

HEARTS 2023

[Graphic Designer Wanted -- Insert Your Design Here]

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Letter from the Chairman

Dear Contestants, Families, and Friends,

On behalf of the Extraco Events Center, I would like to personally welcome you to the 2023 Heart O' Texas HEARTS Contest! We are looking forward to continuing our efforts at "Raising The Standard" at this year's Heart O' Texas Fair & Rodeo. We appreciate having you here in Waco.

Your attendance and participation helps us deliver on our mission. We take great pride in delivering on that mission and can only do so because of participants like you. Each of you helped us award approximately \$500,000 in scholarships in 2022 and drive an economic impact of nearly \$50 million! So, "Thank You" for all that you do for our show.

We celebrated our 70th anniversary last year and hope to replicate the success of that anniversary year with this year's fair and rodeo. We are extremely proud of our event and hope to continue to deliver a great product known throughout the community.

We are builders here at The Heart O' Texas Fair & Rodeo. We build upon the successes of our previous years' and the leadership that forged the path each and every year. Thus, we have no plans for changing that and will deliver that same kind of success this year! But, we can't do that without you. Thus, if you see any areas in which we can improve, please let us know. We need your feedback to ensure we continue to do what we do best. We have a lot on the schedule for you, so I hope you are as ready and as excited as we are!

We are a special organization here at the Heart O' Texas Fair and Rodeo. We have a history rich in tradition, an outstanding rodeo, an incredible fair, a "best of class" livestock show, an unbelievable staff, and an army of dedicated and loyal volunteers that make us "who we are." While all of those attributes do make us special, what makes us truly great, however, is you. As a participant in the Heart O' Texas HEARTS Contest, you are part of our "legacy of success."

In closing, I truly believe that our 2023 Heart O' Texas HEARTS Contest will be a year to remember. As a promise to you, we will strive to produce the best fair and rodeo in the great State of Texas. We look forward to you being a part of that success.

We look forward to seeing you this Fall and helping us continue to "Raise The Standard" at the 2023 Heart O' Texas HEARTS Contest.

Sincerely,



J. Tanner Moore
Chairman of the Board

Directions to Extraco Events Center

I-35 from the North - Take Valley Mills Dr. Exit. Turn right on Valley Mills Dr. Turn right on Lake Air Drive. Take a right onto Bosque Blvd, enter through Gate 1 and park on the south side of the BASE building.

Hwy. 84 East - Take Loop 340 North and follow directions as coming in from the North on I-35.

Hwy. 6 from the South - Stay on Hwy 6 towards Meridian. Cross over I-35 and Hwy 84, exit Bosque Blvd. and turn right. Enter through Gate 1 and park on the south side of the BASE building.

Hwy. 77 from the South - About 1/2 mile past the intersection of Hwy. 77 and Loop 340, turn left onto Garden Dr. will turn into New Road. Take New Road to Bosque Blvd. enter through Gate 1 and park on the south side of the BASE building



Board of Directors & Staff

Executive Committee

Chairman	Tanner Moore
Chairman-Elect	Mike Tawater
Secretary	Dan Ingham
Treasurer	Wayne Gartman
Immediate Past Chairman	Mike Lewis
Member	Liz Barton
Member	Chris Elliott
Member	Ted Teague

Board of Directors

James Bates, Micah Boles, Beau Chastain, Jake Coleman, Wes Dowd, Matt D. Fatheree, Jenn Felton, David Groschke, Carl Hillin, Jessica Juarez, Chris Kincaid, Ron Knowles, Sloan Kuehl, Travis Louge, Dusty Lynch, Rosemary Mayes-Rafuse, Emily McElreath, Bob Mock, Tom Morgan, Debbie Parker, Justin Philpott, David Post, Diane Walters, Trey Warren, Charles Wiley, Whit Weems, Rob Wolaver, T.J. Zawacki

Staff

President, CEO	Wes Allison
General Manager	Dustin Coufal
Chief Business Officer	Melinda Moss
Vice President, Strategic Planning	JD Ewing
Vice President, Sports and Entertainment	Jason Elliott
Sr. Division Manager, Ag & Competitive Events	Emily June Williams
Sr. Division Manager, Event & Facility Operations	Robert Ellis
Sr. Division Manager, Volunteer Program	Katy Fehler
Sr. Division Manager, Marketing & Sponsorships	Melinda Adams
Director, Ag & Competitive Events	Hannah Eichman
Director, Sponsorships	Diana Crow
Director, BASE Sales & Service	Mattie Hawthorne
Director, Communications	Erin James
Sports & Entertainment Coordinator	Maddie Pitts

Committee Leadership

Chairman	Jessica Juarez
Vice Chairman	Alex Price
Committee Members:	
Karen Allen, Jessica Amaro, Jessica Barrow, Sarah Bird, Fernando Lopez, Linda Herrera, Ivon Mendoza, Sarah Pick, RoseMary Rafuse, Justin Rice, Lanisa Rodriguez-Tovar, Tiffany Vidana	

General Information

Entries Open: July 31, 2023
Deadline: September 15, 2023

Entry Fees

	By Invitation
Heritage Demonstration	
Coloring Division	\$5
Art Division	\$15
Photography Division	\$15
Graphic Design Division	\$15
Animation Division	\$15
Fashion Design Division	\$15

