

**THE ART INSTITUTES AND AMERICANS FOR THE ARTS POSTER DESIGN COMPETITION
2010 OFFICIAL RULES AND REGULATIONS**

Participating School Locations

The Art Institute of Atlanta ® (Atlanta, GA)
The Art Institute of Atlanta – Decatur (Decatur, GA)
A branch of The Art Institute of Atlanta ®
The Art Institute of Austin (Austin, TX)
A branch of The Art Institute of Houston® (Houston, TX)
The Art Institute of California SM — Hollywood (Los Angeles, CA)
The Art Institute of California SM — Inland Empire (San Bernardino, CA)
The Art Institute of California SM — Los Angeles (Santa Monica, CA)
The Art Institute of California SM — Orange County (Santa Ana, CA)
The Art Institute of California SM — Sacramento (Sacramento, CA)
The Art Institute of California SM — San Diego (San Diego, CA)
The Art Institute of California SM — San Francisco (San Francisco, CA)
The Art Institute of California SM — Sunnyvale (Sunnyvale, CA)
The Art Institute of Charleston SM (Charleston, SC)
A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of Charlotte ® (Charlotte, NC)
The Art Institute of Colorado ® (Denver, CO)
The Art Institute of Dallas ® (Dallas, TX)
The Art Institute of Fort Lauderdale ® (Fort Lauderdale, FL)
The Art Institute of Houston ® (Houston, TX)
The Art Institute of Houston – North ® (Houston, TX)
A branch of The Art Institute of Houston® (Houston, TX)
The Art Institute of Indianapolis SM (Indianapolis, IN) *
The Art Institute of Jacksonville SM (Jacksonville, FL)
A branch of Miami International University of Art & Design (Miami, FL)
The Art Institute of Las Vegas ® (Henderson, NV)
The Art Institute of Michigan SM (Novi, MI)
The Art Institute of New York City ® (New York, NY)
The Art Institute of Ohio SM — Cincinnati (Cincinnati, OH)**
The Art Institute of Philadelphia ® (Philadelphia, PA)
The Art Institute of Phoenix ® (Phoenix, AZ)
The Art Institute of Pittsburgh ® (Pittsburgh, PA)
The Art Institute of Pittsburgh – Online Division (Pittsburgh, PA)
The Art Institute of Portland ® (Portland, OR)
The Art Institute of Raleigh-Durham SM (Durham, NC)
The Art Institute of Salt Lake City SM (Draper, UT)
The Art Institute of Seattle® (Seattle, WA)
The Art Institute of Tampa SM (Tampa, FL)
A branch of Miami International University of Art & Design (Miami, FL)
The Art Institute of Tennessee SM — Nashville (Nashville, TN)
A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of Tucson SM (Tucson, AZ)
The Art Institute of Vancouver SM, BC
The Art Institute of Virginia Beach SM
A branch of The Art Institute of Atlanta
The Art Institute of Washington ® (Arlington, VA) ***
A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of Washington ®– Northern Virginia (Sterling, VA) ***
A branch of The Art Institute of Atlanta (Atlanta, GA)
The Art Institute of York – Pennsylvania (York, PA)
The Art Institutes International – Kansas City SM (Lenexa, KS)
The Art Institutes International Minnesota SM (Minneapolis, MN)

The Illinois Institute of Art ® — Chicago (Chicago, IL)

The Illinois Institute of Art ® — Schaumburg (Schaumburg, IL)

Miami International University of Art & Design SM (Miami, FL)

The New England Institute of Art ® (Brookline, MA)

* The Art Institute of Indianapolis is regulated by the Indiana Commission on Proprietary Education, 302 W. Washington St., Rm E201, Indianapolis, IN 46204. AC-0080

** The Art Institute of Ohio — Cincinnati, 8845 Governors Hill Drive, Suite 100, Cincinnati, OH 45249-3317, OH Reg # 04-01-1698B

*** Certified by the State Council of Higher Education to operate in Virginia

A range of online course opportunities is available. Degrees and programs vary by location
www.artinstitutes.edu.

Administrative Office: 210 Sixth Ave., 33rd Floor, Pittsburgh, PA 15222

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The Art Institutes is a system of over 40 schools located throughout North America.

Competition Eligibility

The Art Institutes and Americans for the Arts Poster Design Competition (“Competition”) is open to legal residents of the fifty (50) United States, the District of Columbia, Puerto Rico and Canada (excluding residents of Quebec) who are full or part-time high school seniors scheduled to graduate in 2010 with a minimum 2.0 cumulative grade point average or the equivalent thereof (based on either a 4.0 scale or 5.0 scale) as of date of entry and prize award.

An eligible minor should have his/her parent’s or legal guardian’s permission to enter. Submit a completed Entry & Release Form and other entry requirements (as outlined more completely below), to posterdesign@aii.edu indicating The Art Institutes school where you would like to enter the Competition and your name in the subject line of the e-mail. This school will be the location you represent, should you progress in the Competition, and plan to attend following the end of the Competition and high school graduation. You may only enter the Competition at one Art Institutes school and may only submit one entry into the Competition.

