



2022 Contest Catalog

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Letter from the Chairman

Dear Exhibitors, Families, and Friends,

On behalf of the Extraco Events Center, I would like to personally say: Welcome to the 2022 Heart O' Texas Fair & Rodeo! We are looking forward to another outstanding year. We look forward to having you here in Waco.

Your participation helps us deliver on our mission to produce events for education, entertainment, and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact in Central Texas. That is a tough task to deliver on, but because of participants like you, we were able to do so in 2021 awarding over \$300,000 in scholarships and driving an economic impact of over \$47 million! So, thank you for your continued support.

We will be celebrating our 70th anniversary this year and we hope to make it our most successful one yet. We are very proud of our reputation and plan to continue "Raise the Standard" for ourselves so we can continue to deliver a great product.

We survived 2020, thrived in 2021, and plan on delivering more of the same kind of success this year. We've learned to be forward-thinking in everything we do. Thus, please let us know if you see any areas in which we can improve. I hope you are as ready and as excited as we are!

We have something very special here at the Heart O' Texas Fair and Rodeo. Sure, we have history, tradition, an incredible rodeo, an outstanding fair, an amazing livestock show, an unbelievable staff, and an unwavering volunteer force. But what we have that is so special is you. As a participant in the Heart O' Texas Fair & Rodeo, you become part of our legacy of success.

In closing, I truly believe that our 2022 Heart O' Texas HEARTS contest will be another opportunity to continue that legacy of success. We look forward to seeing you at the 2022 Heart O' Texas Fair & Rodeo.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Tanner Moore', with a long horizontal flourish extending to the right.

J. Tanner Moore
Chairman of the Board

Heritage. Art. Technical Skills.

Formed in 2022, the HEARTS committee combines the various fine arts contests held in prior years. Categories dedicated to Career and Technical Education (CTE) students have been added, as well as public demonstrations of different cultures through various dance mediums. These include African-American stepping, folkloric dance, and music from different countries.

Our purpose is to encourage youth participation in cultural, artistic, and technical endeavors, while providing scholarship opportunities for all students.

Contests are held before the fair opens. Art and Technical Entries will be on public display in the new BASE building, of the Extraco Events Center. Be sure to check the TV screens! Ceremonies and cultural demonstrations will take place on the Hometown Stage. We look forward to seeing you there.

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. Go beside the Extraco Coliseum, Show Pavilion, and the Stall barn. Follow signage to the staging area and livestock entrance.

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. Go 1-1/2 miles and turn left on Lake Air Drive. Go beside the Extraco Coliseum, Show Pavilion, and the Stall barn. Follow signage to the staging area and livestock entrance.

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. Turn Left on Bosque Blvd. Go beside the Extraco Coliseum, Show Pavilion, and the Stall barn. Follow signage to the staging area and livestock entrance.

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
Communications Coordinator	Erin James
Sports & Entertainment Coordinator	Maddie Pitts

Committee Leadership

Chairman	Jessica Juarez
Vice Chairman	Alex Price
Committee Members:	
Karen Allen, Jessica Amaro, Sarah Bird, Linda Herrera, Ivon Mendoza, Wannika Muhammad, Alejandra Olvera, Cuevas Peacock, Sarah Pick, RoseMary Rafuse, Justin Rice, Kennedy Sam, Megan Snipes, Tiffany Vidana,	

General Information

Entries Open: August 1, 2022

Deadline: September 16, 2022

ENTRY FEES:

Art Division	\$15
Photography Division	\$15
Graphic Design Division	\$15
Animation Division	\$15

POINT OF CONTACT:

Jessica Juarez, HEARTS Committee Chair

jessicajuarez4875@gmail.com

(254) 548-1352

DEFINITIONS:

HEARTS – Heritage. The Arts. Technical Skills

HOTFR – Heart O’ Texas Fair & Rodeo

Contest – any Contest sponsored by the HEARTS Committee (Art or Technical Skills)

Division – any of the specific disciplines (Art, Photography, Graphic Design, Animation)

Class – age groups

Category – any of the different mediums or styles within a division

Entry – means a completed work of art or completed project submitted for judging

Exhibitor – means the creator of an entry submitted for judging

Schedule of Events
September 28-29 & October 9

Wednesday, September 28		
4:00 – 7:00 PM	Submission Drop Off	BASE
Thursday, September 29		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 9		
3:00-6:00 PM	Cultural Dance Demonstration	Hometown Stage
5:30 PM	Award Recipient Check-In	Hometown Stage
6:00 PM	Award Ceremony	Hometown Stage