Point of Contact

Jessica Juarez, HEARTS Committee Chair
jessicajuarez4875@gmail.com
(254) 548-1352

Definitions

- HEARTS: Heritage, Arts, and Technical Skills
- HOTFR: Heart O' Texas Fair & Rodeo
- Contest: any contest sponsored by the HEARTS Committee (Arts or Technical Skills)
- Division: any of the specific disciplines (art, photography, etc.)
- Class: grade level
- Category: any of the different media or styles within a division
- Entry: means a completed work of art or completes project submitted for judging
- Exhibitor: means the creator of an entry submitted for judging

Schedule of Events September 26-27 & October 8

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
2:00-7:00 PM	Cultural Dance Demonstration	Hometown Stage
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Rules and Regulations

Entries Open: July 31st, 2023

Deadline: September 15th, 2023

1. **Entries:** Entries must be pre-registered online by the above deadline. Link for the online entry can be found at www.hotfair.com/hearts
 - Entries can be paid with a credit card or with a check. Checks must be made out to HOTFR and sent to the address below within a week of online entry.

Heart O' Texas Fair and Rodeo
Attn: HEARTS
4601 Bosque Blvd.
Waco, TX 76710

2. **Refunds:** No refunds will be issued for any reason. No exceptions.
3. **Passes:** Each contestant will receive two (2) single-day passes to the fair and one (1) single-day parking pass at check-in.
 - **No passes are required for submission drop off.**
4. **Interpretation and Violation of Rules:** The HOTFR reserves the right to its Executive Committee. The final and absolute right to interpret these rules, regulations and arbitrarily settle and determine all matters, questions and differences in regard hereto or otherwise arising out of the right to amend or add to these rules as its judgment may determine. The HOTFR also reserves the right to change the schedule, delete classes or add classes at the discretion of the show officials. A contestant who violates any of the rules will forfeit all privileges and premiums and be subject to such penalty as the Executive Committee may order.
5. **Liability:** The HOTFR will not be responsible for the loss, damage, theft, breakage or any other form of loss of your entry. It is distinctly understood that the HOTFR, its directors, officers, volunteers and/or employees will not be held responsible for any loss, damage or injury of any character, to any person, vehicle or article while participating in the HEARTS division of the HOTFR.
6. **Special Rules:** Special rules or conditions are published in each Division when necessary and if there is a conflict between the special rules of any Division and the Rules and Regulations, the special rules will govern.
7. **Eligibility of Exhibitors:** Participation is limited to Texas resident students. Senior-level exhibitors from either a public, private, charter, or home school must be enrolled in an official art, photography, or CTE course (related to a specific division) in order to participate. Exhibitors can be registered members of a Texas 4H chapter. Students must not be older than nineteen (19) as of September 1st of the contest year.
8. **Eligibility of Art:** All entries must be executed solely by the exhibitor submitting the art entry, and be an original work of art by the exhibitor. All entries must be created after the start of the current school year, no sooner than August 1st of the contest year.
9. **Protests:** All protests must be made in writing and accompanied by a fee of \$50 cash, which will be refunded if the protest is sustained. All protests must be made at least 24 hours before

the awards presentation. Such protests and fees must be submitted in writing to the HEARTS Committee Chairman of the Heart O' Texas Fair & Rodeo. Such protests must state plainly the cause of complaint or appeal and must be delivered immediately after the occasion. All protests will be heard and determined by the HEARTS Executive Committee. This committee's decision is final and may not be appealed.

10. **Premiums:** Awards will be paid by the HOTFR according to the amounts set in this catalog.
11. **Judges Rules:**
 - **Selection of Judges:** Judges will be selected by the HOTFR. In every case, the judges are selected with the utmost care and the highest concern.
 - **Decision of Judges:** The decisions of the judges will be final in all cases and may not be appealed.
 - **Interference with Judges:** If any contestant, in any way, whether in person, by agent or servants, interferes with the judges during their adjudication, or shows any disrespect to them or the Contest, the management may demand a proper apology from such contestant. It may exclude him/her from the competition or withhold from such contestant premiums that may have been awarded. This may cause the contestant to be barred from future participation in the HOTFR.
12. **Entry Limits:** No more than two entries, in a division, are allowed per exhibitor. Only one entry per category per exhibitor. Students can participate in no more than two divisions. Example: Jane submits two entries in the Art Division-one painting and one mixed media; She also submits an entry in the Animation Division.
13. **Objectionable Exhibits:** The HOTFR Management reserves the right to remove from the grounds any article/item/exhibit that may be falsely entered or may be deemed unsuitable or objectionable without assigning a reason.
14. **Anonymity of Exhibitor:** During the judging, neither the exhibitor's name nor school/4H chapter will be displayed. Each entry will be given a number. The name and school/4H chapter will be displayed after judging.
15. **Entry Display:** Entries and awards will be displayed in the BASE building during the HOTFR. Entries and awards must remain on display until the conclusion of the HOTFR. Removal of such items during the HOTFR will forfeit the exhibitor or school/4H chapter from participating in future contests.
16. **Art Release:** Entries will be available for pick up at the HOTFR office after the conclusion of the HOTFR. Exhibitors will have until November 1st to claim their entry. Any art not claimed will become the property of the HOTFR.
17. **Unacceptable subject matter for entry:**
 - Satanic art
 - Nudes
 - Gang symbols or themes
 - Wet paintings

Heritage Division

Sunday, October 8th		
2:00-7:00 PM	Cultural Dance Demonstration	Hometown Stage

Demonstrations of cultural heritage through dance, music, and theater are by invitation only. The intent for the first year of HEARTS is to present college-level performances.

