



# Reimagine Iowa's Education License Plate Artwork



Department of Education

# TO THE ART TEACHER:

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This K-12 art contest was designed as an early-finisher project, but can also be completed as standards-aligned classwork using the following anchor standards:

VA.Cr.1: Generate and conceptualize artistic ideas and work.

VA.Cr.2: Organize and develop artistic ideas and work.

VA.Cr.3: Refine and complete artistic work.

VA.Cn.10: Synthesize and relate knowledge and personal experience to make art.

## TIMELINE:

**Upon receiving this form:** Make multiple copies of the last 2 pages and place the printed forms in your early finisher station/folder.

**By December 1, 2024:** Collect completed artworks and accompanying completed **CONSENT AND RELEASE FORMS**.

**By January 1, 2025:** Select as many as **TEN** artworks that you will **vet to ensure that no copyrighted images have been used** and that the following minimum requirements have been met:

1. The details of the artwork are discernible from a distance
2. The artwork features bold colors which complement the existing plate colors (skyline, grass, border); Colors are unlimited
3. The artwork features bold imagery and well-defined shapes
4. The image fits in the box or it can be resized to **2.875 x 3"** (WIDTH x HEIGHT)  
Note that the box is oversized to scale
5. The artwork is appropriately balanced
6. The details of the artwork adhere to scale and proportion
7. The artwork is unique
8. The artwork is original (no copyrighted imagery); artwork with ANY copyrighted imagery **WILL BE DISQUALIFIED**
9. The artwork symbolically evokes teaching and/or education
10. The **CONSENT AND RELEASE FORM** is complete; a parent/legal guardian of any student under 18 (at the time of submission) has also signed and completed the appropriate section of the form. Incomplete forms will result in **DISQUALIFICATION**

**By February 1, 2025:** Submit as many as **TEN ARTWORKS** and their accompanying **CONSENT AND RELEASE FORMS**.

**IMPORTANT—ARTWORK MUST BE SUBMITTED AS .JPG** as only JPGs can be processed by the license plate manufacturer.

- a. Scan the student’s artwork (as a .jpg); separately scan the accompanying consent and release form
- b. Complete the [google form](#). Be sure to upload the student’s artwork as a .JPG; upload their accompanying consent and release form as well. **If this form is printed, please scan the QR code below.**



**By February 15, 2025:** To each artwork—submitted with its accompanying and completed CONSENT AND RELEASE FORM—Iowa DOE staff will assign a number for the purpose of blind adjudication.

**By March 1, 2025:** Adjudicators will blindly winnow the submissions to a total of 16 or 20 semi-finalists (up to five artworks from each grade level group (K-2, 3-5, 6-8, 9-12). Adjudicators will vet semi-finalist artworks again to ensure copyrights have not been violated.

**By April 1, 2025:** Public, electronic voting will narrow the field to three or four finalists whose work will be vetted a third time to ensure copyrights have not been violated.

Voters must be 18 years or older and provide their first name and zip code to vote; voters will be directed to vote only once.

**By May 1, 2025:** The winning artwork will be chosen and plates will enter production.

**By May 20, 2025:** The winning artist will be notified.

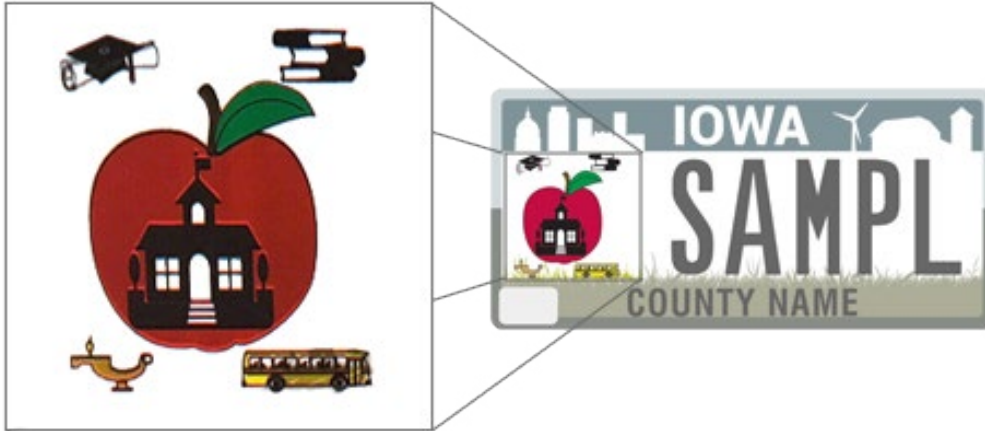
**After June 1, 2025:** Semi-finalist artwork will be on permanent display at the Iowa Department of Education, 400 E. 14th St. Des Moines, Iowa.