Rules and Regulations

Entries Open: August 1, 2022

Deadline: September 16, 2022

1. **Entries:** Entries must be pre-registered online by the above deadline. Link for the online entry can be found at www.hotfair.com; Events; Livestock and Competitive Events; Arts & Heritage Contest.
 - 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, animal, 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 from the following surrounding counties: McLennan, Coryell, Bosque, Hill, Navarro, Limestone, Freestone, Falls, Robertson, Bell. Senior-level exhibitors from either a public, private, charter, or home school must be enrolled in an official art or CTE course (related to a specific division) in order to participate. Students must not be older than nineteen 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:** Protests against an award and/or eligibility must be made in writing to the HEARTS Committee Chairman of the Heart O' Texas Fair & Rodeo. No protests will be accepted after the conclusion of the Fair. 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, the exhibitor's name will not be displayed. Each article will be given a number. The name will be displayed after judging.
15. **Entry Display:** Entries and awards will be displayed in the BASE building during the HOTFR.
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 subjects:**
 - Satanic art
 - Nudes
 - Gang symbols or themes
 - Wet paintings
 - Other objectional or unsuitable materials, up to the interpretation of the committee

Heritage Division

Sunday, October 9		
3:00-6:00 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.

Art Contest
Special Rules for Junior Art Division
Entry Fee: \$15

Wednesday, September 28		
4:00 – 7:00 PM	Submission Drop Off	BASE
Thursday, September 29		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 9		
5:30 PM	Award Recipient Check-In	Hometown Stage
6:00 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:
 - 4th grade
 - 5th grade
4. **Theme:** Open. However, since this is the first year of the HEARTS contests, students and teachers shall collaborate to best demonstrate an appreciation for this endeavor. 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. **JUDGES' DECISIONS ARE FINAL.**
7. **Sizes:** Dimensions may be horizontal or vertical, but cannot exceed the specified sizes below. Incorrect sizes are subject to disqualification.
 - Minimum Size: 11" x 14" (may also include up to 3 1/2" mat in addition)
 - Maximum Size: 22" x 28" (may also include up to 3 1/2" 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 3 1/2" on any side.
 - Double matting is acceptable, but total width of double matting must not exceed the 3 1/2" 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 form attached to the back of the art piece.

Junior Division Awards

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

Special Rules for Intermediate Art Division

Entry Fee: \$15

Wednesday, September 28		
4:00 – 7:00 PM	Submission Drop Off	BASE
Thursday, September 29		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 9		
5:30 PM	Award Recipient Check-In	Hometown Stage
6:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitor 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 Grade
 - 7th Grade
 - 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. However, since this is the first year of the HEARTS contests, students and teachers shall collaborate to best demonstrate an appreciation for this endeavor. The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
6. **Categories:**
 - *Painted Illustration:* all mediums applied by brush such as oil, acrylic, watercolor, tempera, etc.
 - *Drawing:* colored pencils, charcoal, pastels, conte, chalks, inks, etc.
 - *Mixed Medium:* watercolor with ink, or the use of any two (2) or more mediums
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. **JUDGES' DECISIONS ARE FINAL.**
8. **Sizes:** Dimensions may be horizontal or vertical, but cannot exceed the specified sizes below. Incorrect sizes are subject to disqualification.
 - Minimum Size: 11" x 14" (may also include up to 3 1/2" mat in addition)
 - Maximum Size: 22" x 28" (may also include up to 3 1/2" 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.
- **Label:** all entries must have a completed HEARTS label form attached to the back of the art piece.

Intermediate Division Awards

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

Special Rules for Senior Art Division
Entry Fee: \$15

Wednesday, September 28		
4:00 – 7:00 PM	Submission Drop Off	BASE
Thursday, September 29		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 9		
5:30 PM	Award Recipient Check-In	Hometown Stage
6:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitor 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:
 - 9th Grade
 - 10th Grade
 - 11th Grade
 - 12th 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. However, since this is the first year of the HEARTS contests, students and teachers shall collaborate to best demonstrate an appreciation for this endeavor. The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
6. **Categories:**
 - *Painted Illustration:* all mediums applied by brush such as oil, acrylic, watercolor, tempera, etc.
 - *Drawing:* colored pencils, charcoal, pastels, conte, chalks, inks, etc.
 - *Mixed Medium:* watercolor with ink, or the use of any two (2) or more mediums
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. **JUDGES' DECISIONS ARE FINAL.**
8. **Sizes:** Dimensions may be horizontal or vertical, but cannot exceed the specified sizes below. Incorrect sizes are subject to disqualification.
 - Minimum Size: 11" x 14" (may also include up to 3 1/2" mat in addition)
 - Maximum Size: 22" x 28" (may also include up to 3 1/2" 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.
- **Label:** all entries must have a completed HEARTS label form attached to the back of the art piece.

Senior Division Awards

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

Senior Contest Champion: \$1000 scholarship

Reserve Senior Contest Champion: \$500 Scholarship

Overall Art Contest Awards

Grand Champion: Rosette, \$100 premium

Reserve Champion: Rosette, \$50 premium

Honorable Mention: Rosette, \$25 premium

Photography Contest

All entries must be submitted online.