For information you can contact HEARTS Chair, Jessica Juarez.

Coloring Division Special Rules for Primary Class

Entry Fee: \$5

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
2. **Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
3. **Accepted Grade Levels:**
 - Pre K-2nd Grade
4. **Only one entry per exhibitor.**
5. **Theme / Subject / Size / Presentation:**
 - A pre-selected 8½” x 11” design will be available for each exhibitor to download from www.hotfair.com/hearts. Only crayons, colored pencils or markers shall be used
 - Do not resize, matt or mount your artwork.
6. **Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges’ decision is final.**
7. **Label:** all entries must have a completed [HEARTS Label](#) placed in an envelope and attached to the back of the entry.

Coloring Division Awards

1st – 3rd Place: Ribbons

Art Division

Special Rules for Jr. Class

Entry Fee: \$15

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
2. **Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
3. **Accepted grade levels:**
 - 3rd-5th Grade
4. **Theme:** Open. Exhibitor must use their best judgment in exemplifying the mission of HOTFR and the purpose of HEARTS. The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
5. **Categories:**
 - **Painted Illustration:** all mediums applied by brush such as oil, acrylic, watercolor, tempera, etc.
 - **Drawing:** colored pencils, charcoal, pastels, conte, chalks, inks, etc.
6. **Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges' decision is final.**
7. **Sizes:** Dimensions may be horizontal or vertical, but cannot exceed the specified sizes below. Incorrect sizes are subject to disqualification.
 - Minimum Size: 8" x 10" (may also include up to 3½" mat in addition)
 - Maximum Size: 11" x 14" (may also include up to 3½" mat in addition)
8. **Matting and Mounting:**
 - Non-canvas illustrations must be matted and backed with material such as poster board, foam board, or heavy construction paper and must be of firm enough construction to prevent sagging.
 - "Professional" mats are recommended but are not required. **Frames are not allowed.**
 - Mat must not exceed 3½" on any side.
 - Double matting is acceptable, but total width of double matting must not exceed the 3½" maximum.
 - Charcoals, chalks, pastels, etc. must be sprayed with a fixative.
 - Wet paintings will not be accepted.

- Acrylic coverings may be used but are not required. Be sure the covering is firmly attached.
- Paintings on canvas with wooden stretcher frames must have a hook or wire on back for hanging, but need not be matted.
- Paintings on hardboard canvas (thin type of canvas) may be matted or mounted with sturdy poster board instead of using hooks or wires. A minimum mat edge of 1” will enable us to display the artwork with clips without damage to the canvas board.
- **Label:** all entries must have a completed [HEARTS Label](#) placed in an envelope and attached to the back of the entry.
-

Art Division – Junior Class Awards

1st – 3rd Place, per category: Ribbons

Art Division

Special Rules for Int. Class

Entry Fee: \$15

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
2. **Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
3. **Accepted Grade Levels:**
 - 6th – 8th Grade
4. No more than two entries can be submitted by an individual exhibitor. Exhibitors can compete in more than one category. Example: Susie submits a painted illustration and a drawing.
5. **Theme:** Open. Exhibitor must use their best judgment in exemplifying the mission of HOTFR and the purpose of HEARTS. The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
6. **Categories:**
 - **Painted Illustration:** any medium applied by brush such as oil, acrylic, watercolor, tempera, etc.
 - **Drawing:** colored pencils, charcoal, pastels, conte, chalks, inks, etc.
 - **Mixed Media:** watercolor with ink, or the use of any two (2) or more media. No sculpture allowed. Entries must be able to hang on the display boards.
7. **Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges' decision is final.**
8. **Sizes:** Dimensions may be horizontal or vertical, but cannot exceed the specified sizes below. Incorrect sizes are subject to disqualification.
 - Minimum Size: 8" x 10" (may also include up to 3½" mat in addition)
 - Maximum Size: 11" x 14" (may also include up to 3½" mat in addition)

9. **Matting and Mounting:**

- Non-canvas illustrations must be matted and backed with material such as poster board, foam board, or heavy construction paper and must be of firm enough construction to prevent sagging.
- “Professional” mats are recommended but are not required. **Frames are not allowed.**
- Mat must not exceed 3½” on any side.
- Double matting is acceptable, but total width of double matting must not exceed the 3½” maximum.
- Charcoals, chalks, pastels, etc. must be sprayed with a fixative.
- Wet paintings will not be accepted.
- Acrylic coverings may be used but are not required. Be sure the covering is firmly attached.
- Paintings on canvas with wooden stretcher frames must have a hook or wire on back for hanging, but need not be matted.
- Paintings on hardboard canvas (thin type of canvas) may be matted or mounted with sturdy poster board instead of using hooks or wires. A minimum mat edge of 1” will enable us to display the artwork with clips without damage to the canvas board.