You must fulfill all individual program admission requirements of The Art Institutes school at which you enter the Competition.

Deadline

All complete entries must be received by February 5, 2010 at posterdesign@aii.edu. Your e-mail must include the name of The Art Institutes school where you plan to enter the Competition and attend following the Competition. Each local winner will be notified by their selected Art Institutes school by March 26, 2010. Selection and notification of the national winners will be made by May 21, 2010.

How to Enter

Fill out, sign and scan the Competition Entry & Release Form, available for download, at artinstitutes.edu/poster, then email along with a designer’s statement in Microsoft Word format, a current high school transcript and one poster design to posterdesign@aii.edu. Your email must not exceed 10 MB. If compressing files, the complete size of all files before compressions should not exceed 25 MB. The email subject line must contain your name and the name of The Art Institutes school where you wish to enter the Competition. If the subject line of the email submission of your entry into the Competition does not contain your name and the name of The Art Institutes school where you wish to enter the Competition your entry will be considered incomplete and may be disqualified. Complete all submission requirements as identified below

and submit them in one email no later than February 5, 2010. For more information, visit www.artinstitutes.edu/poster. The Art Institutes are not responsible for any lost, incomplete or stolen entries. All entry materials become property of The Art Institutes and will not be returned.

Scholarship Awards

Local scholarship awards:

Each local first place winner at each participating Art Institutes school will be awarded a \$3,000 tuition scholarship to The Art Institutes school they represent in the Competition and plan to attend following high school graduation (tuition credit awarded evenly over all quarters)*. Local first place winners will move on to the national competition. Each local second place winner at each participating Art Institutes school will be awarded a \$2,000 tuition scholarship to The Art Institutes school they represent in the Competition and plan to attend following high school graduation (tuition credit awarded evenly over all quarters)*.

National scholarship awards:

The national first place winner will be awarded a full-tuition scholarship (tuition credit awarded evenly over all quarters)* to study at The Art Institutes school they represented in the Competition. The national second place winner will be awarded a half-tuition scholarship (tuition credit awarded evenly over all quarters)* to study at The Art Institutes school they represented in the Competition. The national third place winner will be awarded a quarter-tuition scholarship (tuition credit awarded evenly over all quarters)* to study at The Art Institutes school they represented in the Competition. National tuition scholarships will be awarded in addition to local tuition scholarships, except with respect to the national first place winner who is awarded a full-tuition scholarship.

In addition to a full-tuition scholarship to The Art Institutes school that the national first place winner represents in the Competition, the national first place winner and one (1) parent or legal guardian will receive a two day, one night trip to Washington D.C. for an awards ceremony. Prize includes round-trip coach class air transportation for two (2) from major gateway airport nearest finalist's residence (as determined by Sponsor), and standard accommodations (one (1) room, double occupancy) for two (2) nights at a hotel selected by Sponsor, date to be determined.

*All winners must meet all school and program general admission requirements. Scholarship awards are contingent upon acceptance to the chosen Art Institutes school and selected program and are awarded in the form of a tuition credit. All tuition scholarships are awarded toward a bachelor's degree program (if offered at The Art Institutes school that the student represented in the Competition and the student meets admission requirements into the program), an associate's degree program, diploma program or certificate program. The degree program must be offered at the school that the student represented in the Competition. All tuition scholarships must be used at the school the student represented in the Competition. Tuition scholarships are non-transferable. Scholarship awards cover the stated percentage of tuition, regardless of the degree program selected. For example, if a student is awarded a half tuition scholarship and selects an associate's degree program, then the tuition credit covers half of the tuition for the associate's degree program. Upon accepting the scholarship, the winner must begin his or her studies in the summer or fall immediately following the Competition. The winner must maintain a 2.0 GPA or higher during their studies at the chosen Art Institutes school, a GPA of less than 2.0 will result in a loss of scholarship. In the event that the scholarship recipient's education is terminated, either by the school or by the student, the scholarship becomes null and void. Tuition scholarships are not redeemable for cash. The tuition scholarship covers academic tuition and may not be applied against fees, housing, living expenses, or program supplies and may not be transferred between affiliate schools. Scholarship recipients must not interrupt their studies; interruption of studies will result in a loss of the scholarship. Additional restrictions and

requirements may apply.

Entry Requirements & Criteria

Compress all files being submitted so that all files together do not exceed 10 MB. Submissions exceeding 10 MB will not be received. Submission tip: The total size of all files in your submission prior to compression should not exceed 25 MB. Visit www.artinstitutes.edu/poster for details on how to compress files.

