

Key Dates

Submissions Deadline

Friday, February 12, 2010

12 Semi-Finalists Notified by Email

Week of February 15-19, 2010

12 Semi-Finalists work with a Professional Graphic Designer

Wednesdays in March: March 3, 10, 17 & 24,
4:30pm-6:30pm

Winners Notified by Email

Late April, 2010
(exact date TBD)

Awards Ceremony

Late May, 2010
(exact date TBD)

Directories are Printed & Distributed

June, 2010



Michael R. Bloomberg
Mayor

The New York City Department of Education

Joel I. Klein
Chancellor

Office of Student Enrollment

Elizabeth A. Sciabarra
Chief Executive

Leonard Trerotola
Executive Director,
High School Enrollment

Office of Arts And Special Projects

Paul King
Executive Director

Karen Rosner
Coordinator of Visual Arts

Smithsonian Cooper-Hewitt National Design Museum

Caroline Payson
Director of Education



Directory of the New York City Public High Schools 2010-2011

This is a collaborative project of:

The Office of Student Enrollment
The Office of Arts and Special Projects
Smithsonian Cooper-Hewitt, National Design Museum

Guidelines

2010-2011 Citywide Publication Design Competition

- Deadline:** Friday, February 12, 2010
- Eligibility:** Open to all current New York City public high school students
- Description:** Students are invited to submit designs for the front and back covers of the High School Directory, produced by the Office of Student Enrollment.
- The 1st prize will be used for printed directories
 - 2nd and 3rd prizes will be used for electronic publications & documents posted on our website.
- Semi-Finals:** From the initial submissions, 12 semi-finalists will be selected.
- The semi-finalists will work with a professional graphic designer at the Smithsonian Cooper-Hewitt, National Design Museum.
 - The four workshop sessions will be held on weekday afternoons on four consecutive weeks in March.
 - The winning design will be chosen from these 12 semi-finalists.

Specifications: For a list of detailed specifications — including this year’s theme, formatting requirements and tips — visit the following website:

www.nyc.gov/Schools/ChoicesEnrollment/High

- Label:** Attach the label on the facing page to a copy of the design.
- Awards:**
- **1st Prize:** A copy of Adobe Creative Suite and a \$450 gift certificate for art supplies
 - **2nd Prize:** A copy of Adobe Creative Suite and a \$300 gift certificate for art supplies
 - **3rd Prize:** A copy of Adobe Creative Suite and a \$100 gift certificate for art supplies
- Contact:** Lenny Trerotola at LTrerot@schools.nyc.gov

Label

2010-2011 Citywide Publication Design Competition

Please print all information. Attach this label to the back of your color print or CD and mail to:

Department of Education, Office of Student Enrollment
52 Chambers Street, Room 415
New York, NY 10007
ATTN: 2D Design Competition

Student Name _____ Grade _____

Student Home Address _____ Apt. _____

Borough _____ Zip Code _____

(_____)
Telephone _____

Student’s Email Address _____

Parent/Guardian’s Email Address _____

High School Name _____ School Code _____

Art Teacher _____

Teacher’s Cell Phone _____

Teacher’s Email Address _____

Principal’s Name _____

I attest to the originality of the submitted artwork.

X _____
Student Signature _____ Date _____

X _____
Art Teacher/Principal Signature _____ Date _____