10. **Label:** all entries must have a completed [HEARTS Label](#) attached placed in an envelope and to the back of the entry.

Art Division Intermediate Class Awards

1st – 3rd Place, per category: Ribbon

Art Division

Special Rules for Sr. Class

Entry Fee: \$15

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

11. All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
12. **Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
13. **Accepted Grade Levels:**
 - 9th-12th Grade
14. No more than two entries can be submitted by an individual exhibitor. Exhibitors can compete in more than one category. Example: Susie submits a painted illustration and a drawing.
15. **Theme:** Open. Exhibitor must use their best judgment in exemplifying the mission of HOTFR and the purpose of HEARTS. The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
16. **Categories:**
 - **Painted Illustration:** any medium applied by brush such as oil, acrylic, watercolor, tempera, etc.
 - **Drawing:** colored pencils, charcoal, pastels, conte, chalks, inks, etc.
 - **Mixed Media:** watercolor with ink, or the use of any two (2) or more media. No sculpture allowed. Entries must be able to hang on the display boards.
17. **Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges' decision is final.**
18. **Sizes:** Dimensions may be horizontal or vertical, but cannot exceed the specified sizes below. Incorrect sizes are subject to disqualification.
 - Minimum Size: 8" x 10" (may also include up to 3½" mat in addition)
 - Maximum Size: 11" x 14" (may also include up to 3½" mat in addition)

19. Matting and Mounting:

- Non-canvas illustrations must be matted and backed with material such as poster board, foam board, or heavy construction paper and must be of firm enough construction to prevent sagging.
- “Professional” mats are recommended but are not required. **Frames are not allowed.**
- Mat must not exceed 3½” on any side.
- Double matting is acceptable, but total width of double matting must not exceed the 3½” maximum.
- Charcoals, chalks, pastels, etc. must be sprayed with a fixative.
- Wet paintings will not be accepted.
- Acrylic coverings may be used but are not required. Be sure the covering is firmly attached.
- Paintings on canvas with wooden stretcher frames must have a hook or wire on back for hanging, but need not be matted.
- Paintings on hardboard canvas (thin type of canvas) may be matted or mounted with sturdy poster board instead of using hooks or wires. A minimum mat edge of 1” will enable us to display the artwork with clips without damage to the canvas board.

20. **Label:** all entries must have a completed [HEARTS Label](#) attached placed in an envelope and to the back of the entry.

Art Division Senior Class Awards

1st Place – 3rd Place, per category: Ribbon

Scholarships

Scholarships will be awarded to the exhibitors with the two highest scores from the Senior Class

Champion: \$1000 Scholarship

Reserve: \$500 Scholarship

Art Division Overall Awards

Overall awards will be determined from the three highest-scoring entries across the classes

Grand Champion: Rosette, \$100 premium

Reserve Champion: Rosette, \$50 premium

Honorable Mention: Rosette, \$25 premium

Photography Division

Entry Fee: \$15

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
2. **Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
3. **Accepted Grade Levels:**
 - Intermediate: 6th – 8th grade
 - Senior: 9th – 12th grade
4. **Theme: Theme:** Open. Exhibitor must use their best judgment in exemplifying the mission of HOTFR and the purpose of HEARTS. The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
5. **Entries:**
 - Photos may be in black and white or color
 - Copies (copy machine) or computer-generated photos will not be accepted
6. **Categories:**
 - **Personal:** subject matter such as landscape or architecture is for personal use
 - **Commercial:** subject matter intended for business or publication
7. **Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges' decision is final.**
8. **Sizes:** Dimensions may be horizontal or vertical, but **cannot** exceed the specified sizes below. Incorrect sizes are subject to disqualification.
 - 8" x 10" on an 11" x 14" mat
9. **Requirements:**
 - No transparencies will be accepted
 - A picture hanger or heavy-duty Velcro must be attached to the back of the photograph to use for display. **Frames are not allowed.**
 - If a photo contains recognizable persons, a [Model Release](#) must be signed and included with the label form.
10. **Label:** all entries must have a completed [HEARTS Label](#) placed in an envelope and attached to the back of the entry..

Intermediate Class Awards

1st Place – 3rd Place, per category: Ribbon

Senior Class Awards

1st Place – 3rd Place in each category: Ribbon

Scholarships

Scholarships will be awarded to the exhibitors with the two highest scores from the Senior Class

Champion: \$1000 Scholarship

Reserve: \$500 Scholarship

Photography Division Overall Awards

Overall awards will be determined from the three highest-scoring entries across the classes