Entry Fee: \$15

Wednesday, September 28		
4:00 – 7:00 PM	Submission Drop Off	BASE
Thursday, September 29		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 9		
5:30 PM	Award Recipient Check-In	Hometown Stage
6:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitor 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. **Classes:**
 - Intermediate: 6th – 8th grade
 - Senior: 9th – 12th grade
4. **Theme:** Open. However, since this is the first year of the HEARTS contests, students and teachers shall collaborate to best demonstrate an appreciation for this endeavor. 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. **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, lighting, color balance, visual impact, neatness, and appropriateness of title), 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. **JUDGES' DECISIONS ARE FINAL.**
7. **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
8. **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
 - If a photo 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 form attached to the back of the art piece.

Intermediate Division Awards

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

Senior Division Awards

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

Senior Champion: \$1000 Scholarship

Reserve Senior Contest Champion: \$500 Scholarship

Overall Photography Contest Awards

Grand Champion: Rosette, \$100 premium

Reserve Champion: Rosette, \$50 premium

Honorable Mention: Rosette, \$25 premium

Graphic Design Contest

All entries must be submitted online.
Entry Fee: \$15

Wednesday, September 28		
4:00 – 7:00 PM	Submission Drop Off	BASE
Thursday, September 29		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 9		
5:30 PM	Award Recipient Check-In	Hometown Stage
6:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitor 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. Classes:
 - Senior: 9th – 12th grade
 4. **Categories:**
 - Logo Design – for a business or entrepreneurial entity
 - Flyer Design – for an event
 5. **Prompt:** All entries must follow the below specified prompt:
 - *Logo* – A new, high-fashion denim company has contracted you to create its name and logo to use on its website, social media, business cards and letterhead. The designer/owner, Wes Ewing, is a man of integrity, courage, pride and charm. He wants the logo to show his appreciation of Western culture. He designed these jeans with the highest quality denim for protection against all terrains and weather, but stylish to flatter any figure. The branding parameter is not to use his name, initials, or likeness. 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.
 - *Flyer* – The Esperanza Committee of the Heart O’ Texas Fair & Rodeo is hosting a kids pageant. It’s called Los Vaqueritos Mas Chulos (Cutest Lil’ Buckarros). Children ages 4-7 compete in their best western attire and show off their best attitudes to win. The flyer should include the following:
 - Host organization: Esperanza Committee
 - Event: Vaqueritos Mas Chulos contest
 - Location: Heart O’ Texas Fair & Rodeo
 - Date: October 16, 2022
 - Where to register: www.Hotfair.com
 - Award: Prize package valued at \$300
- Flyer should demonstrate the committee’s values of multiculturalism, support of the community, and commitment to family.

6. **Judging:** All entries will be judged by a panel of technical professionals from the community and academia. All entries will be judged on artistic merit, creativity, and expression of prompt and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **JUDGES' DECISIONS ARE 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
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.
9. **Label:** all entries must have a completed HEARTS label form attached to the back of the art piece.

Contest Awards

1st Place – 3rd Place, per category: Ribbon
Contest Champion: Rosette, \$500 scholarship
Honorable Contest Champion: Rosette, \$100 premium

Animation Contest

All entries must be submitted online.

Entry Fee: \$15

Wednesday, September 28		
4:00 – 7:00 PM	Submission Drop Off	BASE
Thursday, September 29		
4:00 – 7:00 PM	Submission Drop Off	BASE
Sunday, October 9		
5:30 PM	Award Recipient Check-In	Hometown Stage
6:00 PM	Award Ceremony	Hometown Stage

Special Rules

1. All exhibitor 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. Classes:
 - Senior: 9th – 12th grade
4. **Theme:** Open. However, since this is the first year of the HEARTS contests, students and teachers shall collaborate to best demonstrate an appreciation for this endeavor. The purpose is Heritage. The Arts. Technical Skills; To encourage youth participation in cultural, artistic, and technical endeavors.
5. **Categories:**
 - 2D - Digital or Hand-drawn
 - 3D
 - Stop/Clay Motion
6. **Judging:** All entries will be judged by a panel of technical professionals from the community and academia. All entries will be judged on artistic merit, creativity, and expression of prompt and subject matter. Under no conditions may parents/guardians, instructors, or students contact the judges to dispute the status of an entry. **JUDGES' DECISIONS ARE FINAL.**
7. **Time Limits:** Entries **cannot** exceed one (1) minute in length. Any material past the one (1) minute mark will **not** be judged.
8. **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 online with their entry
 - All entries must be signed off on by a supervisor from an animation program or CTE class
 - All content, including music, must be original OR royalty free. *
 - No pre-program is allowed.
9. Each entry should consider and apply 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

Contest Awards

1st Place – 3rd Place, per category: Ribbon
Division Champion: Rosette, \$500 scholarship
Honorable Mention: Rosette, \$100 premium

Judging Sheets

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HEARTS CONTESTS – JUDGE SCORE SHEET

Art Division

Exhibitor Tag # _____ Class _____ Category _____

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 # _____ Class _____

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 # _____ Category _____

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 # _____ Category _____

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 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 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: _____