## **WANT TO SERVE AS A VOLUNTEER ADJUDICATOR?**

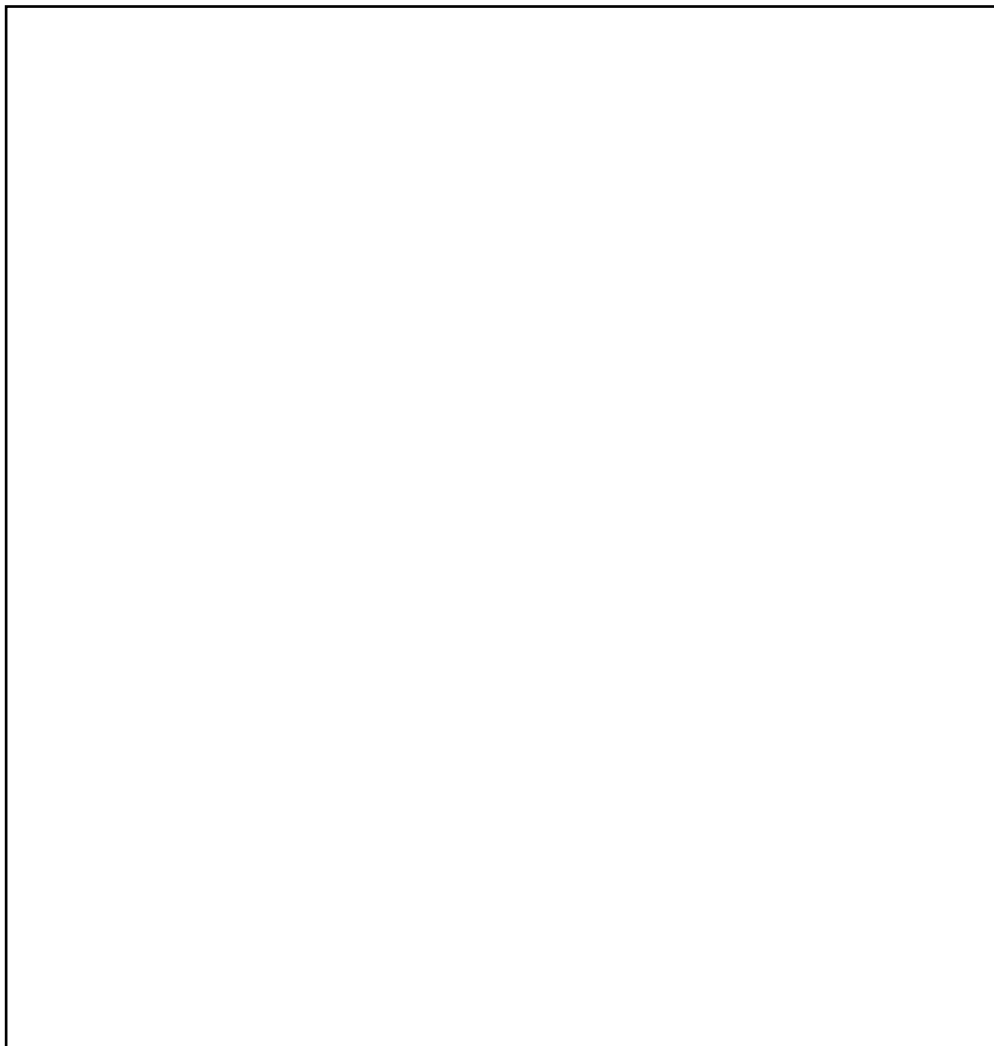
Email Kris Versteegt at  
[Kris.Versteegt@iowa.gov](mailto:Kris.Versteegt@iowa.gov).

To ensure a wide perspective, we need adjudicators from each of the nine Iowa AEA regions.

# Iowa's Education License Plate Artwork Contest



\*Only the image of the apple/schoolhouse, books, mortarboard, lamp, and bus will be replaced. The rest of the plate will remain the same. On the finished plate, the actual size of the image will be 2.875" (width) by 3" (height).



YOUR NAME \_\_\_\_\_ GRADE \_\_\_\_\_

## BE SURE TO INCLUDE:

Details that can be seen from far away. Bold Images and colors that compliment the current plate (skyline, grass, border) Images and well-defined shapes that remind people of schools, teachers, and/or students. Adhere to the principals of design (i.e., Balance, scale, proportion etc.) We are looking for unique work which means **NO COPYRIGHTED IMAGERY**.

A completed and signed **CONSENT AND RELEASE FORM** returned to your teacher by **December 1, 2024**

Electronically-created designs that include **NO COPYRIGHTED IMAGERY** are also welcome.

## CONSENT AND RELEASE FORM

I hereby grant the irrevocable right and permission to the Iowa Department of Education and/or the Iowa Department of Transportation to use a photograph of me, my artwork, a photograph of my artwork, or a photograph taken by me for publication in the news media, electronically via the internet, on the Iowa Educator License Plate, or in other displays.

I understand and agree that I may be identified by name, grade, and school district in printed, internet, or broadcast information that might accompany the photographs or artwork. I waive the right to approve the final product.

I acknowledge that I do not expect to receive compensation. I hereby release, and fully discharge the Iowa Department of Education and the Iowa Department of Transportation Education from any claims, rights, damages and liabilities arising out of or related to any claims for invasion of privacy, appropriation of likeness, or defamation.

Finally, I warrant that I live in Iowa and attend an Iowa public, non-public, or home school; that I have used no copyrighted imagery in my artwork; and that I am eighteen (18) years old or older, or, if I am under 18 years old, that my parent or guardian has also read and signed this release.

**PLEASE USE BLUE OR BLACK INK TO COMPLETE THIS FORM.  
AVOID MARKERS WHICH MAY BLEED THROUGH THE OTHER SIDE.**

### STUDENT INFORMATION

Name (please print): \_\_\_\_\_ Birthdate: \_\_\_/\_\_\_/\_\_\_\_\_ Grade: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Home phone number (optional): \_\_\_\_\_

email: \_\_\_\_\_

### PARENT/LEGAL GUARDIAN INFORMATION (Required for students under 18 years old at the time of submission)

Name (please print): \_\_\_\_\_

I, or my parent/legal guardian if I am under 18 at the time of my submission, have read and completed this CONSENT AND RELEASE FORM. I, or my parent/legal guardian if I am under 18 at the time of my submission, understand it and agree to be bound by it.

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent Signature: \_\_\_\_\_ Date: \_\_\_\_\_