Grand Champion: Rosette, \$100 premium

Reserve Champion: Rosette, \$50 premium

Honorable Mention: Rosette, \$25 premium

Graphic Design Division

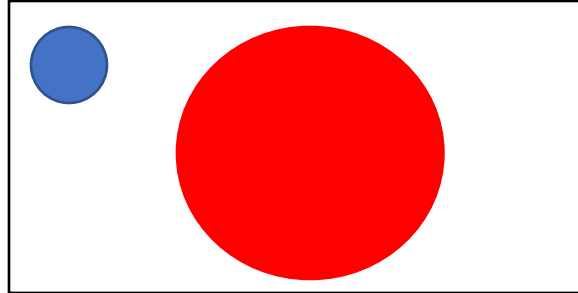
Entry Fee: \$15

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
2. **Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
3. **Accepted Grade Levels:**
 - Senior: 9th – 12th grade
4. **Categories:**
 - Logo
 - Cover Art
5. **Prompt:** All entries must follow the below-specified prompt:
 - **Logo:** Your school has asked you to reinvent its branding. You cannot change the school colors or the mascot, but you can redesign the font, orientation, tagline, and any other such elements. The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales. You can decide whether to redesign the mascot logo or your school’s coat-of-arms. You must present the original and your redesign (see the example on following page).
 - **Cover Art:** The HEARTS committee manages this catalog of contests in support of local heritage, arts and technical skills. We would like you to redesign the front page of this catalog. The cover art should include the following:
 - HEARTS Logo
 - Title: 2024 Contest Catalog
 - Location: Heart O’ Texas Fair & Rodeo
 - Where to register: www.hotfair.com/hearts
 Cover could possibly include contest divisions and prizes/awards mentioned in this catalog. Your cover art theme should reflect the purpose of HEARTS: The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
6. **Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges’ decision is final.**

7. **Sizes:** Dimensions may be horizontal or vertical, but **cannot** exceed the specified sizes below. Incorrect sizes are subject to disqualification.
- 8.5” x 11” on an 11” x 14” mat
 - Example for logo redesign layout, blue circle is the old logo, red circle is your redesign



8. **Requirements:**
- All entries must be printed and matted to be accepted.
 - A picture hanger or heavy-duty Velcro must be attached to the back of the design to use for display.
 - All entries must be signed off on by a supervisor from a graphic design program or CTE class.
 - Color must be CMYK, though entries may also be produced in black and white.
 - Exhibitors are advised to avoid gradients and half-tones.
 - If a design contains recognizable persons, a [Model Release](#) must be signed and included with the label form.
9. **Label:** all entries must have a completed [HEARTS Label](#) placed in an envelope and attached to the back of the art piece.

Graphic Design Awards

1st Place – 3rd Place, per category: Ribbon

Graphic Design Division Overall Awards

Overall awards will be determined from the three highest-scoring entries across the categories

Grand Champion: \$500 scholarship, Rosette, \$100 premium

Reserve champion: Rosette, \$50 premium

Honorable Mention: Rosette, \$25 premium

The first-place Cover Art Design will be used as the 2024 HEARTS Catalog Cover!

Animation Division

Entry Fee: \$15

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

- All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
- Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
- Accepted Grade Levels:**
 - Intermediate: 6th – 8th grade
 - Senior: 9th – 12th grade
- Theme:** The theme is western heritage. A depiction of western lifestyle is required. This can include farming, livestock, trail riding, rodeo, vaqueros, the Cowboys of Color, and Native Americans. Remember the purpose of HEARTS is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
- Categories:**
 - 2D - Digital or Hand-drawn
 - 3D
 - Stop/Clay Motion
- Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges' decision is final.**
- Time Limits:** Entries **must be EXACTLY three (3) minutes** in length. Any material under or over the three (3) minute mark will **not** be judged.
- Requirements:**
 - All entries must be uploaded to YouTube with comments disabled; Failure to disable will lead to disqualification.
 - Videos can be public or private.
 - Exhibitors will submit the YouTube link at the time of entry.
 - All senior class entries **must be** signed off on by a teacher from an animation/AV or similar CTE program. Senior class entries submitted by 4H exhibitors **must be** signed by the chapter supervisor.
 - A parent can sign for an intermediate exhibitor, if not enrolled in a middle school CTE program or part of 4H.
 - All content, including music, must be original OR royalty-free.

- No pre-program is allowed.
- 9. Each entry should consider and apply at least one (1) the basic principles of animation.
 - Squash & Stretch
 - Anticipation
 - Staging
 - Straight ahead action & Pose to pose
 - Follow through & Overlapping action
 - Slow in & Slow out
 - Arc
 - Secondary Action
 - Timing
 - Exaggeration
 - Solid Drawing
 - Appeal

Animation Division Intermediate Class Awards

1st Place – 3rd Place, per category: Ribbon

Animation Division Senior Class Awards

1st Place – 3rd Place, per category: Ribbon

Scholarships

Scholarship will be awarded to the exhibitor with the highest score from the Senior Class
\$500 Scholarship

Animation Overall Awards

Overall awards will be determined from the three highest-scoring entries across the classes

Grand Champion: Rosette, \$100 premium

Reserve champion: Rosette, \$50 premium

Honorable Mention: Rosette, \$25 premium

Fashion Design Division

Entry Fee: \$15

Tuesday, September 26th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Wednesday, September 27th		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 8th		
4:30 PM	Award Recipient Check-In	Hometown Stage
5:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitors are responsible for reading the Rules and Regulations section of this catalog.
2. **Registration:** All entries must be pre-registered online. **No late entries will be accepted.**
3. **Accepted Grade Levels:**
 - Senior: 9th – 12th grade
4. **Theme:** HEARTS Committee wants to promote slow style establishing a more sustainable future for fashion using our amazing agricultural products. Synthetic clothes take hundreds of years to biodegrade but are often cheap and poorly made. The result nearly one billion items of clothing are thrown away every year. In the meantime, cotton, wool, flax, hemp and leather can be used to make items that last a lifetime and, when disposed of, biodegrade quickly. The HEARTS Committee challenges you to create a design in teen and young adult casual apparel.
5. **Criteria**
 - Entry must be original and may not contain material that violates or infringes any third party's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement.
 - Entry must use natural material as the inspiration for a teen or young adult casual outfit design. The design **needs to be a full outfit**, not single pieces that cannot be worn alone.
 - Entries must be natural or organic materials produced in the Texas agriculture sector: cotton, wool, flax, hemp, wood and/or leather. Feel free to use more than one material.
 - We do not accept the use of fur or exotic skins.
 - Synthetics must only be used where no natural alternative is available.
 - Entry must demonstrate the application of knowledge of fibers and fabrics to wardrobe selection.
 - Entry must exhibit an understanding of fashion interpretation and style.
 - Please give consideration to ease of recycling, reuse and disposal at the end of the product's life, and also think about the practicalities of commercial production, will you be a designer who will start new brands, fashion movements or style trends?

6. **Size & Display:** All entries will be mounted or displayed on a 16”x 20” (Landscape Format) posterboard or similar. Each entry will include four major elements minimum:
 - **Title**
 - **Summary** – A brief summary (up to 350 words) of your project including a description of the target group for the outfit, the fabric profile for the outfit (fabric appearance, fiber content, fabric care, fabric unique qualities, etc.).
 - **Storyboard** – Storyboard and design inspiration including either swatches or detailed descriptions of materials (ex: general fabric appearance, fiber content, fabric care).
 - **Sketch/Design** – Complete fashion sketch/es, can be either hand drawn or drawn with a digital design program), flats to include step-by-step instructions on how to construct the garment/s, and any additional technical specifications. The item does not need to be physically made – there is no final product submitted for this competition.
7. **Judging:** All entries will be judged by a panel of art professionals from the community and academia. All entries will be judged on artistic merit (composition, workmanship, neatness, visual impact, etc.), creativity, and expression of theme and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **The judges’ decision is final.**
8. **Label:** all entries must have a completed [HEARTS Label](#) placed in an envelope and attached to the back of the art piece.

Fashion Design Division Awards

Overall awards will be determined from the highest-scoring entries

Grand Champion: \$500 scholarship, Rosette, \$100 premium

Reserve Champion: Rosette, \$50 premium

Honorable Mention: Rosette, \$25 premium

Judging Sheets

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HEARTS CONTESTS – JUDGE SCORE SHEET

Coloring Division

Exhibitor Tag # _____

Judge Initials _____

CLASS: ___ Pre (K – 2nd)

CATEGORY: ___ Coloring

Judging Criteria: Below is a list of criteria that you will use to judge the entries. Please circle the score you want to give each category based on the criteria.

Neatness -- No marks, smudges, or folds on the project; properly finished

highest 10 9 8 7 6 5 4 3 2 1 lowest

Use of Color – Varied and pleasing color scheme that reflects a plan (natural colors, or purposely defiant colors for effect, for example).

highest 10 9 8 7 6 5 4 3 2 1 lowest

Clean Lines / Defined Areas -- Shows good control of coloring withing intended lines or purposeful coloring outside of the lines by design.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Workmanship Quality -- Degree of skill with the media; How well did the artist have control or marks and depth of the media within an area? Values are consistently planned and depth of the media is

highest 10 9 8 7 6 5 4 3 2 1 lowest

Visual Impact -- The appearance is visually attractive; often based on the first glimpse of the finished piece. Without regard to the other criterion, does it stand on its own as a good and complete work of art?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Out of the Box Thinking – Did the artist intentionally add to the project with additional drawings and coloring to complement the printed art?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Total Score: _____

HEARTS CONTESTS – JUDGE SCORE SHEET

Art Division

Exhibitor Tag # _____

Judge Initials _____

CLASS: ___ Jr (4th-5th)
 ___ Int (6th-8th)
 ___ Sr (9th-12th)

CATEGORY: ___ Painting
 ___ Drawing
 ___ Mixed Medium (not Jrs)

Judging Criteria: Below is a list of criteria that you will use to judge the entries. Please circle the score you want to give each category based on the criteria.

Originality, Creativity -- Shows use of artist’s own ideas, the degree to which the work is fresh and creative.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Composition -- Good planning and organization; the theme was well thought out; appropriate use of design elements: line, shape and form, space, color, value, and texture.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Workmanship Quality -- Degree of skill with the media; How well did the artist have control? Item fits in category entered.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Neatness, Clean -- No marks, smudges, or folds on the project; properly finished.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Visual Impact -- The appearance is visually attractive; often based on the first glimpse of the finished piece. Without regard to the other criterion, does it stand on its own as a good and complete work of art?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Appropriateness of Title – Is the title for the artwork fitting for the piece of work?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Theme – Does the artwork submitted fit the theme of the competition?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Total Score: _____

HEARTS CONTESTS – JUDGE SCORE SHEET

Photography Division

Exhibitor Tag # _____

Judge Initials _____

CLASS: ___ Int (6th-8th)
 ___ Sr (9th-12th)

CATEGORY: ___ Personal
 ___ Commercial

Judging Criteria: Below is a list of criteria that you will use to judge the entries. Please circle the score you want to give each category based on the criteria.

