

**State Board of Education**  
**“BRAND THE FUND”**  
**PSF Branding Art Student Competition**

1. The purpose of this competition is to provide Texas public school students the opportunity to design a seal or logo to represent the Texas Permanent School Fund (PSF). The artwork should reflect the mission and history of the PSF.
2. Eligibility: Texas public school students enrolled in grades 9-12 for the 2018-19 academic year are eligible to participate. Children and grandchildren of current State Board of Education members and children and grandchildren of the Permanent School Fund staff are ineligible to participate in the contest.
3. Entry fees: There are no entry fees for this competition.
4. Deadline: The entry deadline is November 1, 2018. No entries will be accepted after 11:59 p.m. Central Daylight Time. Any questions arising about the eligibility of an entry shall be settled by the State Board of Education chair or her designee.
5. Entry shall be made via the Texas Education Agency web portal, the URL of which shall be on the webpage designated for this competition. All entries must be submitted in one of the following formats, not to exceed 20MB:
  - High resolution PDF
  - 300 dpi Photoshop JPG
  - EPS or Adobe Illustrator file with text converted to outlines

The portal shall be made available to receive entries not later than October 1, 2018.

6. Criteria for judging: Submitted artwork shall be evaluated on the basis of
  - a. Creativity: The extent to which the artwork integrates PSF’s history and mission.
  - b. Design Principles: Artwork demonstrates key design concepts through effective synergies of visual elements, typography and layout of space.
  - c. Scalability: Effectiveness in any size (i.e. letterhead vs billboard).
  - d. Transferability: Effectiveness to be used in full color, a single color or black and white.
  - e. Arrangement: Ability to be used in multiple ‘shape’ orientations (i.e. horizontal vs vertical vs square layout).
7. Judging Process and Selection: Entries will be initially judged by a panel appointed by the State Board of Education chair, which includes a member of the State Board of Education, a member of the PSF staff and three professional graphic artists or branding professionals. The judging panel, using a scoring rubric it designs, shall select no more than 10 finalists to be considered by the State Board of Education. Final selection shall be made by the State Board of Education at its November 2018 meeting. Neither the

identity of student artist nor the school in which the entrant is enrolled shall be known to the judging panel or State Board of Education during the selection process. Students, parent/guardians, teachers and others associated with any submitted artwork may not contact members of the judging panels or members of the State Board of Education regarding a submitted entry.

8. Notification: The superintendent of the district or charter school which the winning student attends will be notified when the entry is confirmed as the selected artwork. The student will be notified via postal mail by the State Board of Education chair. All finalists will be notified of their status as a finalist after the final selection is made.
9. Originality of Work: While it is understood that student artists will receive guidance from supervising teachers, submitted artwork must be conceived and created by the student entrant. Each student shall submit a statement of originality with his or her entry. Additionally, submitted artwork must not be confusingly similar to other copyrighted brands, logos or seals. Entries which are deemed to create a potential copyright infringement shall be disqualified from consideration.
10. Transferal of Rights: Artwork selected through this competition shall be used to represent the Permanent School Fund in physical, print and digital media at the discretion of the State Board of Education, Commissioner of Education and the PSF staff. The student who submits the winning entry agrees to transfer all rights to the artwork to the State Board of Education and the Permanent School Fund.
11. Recognition: Artwork being considered in the final round of judging shall be displayed for public viewing at the William B. Travis Building during the November 2018 board meeting, but without revealing student or school identities. Finalist entries with student and school names will later be displayed in the William B. Travis Building the week of January 28-February 1, 2018. Additionally, each finalist shall be issued a certificate of recognition. The student who submits the winning entry shall be recognized at the State Board of Education's February 1 meeting in Austin and shall receive the following:
  - a. A \$3,000 award;
  - b. A physical rendering of the final artwork;
  - c. A congratulatory resolution passed by the State Board of Education.

A plaque recognizing the student artist and school shall be placed in the PSF offices in close proximity to the displayed wall art.

12. The winning entry may be modified by a professional graphic artist designated by the State Board of Education facilitate rendering of the final product.