



THE SEVENTH ANNUAL LUCERNE®
THE ART OF DAIRY™ ART CONTEST

FREQUENTLY ASKED QUESTIONS



WHAT DO YOU MEAN BY “RED, WHITE, & MOO: CELEBRATING AMERICAN INGENUITY”?

This theme is designed to challenge you to feed off of America’s ingenuity and showcase your own creativity. Perhaps you can add a little dose of dairy to a treasure of Americana and have the Statue of Liberty holding an ice cream cone instead of a torch. Maybe you’ll want to go down the route of American inventions and have The Wright Brothers flying over a lake of milk. Or perhaps you’ll want to draw a slice of Americana that’s meaningful to you. Those are just thought starters for you – we challenge you to really unleash your imagination, creativity, and originality. After all, the entries that stand out the most will usually get the highest votes! The designs will be judged on the following criteria: Originality: 30%, Technical Ability: 30% and Relevance to the “Red, White, & Moo” theme: 40%. Please see Official Rules for complete details on judging.

WHAT IF THE STUDENT CHOOSES TO BASE THEIR DESIGN ON COPYRIGHTED MATERIAL?

Students should avoid using copyrighted material as a basis for their design. Any element of American History used must be in the public domain and not subject to an individual’s copyright, trademark, patent, right of privacy, right of publicity or other proprietary right/interest. (For example, using the Liberty Bell as a basic design is acceptable, however entrants would not be able to incorporate images of President Obama).

Students are judged on technicality, originality and relevance to the “Red, White, & Moo” theme and are required to incorporate at least two Lucerne® dairy products into their art concept. Exact replicas of copyrighted (or public domain) material may not allow for originality or relevance to the theme. Please see Official Rules for complete details on judging.

THE ENTRY FORM HAS ONLY ONE SIDE. ARE STUDENTS ALLOWED TO DO A TWO-SIDED DESIGN?

Students are only required to show one side of the cow as an overall concept on their entry form. However, we encourage students to demonstrate their creativity and ability by designing entries that utilize a second side to illustrate an additional or new extension of the design. Students that choose to do different art on each side of the cow may choose to submit two entry forms together to show each side, although this is not required. If chosen as a finalist, the student’s design will need to be replicated on a life-size cow sculpture.

WHO IS ELIGIBLE TO ENTER THE “RED, WHITE, & MOO” ART CONTEST?

The Seventh Annual Lucerne® The Art of Dairy™ “Red, White and Moo” Art Contest (“Contest”) is open and offered only to legal residents of the following states who at time of entry are students at least 13 years of age and enrolled in Grades 9-12 in a U.S. accredited middle school, junior high school or high school: AK, AZ, CA, CO, DE, HI, ID, IL, MD, MT, NE, NM, NJ, NV, OR, PA, SD, TX, VA, WA, WY and the District of Columbia (“Entrant”).

ARE GRAPHIC DESIGN STUDENTS ALLOWED TO ENTER THE CONTEST?

Yes. Students can submit entries that they create in graphic design class. However, the student who submits the design will also be responsible for personally replicating the artwork on the life-size cow sculpture if the entry is chosen as a finalist.

DO STUDENTS NEED TO WORK WITHIN THE CONFINES OF THE COW DRAWING WE HAVE PROVIDED ON OUR ENTRY FORM?

Yes. The students must work within the existing contour of the cow drawing we have provided, as the cow outline was created to match the sculpture that the finalists will work from. For judging purposes, we are asking that all entries follow the entry form size and format exactly. This provides an equal starting point for all entries. However, if you are photocopying the entry form, you may choose to use any paper you wish for the entries. If you choose to enlarge the entry form to have a larger canvas for creating designs, remember that you must reduce the artwork to its original size before submission. Please keep in mind that the students must complete all requested information on the entry form.

CAN STUDENTS USE ANY MEDIA THEY CHOOSE TO CREATE THEIR COW DRAWING?

Students may use whatever media they prefer (i.e. acrylic, watercolor, mosaic, etc). The only consideration is that the student’s design can be replicated on a life-size cow sculpture if an entry is chosen as a finalist.

WHAT HAPPENS IF MY STUDENT’S ENTRY IS LATE?

Unfortunately, we would not be able to accept your late entries. As stated in the Official Rules, all entry forms with the completed requested information must be postmarked by 11/18/11 (for receipt by 11/25/11).