Composition -- The bringing of all the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Lighting -- The use and control of light. This refers to how dimension, angle, and shape are defined in the image. Whether the light applied to an image is artificial, or natural, proper use of lighting should enhance and image.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Color Balance -- Supplies harmony to an image. An image in which the tones work together effectively supporting the image, can enhance its emotional appeal. Color balance may not always be harmonious and can be used to evoke diverse feelings for effect.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Visual Impact -- The appearance is visually attractive; often based on the first glimpse of the finished piece. Without regard to the other criterion, does it stand on its own as a good photograph?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Neatness, Clean -- No marks, smudges, or folds on the project; properly finished.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Appropriateness of Title – Is the title for the artwork fitting for the piece of work?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Theme – Does the photograph submitted fit the theme of the competition?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Total Score: _____

HEARTS CONTESTS – JUDGE SCORE SHEET

Graphic Design Division

Exhibitor Tag # _____

Judge Initials _____

CLASS: ___ Sr (9th-12th)

CATEGORY: ___ Flyer
 ___ Logo

Judging Criteria: Below is a list of criteria that you will use to judge the entries. Please circle the score you want to give each category based on the criteria.

Composition -- The bringing of all the visual elements together in concert to express the purpose of the image. Proper composition includes purposeful arrangement of elements (images, shapes, types). The design should tell a story, visually communicate the message and attract viewers’ attention. Effective use of the 7 design principles: scale, hierarchy, negative space, direction, repetition, contrast and balance. Is the overall design balanced?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Color-- Overall color harmony of the design, do the tones work together and effectively support the image? Does the color harmonize as meant to or is there a purposeful discord that evokes diverse feelings for effect.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Technical – Expertise in using graphics software. Are edges clean? Smooth Transitions? Complexity of layering and graphics techniques?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Visual Impact -- The appearance is visually attractive; often based on the first glimpse of the finished piece. Without regard to the other criterion, does it stand on its own as a good visual?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Neatness, Clean -- No marks, smudges, or folds on the project; properly finished.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Appropriateness of Brand Name (for logo only) – Is it fitting for the piece of work?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Theme – Does the design submitted fit the theme of the competition?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Total Score: _____

HEARTS CONTESTS – JUDGE SCORE SHEET

Animation Division

Exhibitor Tag # _____

Judge Initials _____

CLASS: ___ Sr (9th-12th)

CATEGORY: ___ 2D
 ___ 3D
 ___ Stop/Claymation

Judging Criteria: Below is a list of criteria that you will use to judge the entries. Please circle the score you want to give each category based on the criteria.

Modeling – Complexity, clean lines, realism

highest 10 9 8 7 6 5 4 3 2 1 lowest

Lighting: Is the lighting realistic? Are the lighting angles realistic? Does it convey the focus? Do shadows follow real world attributes? Is the lighting/shading distracting or emplacing.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Composition Incorporates Elements and Principles of Design: The use of type, line, texture, pattern, form, contrast, color etc. enhances the entry.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Texturing -- Complexity of textures, is the depth apparent and appropriate? Does the shading/specular match the subject.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Interpretation and Complexity: Artistic ability, overall appeal with regard to technical renders of equal education and experience

highest 10 9 8 7 6 5 4 3 2 1 lowest

Production Quality and Presentation: Does the quality of the entry and workmanship enhance the final appearance of the work? This includes matting or presentation format and overall neatness of the final project

highest 10 9 8 7 6 5 4 3 2 1 lowest

Impact: How well does the entry capture the attention of the viewer or target?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Appropriateness of Title – Is the title for the artwork fitting for the piece of work?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Total Score: _____

HEARTS CONTESTS – JUDGE SCORE SHEET

Fashion Division

Exhibitor Tag # _____

Judge Initials _____

CLASS: ___ Sr (9th-12th)

CATEGORY: ___ Fashion

Judging Criteria: Below is a list of criteria that you will use to judge the entries. Please circle the score you want to give each category based on the criteria.

Project Presentation – Presentation is clean, organized and well displayed including all elements required for the category.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Theme: How well did the project reflect the natural fiber theme?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Authenticity & Originality: Is the entry an original work that depicts new creative ideas?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Design Concept and Quality: How well does the overall design work? Is the design clear and are the lines and elements of the design pleasing to the eye with regards to the intended theme?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Composition Incorporates Elements and Principles of Design: The use of type, line, texture, pattern, form, contrast, color etc. enhances the entry.

highest 10 9 8 7 6 5 4 3 2 1 lowest

Vision and Fashion Factor: Is the design stylish and pleasing and possibly visionary compared to current fashion trends?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Potential for Commercial Production: Is the design something that would lend itself to commercial production?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Appropriateness of Title – Is the title for the artwork fitting for the piece of work?

highest 10 9 8 7 6 5 4 3 2 1 lowest

Total Score: _____

HEARTS Label & Release

(This form must accompany entry)

Artist's Name: _____

Address: _____

City, Zip: _____

County: _____ Phone: _____

School: _____ Grade: _____

Title of Artwork: _____

I (we) hereby make application for entry in the Heart O' Texas Fair & Rodeo HEARTS Contest. As a condition of such entry, I (we) hereby certify that I (we) have read and are familiar with the Rules and Regulations of the Contest, and that my entry has been completed in accordance with the Rules and Regulations. I (we) agree that should this certification prove false; I can be disqualified from further participation in all activities of the Heart O' Texas Fair & Rodeo and will forfeit all awards.

