



# CCYS Youth Advisory Council

Class 1 (2018-2019)

**“END BULLYING—A SAFE PLACE FOR ALL” MURAL- CALL FOR ENTRIES**

## **ART + ADVOCACY INITIATIVE**

The Youth Advisory Council Class 1 (YAC1), CCYS's inaugural youth leadership program, strongly believes that every small action or step contributes to a big change in our community. Every day thousands of youth experience hurt, harm, and/or humiliation, either physically or emotionally; negatively impacting their educational performance, eroding their self-esteem and self-worth, causing them anxiety and depression, or even leading up to thoughts of self-harm. BUT, as damaging as bullying may be, there is hope, with education and awareness, bullying can be prevented at school, in neighborhoods, and online!

## **CALL TO ENTRANTS**

Encouraged to be united by the cause and combat bullying, the Youth Advisory Council is asking K-12 Leon County School District elementary, middle and high schools, along with youth-led civic and leadership councils or groups, youth-based community and mentoring programs, or the like (hereinafter Youth Organization(s)) to join them in creating the “End Bullying – A Safe Place for All” Mural.

## **THE PROJECT**

With bullying awareness and prevention initiatives as the inspiration for the 2018-19 service project, the YAC1 is created a mural project on preventing and responding to bullying using art designed by youth to educate the community.

The mural's concept and design has been created by the YAC1 members mentored by a local Tallahassee artist familiar with building murals, and will feature the sixteen (16) winning entries.

The mural project will offer opportunities for the public to participate in “community contribution days.” Incorporated into the mural will be blank spaces so the community can come out and write on the wall and leave positive, encouraging, or apologetic messages on the wall providing “a voice”, in narrative and art, for those who are victims of bullying or those who may not know how to apologize for any hurt or harm they may have caused another.

## LOCATION OF MURAL

The mural will be placed on the exterior wall of the Bicycle House's building facing Railroad Avenue. Bicycle House is located across from Railroad Square at 458 Famu Way, right in the heart of Tallahassee's Arts and Culture District!

## THE TIMELINE

- Monday, March 11, 2019:** The Youth Advisory Council Mural Contest begins accepting entries.
- Friday, April 5, 2019:** All entries must be received by Friday, April 5<sup>th</sup> by 11:59 PM EST.
- Monday, April 8, 2019:** Entrants will be contacted by email with instructions and guidelines on how to promote public participation-voting.
- Monday, April 8, 2019:** Voting begins for contest entries.
- Friday, April 12, 2019:** Voting ends for contest entries.
- Monday, April 19, 2019:** Promotions for the winners will be presented through all digital marketing avenues as appropriate. Promotional material for social media marketing will be shared with winners along with information for time and location of reveal and "End Bullying- A Safe Space for All" Mural Contest Winner certificate presentation.
- Friday, May 3, 2019:** Mural's Reveal! Also coincides with 1<sup>st</sup> Friday's at Railroad Square!

## ENTRY GUIDELINES

### **Purpose**

The primary purpose for this specific mural project is to serve as a piece of public art that will represent various perspectives of the bullying experience by youth, bring awareness to residents and visitors, and create unity in the community as a firm stand against bullying. This mural allows for an incredible expression of an experience put into a creative form, a show of support for its victims, and an opportunity for our community to be a part of this movement.

### **Artistic Team**

For the purposes of this specific mural project, YAC1 requests that the entries' artistic team be youth-led. Given the perspective we are seeking your artistic team must belong to one of the categories below:

<b>District Schools</b>	<b>Youth Organizations (not affiliated with LCS)</b>
Category 1: LCS Elementary School (K-5)	Group A- up to 6 years of age
Category 2: LCS Middle School (6-8)	Group B- ages 7 to 9 years
Category 3: LCS High School (9-12)	Group C- ages 10 to 13 years
Category 4: Charter/Private Schools (K-12)	Group D- ages 14 to 18 years

## DESIGN CRITERIA

### Content

- All submissions must be an original design and created by youth.
- The design must be suitable and acceptable for public viewing by all ages.
- Must be designed based on the theme “End Bullying – A Safe Place for All.”
- Submissions may not be used to depict, conduct, promote or benefit political messages, activities, candidates for office, or political and partisan organizations or parties. Additionally, no submissions may be used to depict, conduct, promote or benefit any sectarian or religious facility or activity.

### Construction

- Must be a digital submission in PNG or JPEG format.
- Any medium can be used (crayons, markers, pencil crayons, paint, etc.) however, submissions will be digitally reproduced and enhanced.

## SUBMISSION PROCESS

- Limit –NO LIMIT. All entries will be voted on in accordance with their school category/group level.
- All entries must be submitted by email only, no other method of entry will be accepted.
- The entry submission must include an executed CCYS Mural Contest Entry form or the entry will not be accepted.
- Scan and email entry and executed mural contest form to [Roderica.Johnson@ccys.org](mailto:Roderica.Johnson@ccys.org) with the subject line: “End Bullying- A Safe Place for All Mural Contestant

## DENIALS

- Entries that do not meet all the design criteria or are otherwise deemed unsuitable by the Youth Advisory Council will be denied, and applicants will be notified via email.
- CCYS is not responsible for undeliverable, late, or misdirected entries, or incomplete/incorrect entries.
- CCYS reserves the right to disqualify anyone who attempts to tamper or otherwise interfere with the proper functioning of the promotion.

## VOTING

- This is a voter-based contest open to the public and CCYS plays no part in the determination of winners.
- Entries will be evaluated and rated on a 1-10 scale at the public’s sole discretion, based on the following rubric:

<b>THEME INTERPRETATION</b>	<b>1-2 pts.</b>	<b>3-4 pts.</b>	<b>5-6 pts.</b>	<b>7-8 pts.</b>	<b>9-10 pts.</b>
<b>How closely the piece relates to the theme, based on the Work itself and the artist statement.</b>	The interpretation lacks clarity and does not communicate the student's concept.	The interpretation lacks clarity and does not fully communicate the student's concept based on the theme.	The interpretation communicates the student's concept based on the theme.	The interpretation clearly communicates the student's concept based on the theme but lacks meaning, purpose, and integrity.	The interpretation clearly communicates the student's whole concept based on the theme with meaning, purpose and integrity.
<b>ARTISTIC CREATIVITY</b>	<b>1-2 pts.</b>	<b>3-4 pts.</b>	<b>5-6 pts.</b>	<b>7-8 pts.</b>	<b>9-10 pts.</b>
<b>How creative and original the piece is in its conception of the theme and its presentation.</b>	Work is somewhat original and reflects the theme using very conventional ways.	Work is somewhat original and reflects the theme using conventional ways.	Work is original and reflects the theme using conventional ways.	Work is primarily original and reflects the theme using imaginative ways.	Work is highly original and reflects the theme using unconventional, interesting, imaginative new ways.
<b>ARTISTIC ABILITY</b>	<b>1-2 pts.</b>	<b>3-4 pts.</b>	<b>5-6 pts.</b>	<b>7-8 pts.</b>	<b>9-10 pts.</b>
<b>The level of skill demonstrated in the basic principles/ techniques of the arts.</b>	Work demonstrates very limited skill of the arts area.	Work demonstrates limited skill of the arts area.	Work demonstrates capable skill of the arts area.	Work demonstrates expertise of skill of the arts area.	Work demonstrates mastery of skill and knowledge of the arts area.

## WINNERS

- Two (2) winners from each “District Schools” category and two (2) winners from each “Youth Organization” group as listed in the *Entry Guidelines* section will be chosen for a total of twelve (12) winners.
- Winners will be determined by the top two (2) highest rated entries per category and group.
- Prizes will be awarded to the winning entries and include:
  - An “End Bullying- A Safe Space for All” Mural Contest Winner certificate;
  - A featured spotlight in the CCYS Community Newsletter;
  - Recognition on all CCYS digital marketing platforms;
  - \$50 gift towards a bullying awareness or kindness initiative for their Artistic Team to continue to pass the message on and share with CCYS followers; and most important,
  - The winning entries will be part of the End Bullying – A Safe Place for All mural!!

## OWNERSHIP, COPYRIGHT AND REPRODUCTION RIGHTS

- By participating, entrants grant CCYS a perpetual, non-exclusive, royalty-free irrevocable license to possess, use, display, reproduce, and distribute the work and to create, possess, use, display, reproduce and distribute derivative works without additional consent or compensation.
- By participating, entrants represent that they have complied with these Official Contest Rules, have received proper consent and grant CCYS the right to use their school or youth organization's name, and likeness, and release CCYS from all liability in connection with this Contest.