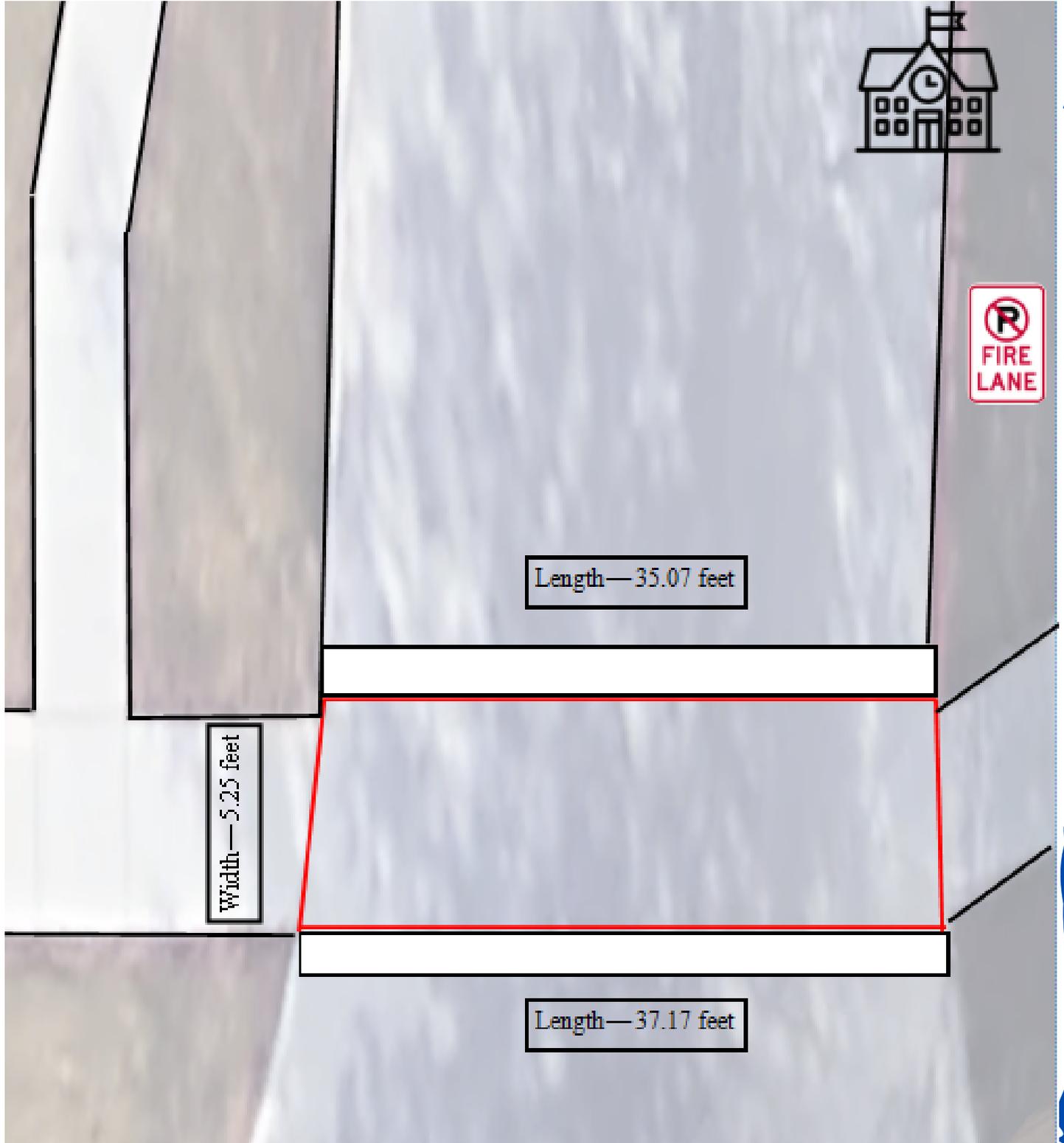
Colors: Green and Gold



South Shaver Elementary

Mascot: Superstars

Colors: Gold and Navy Blue



CREATIVE CROSSWALK EXAMPLES:



CREATIVE CROSSWALK EXAMPLES CONTINUED:

