Cupertino Safe Routes to School Streetlight Banner Design Contest

SUBMISSIONS DUE: FEBRUARY 28, 2025

CONTEST OVERVIEW

Cupertino Safe Routes to School is looking for talented high school students to showcase their artistic abilities and design new streetlight banners for the City of Cupertino. These banners will encourage and promote alternative transportation use throughout the City. Winning designs will be placed on streetlights along De Anza Boulevard, Stevens Creek Boulevard, Stelling Road, and Torre Avenue. This contest is a unique opportunity for students to participate in a community initiative that enriches public spaces through art.

CONTEST GUIDELINES

The contest is open to all high school students who live in Cupertino or attend one of the Cupertino high schools (Monta Vista, Cupertino, or Homestead).

Banner designs must represent one or more of the approved themes:
- The Joys of Walking and Biking.
- Walk & Roll to School events.
- The environmental benefits of sustainable transportation.
- Silicon Valley (SV) Hopper.
- Cupertino's Vision Zero Action Plan.

When creating artwork for the SV Hopper theme, the design must include the words "SV Hopper." For Vision Zero, the artwork must feature the words "Vision Zero." For any of the others, the design must include the phrase "Safe Routes to School."

Contestants should strive to balance originality with existing brand recognizability in their designs. The design must be original and not copied from any existing work. Any design found to infringe on copyrighted material will be disqualified.

Students may work individually or as part of a group to create and submit designs. There is no limit to the number of entries an individual or group can submit. Each submission must follow the contest guidelines and full application process.

EVALUATION CRITERIA

The following criteria will be used by the judges in selecting the winning banner design(s):

- Alignment with Theme - The design must clearly represent one or more of the approved themes listed in the guidelines.
- Visual Impact & Readability - The artwork should be eye-catching and easily comprehensible from a distance, even when viewed at speed by drivers.
- Communication of Message - The design should clearly communicate a positive message that aligns with one of the approved themes.

Late or incomplete submissions or those that do not follow the guidelines will not be considered.

SUBMISSION REQUIREMENTS

Completed entry forms may be submitted either via email to saferoutes@cupertino.gov or uploaded to Cupertino Safe Routes to School.

- Artwork must be an original design from the entrant(s).
- Artwork may be created either digitally or on paper. In either case, the finished artwork must be scalable to a size of 30" x 84". The City will potentially request a high-resolution (300 PPI) version for printing.
- Artwork must submitted on the final page of this form.
- Submissions must include a completed and signed Project Entry Form.
- Submissions must include a title along with a brief paragraph describing the design and how it aligns with one of the contest themes listed in the Design Overview section.
- Submissions must include a completed and signed Authorization to Use Artwork form.

No submissions will be accepted after 11:59 p.m. PST on February 28, 2025.
Winners will be announced in Spring 2025 and banner installations will begin in Fall 2025.

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PROJECT ENTRY FORM

First Name: _____ Last Name: _____

Age: _____ School: _____ Grade: _____

Address: _____ City: _____

Phone: _____ Email: _____

AUTHORIZATION TO USE ARTWORK

I hereby affirm that the artwork submitted as part of the 2024 Safe Routes to School "Banner Design" Contest ("Artwork") is my original creation, and I am the author and contributor. I irrevocably assign and transfer all rights, title, and interest in and to the Artwork to the City of Cupertino. The City will have the exclusive and perpetual right to use, reproduce, publish, distribute, display, modify, adapt, or otherwise utilize the Artwork for any purpose, including public display, promotional materials, digital media, marketing campaigns, and any other forms of communication. I waive any moral rights I may have regarding the Artwork, including rights of attribution or integrity, and understand the City may alter or edit the Artwork as deemed necessary. I acknowledge that I am participating voluntarily and will not receive any monetary compensation, financial benefits, or other consideration for the submission, use, or display of the Artwork, regardless of whether it is selected or utilized. I understand that the Artwork will not be returned and may be removed, replaced, defaced, modified, or destroyed at any time without notice or liability. I grant the City the right to use my name, image, likeness, and biographical information in connection with the Artwork, including promotional or media releases. I also represent that the Artwork does not infringe any third-party rights or contain offensive or unlawful material. I agree to indemnify, release and hold harmless the City, its officers, employees, and agents from any claims or liabilities arising from the submission or use of the Artwork or any breach of my representations. This agreement constitutes the entire agreement between the City and me, governed by California law, with disputes to be resolved in Santa Clara County. I confirm that I have read, understand, and voluntarily agree to these terms in their entirety.

Contestant Signature: _____

IF UNDER THE AGE OF 18
I am the parent or legal guardian of the Contestant. I have read the authorization to use artwork and understand its terms. I represent and warrant that I have the legal authority to enter into this authorization for the use of artwork.

Parent or Guardian Signature: _____

DESIGN SUBMITTAL

Provide a title for your artwork along with a brief paragraph describing how it aligns with one or more of the approved themes. You may either attach the artwork to the next page or upload it as a separate file.

Title of Submission: _____

Description:

Provide a copy of your artwork here. If you prefer, you may upload it as a separate file.