



# USA Toyota Dream Car Art Contest

## ARTWORK GUIDELINES

**ARTWORK REQUIREMENTS:** To be eligible, youth artwork should adhere to the following:

**HAND-DRAWN:** Artwork must be drawn entirely done by hand, not created digitally.

**ORIGINALITY:** Artwork must be an original drawing created solely by a young person between the ages of 4-15 years and cannot have been previously published or won prior awards.

**SUBJECT MATTER:** Artwork must include an unbranded car of the youth's dreams, and include a written description.

**PAPER SIZES:** Artwork should be created on paper sized within 270mm to 300 mm (11" to 12") by 420mm to 450mm (16.5" to 18"). Recommended size is 11"x14" but any paper sized within the parameters is acceptable: i.e., tabloid or ledger (11"x17"); print or artist (12"x18"); A3 (16.5 x 11.7 in).

**MEDIUM:** Artwork must be created using crayons, color pencils, markers, and/or watercolor paint.

**INELIGIBLE CONTENT:** Artwork must not contain lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, or otherwise inappropriate content or objectionable material as determined by Toyota in its sole discretion; images that are copyrighted, trademarked, private, public or in any other way that affects the intellectual rights of any person or entity; material or elements not owned/created by the youth and/or subject to the rights of third parties or Images of people who are readily recognizable; commercial content, logos, or images of cars by manufacturers other than Toyota; or personally identifiable information of person(s) other than youth or family members.

### ELIGIBILITY CHECKLIST

- ✓ Artwork is accompanied by completed and signed entry form.
- ✓ Artwork is created on proper paper size and is hand-drawn.
- ✓ Artwork includes an image of a car with a background.
- ✓ Artwork accompanied by a written description.
- ✓ Artwork does not include ineligible content.

### SCORING CRITERIA

**Execution of Concept (33.4%):** Artwork expresses theme and concept in an understandable way.

**Uniqueness of Concept (33.3%):** Car design is a product of the youth's imagination.

**Artistry of Concept (33.3%):** Artwork is creative and includes details with colors in balance.

**Official rules, entry form, and artwork submission deadline available online:**

**[www.ToyotaDreamCarUSA.com](http://www.ToyotaDreamCarUSA.com)**

# TOYOTA