ARTWORK RELEASE:

I (we) hereby acknowledge that I (we) give permission to the Heart O' Texas Fair & Rodeo and to whomever it may authorize the absolute right and permission to copyright, publish, and/or use photographic portraits, motion pictures, and/or video reproductions of me or my artwork and/or my participation in the art program in which I (we) or my artwork may be included in whole or part, or composite, or distorted in character or form, in conjunction with my own or a fictitious name or reproduction thereof, in color or otherwise, made through any media at a studio, on the grounds, or any location of the Heart O' Texas Fair & Rodeo or elsewhere, for advertising, editorial, educational, trade, or any other lawful purpose whatsoever as deemed necessary by the Heart O' Texas Fair & Rodeo.

I (we) hereby further acknowledge that I (we) give permission for this use without receipt of any financial consideration or compensation and that I (we) waive any right that I (we) may have to inspect and/or approve the finished product that may be used in connection therewith, or the use to which it may be applied.

I (we) further acknowledge that my (our) voluntary consent to waiving any rights and/or privileges which I (we) might have in this matter is prerequisite to my entering and to my competing in any contest whatsoever held in connection with the sanctioned by the Heart O' Texas Fair & Rodeo and a properly executed copy of this release form is a part of my valid application to be an exhibitor in any such event. **I (we) understand that if I (we) do not sign and return this agreement that my artwork or photograph will not be displayed at the judging and exhibit at the Heart O' Texas Fair & Rodeo, or any other event sponsored by the Heart O' Texas Fair & Rodeo.**

I (we) hereby release, discharge and agree to save the Heart O' Texas Fair & Rodeo from any liability by virtue of any blurring, distortion, alteration, optical illusion or use in composite form, whether intentional or otherwise, that might occur or be produced in the taking of pictures, or in any processing tending towards the completion of the finished product.

I (we) hereby further waive all claims and rights, monetary or otherwise, that may arise because of any additional or future use of my artwork or other above described material at this or any other future time; and I (we) acknowledge that the Heart O' Texas Fair & Rodeo shall retain sole right for designating the use of this material by either the Heart O' Texas Fair & Rodeo or by persons and concerns it may duly authorize.

DECLARATION OF ORIGINALITY:

I (we) hereby certify that this is my work. It has not been copied or reproduced from other artwork or photography by means of tracing, duplication, or by any other means. Further, I (we) certify that I have not used mechanical devices such as opaque projectors or used enhanced pictures. I (we) agree that the Heart O' Texas Fair & Rodeo will not be responsible for any copyright infringements, and I (we) will release and indemnify them from any claims.

I (we) have read the HEARTS Contest "Rules and Regulations," as well as the "Artwork Release" and agree to the terms. I (we) understand that any award I receive may be forfeited if it is determined at my artwork or photograph was copied.

I (we) agree to abide by the rules of this competition as provided by HEARTS Committee and the Heart O' Texas Fair & Rodeo. I (we) agree that the HEARTS Committee and the Heart O' Texas Fair & Rodeo are not responsible for NEGLIGENCE, loss, theft, acts of any other person or damage. I (we) grant my permission to be photographed or interviewed in connection with the

Heart O' Texas Fair & Rodeo. I (we) waive any right I (we) may have in the photograph/artwork, and release, discharge and agree to save the Heart O' Texas Fair & Rodeo from any liability by virtue of the use of the photography or artwork.

I (we) understand that any artwork not picked up by me or my representative shall become property of the Heart O' Texas Fair & Rodeo.

By my signature below, I hereby certify that I have read, understand, and will abide by all of the Rules & Regulations of the Heart O' Texas Fair & Rodeo HEARTS Contest. I am aware of the consequences of any violation of the Rules & Regulations.

Student's Signature: _____

Date: _____

By my signature below, I hereby certify that I have read, understand, and will abide by all of the Rules & Regulations of the Heart O' Texas Fair & Rodeo HEARTS Contest. I am aware of the consequences of any violation of the Rules & Regulations.

Parent or Guardian's Signature: _____

Date: _____

I hereby certify that the Exhibitor's Entry is eligible in accordance with the Rules & Regulations of the Heart O' Texas Fair & Rodeo HEARTS Contest, and I have informed the Exhibitor of the consequences of any rule violations. To the best of my knowledge, this certification is correct.

Teacher/Supervisor's Signature: _____

Date: _____

HEARTS Model Release

I, (person being photographed) _____,
hereby give the Photographer, _____,
permission to use my picture and authorize the use and reproduction of it by you, or anyone
authorized by you. This includes any and all photographs which you have taken of me this day,
for any purpose whatsoever without further compensation to me. I understand that your
photograph could be used in any advertising for the Heart O' Texas Fair & Rodeo if they so
choose.

Signature _____ Date: _____

Printed Name _____

If subject is a minor, parent/guardian signature _____