Entry Requirements:

- An original poster design incorporating the theme “Life Is Better With Art In It.” Poster size cannot exceed 11" x 17" and must be submitted in JPEG format with a minimum resolution of 300 dpi.
- A typed designer’s statement in Microsoft Word format explaining the design concept and why the student wishes to enter the graphic design field.
- A signed and completed Entry & Release Form, available for download at artinstitutes.edu/poster
- A current high school transcript showing a minimum 2.0 GPA

Entries must also meet the following criteria:

- Student submissions should show an understanding of the theme “Life Is Better With Art In It,” basic design concepts, and a keen eye for design.
- The poster must incorporate the theme: “Life Is Better With Art In It.”
- The poster must include The Art Institutes and Americans for the Arts logos. The logos may be found and downloaded at artinstitutes.edu/poster. The logos must appear in full. Judging points may be deducted if logos are altered.
- Entries must be appropriate for promotional/marketing purposes.
- Entries deemed vulgar or offensive will be disqualified.
- Artwork must be original and not copied from any other published sources, including books or magazines.
- No copyrighted, animated, or team-created work will be accepted. Entries containing copyrighted materials will be disqualified.
- Original artwork or submissions will not be returned.
- All entries should be readable in PC format (i.e., with correct file extensions).

All decisions made by Sponsor and judges are final and may not be disputed in all levels of the Competition.

Restrictions/Conditions: All taxes, including but not limited to federal, state and local taxes, and any costs and expenses associated with prize acceptance and use not expressly provided for herein, including, but not limited to, additional ground transportation, meals, gratuities and souvenirs, are the sole responsibility of the winners. Actual value will vary based on winner’s chosen Art Institutes school and program, winner’s location and applicable tuition rate increases). If Sponsor is unable to provide any prize element for any reason, no compensation or substitution will be provided; however, remainder of prize package will be awarded and Sponsor will have no further obligation to winner.

Travel Restrictions/Conditions: Approximate retail value: \$2,000. Actual value may vary based on city of departure. If a winner resides within a 100 mile radius of destination, ground transportation may be provided in lieu of air transportation and no compensation or substitution will be provided for difference in prize value. Travel arrangements must be made through Sponsor’s agent, on carrier of Sponsor’s choice. Each winner and his/her parent or legal guardian must travel together on same itinerary and are responsible for obtaining all travel documents. Parent or legal guardian of each winner accompany winner must sign and return liability/publicity release prior to issuance of travel documents. Travel must be taken on dates specified by Sponsor or place as a winner will be forfeited and Sponsor will have no further obligation to winner. All taxes, including

but not limited to federal, state and local taxes, and any costs and expenses associated with prize acceptance and use not expressly provided for herein, including, but not limited to, luggage fees, additional ground transportation, meals, gratuities and souvenirs, are the sole responsibility of the winner.

General Prize Conditions/Restrictions: All federal, state and local taxes (including any income and withholding taxes) on total prize values are the sole responsibility of the winners and winners will be issued a 1099 for actual value. Winners may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor reserves the right, at its sole discretion, to substitute prize (or portion thereof) with one of comparable or greater value. Prizes are awarded "as is" with no warranty or guarantee, either express or implied. All prize details are at Sponsor's sole discretion.

General Conditions: Released Parties (as defined below) are not responsible for lost, late, incomplete, stolen, inaccurate, misdirected or undelivered Entry Materials; or errors or problems of any kind whether human, printing, typographical, mechanical or otherwise relating to or in connection with this Competition, including, without limitation, errors or problems which may occur in connection with the administration of the Competition, the processing or judging of Entry Materials, the announcement of the prizes or in any Competition-related materials. Persons who tamper with or abuse any aspect of the Competition, as solely determined by Sponsor, will be disqualified and all associated entries will be void. Should any portion of the Competition be, in Sponsor's sole opinion, compromised by non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries or Entry Materials, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Competition (or any portion thereof) and, at its discretion, determine the winners from all eligible, non-suspect Entry Materials received prior to action taken using the judging procedures specified herein. Entrants (and, if eligible minors, their parents or legal guardians), by participating, agree that Sponsor, and their respective parents, affiliates, subsidiaries, prize suppliers, and advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in the Competition, including any travel or activity related hereto. Each winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her name, address (city and state), photograph, voice, performance and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice or review or approval.

Entry & Release Form

By signing this Entry & Release Form, I acknowledge that I have read and understood the official rules and regulations for The Art Institutes and Americans for the Arts Poster Design Competition 2010 and agree to abide by them. I represent that the attached work qualifies for submission into this Competition. I hereby irrevocably give my consent to The Art Institutes International LLC ("The Art Institutes"), and to those it may authorize, to photograph, film, and/or videotape me and/or my artwork, and to quote and record statements made by me and to use, reproduce, publicly display, distribute, sell, and/or create derivative works from my image, images of my artwork, and statements made by me (with or without my name) and to identify me by name and/or with school and employment information, in all forms of media now known or later developed, including, without limitation, on the Internet, for any editorial, promotional, advertising, trade, commercial, or other purpose whatsoever, in perpetuity throughout the world. I understand that The Art Institutes and those it may authorize shall not be responsible for unauthorized duplications/use by third parties on the Internet or otherwise. I hereby release The Art Institutes, those it has authorized, and their respective successors and assignees, from any and all claims and/or damages that may arise regarding the use, reproduction, display, distribution, and/or sale of my image or images of my artwork, or statements made by me as consented to herein, including any claims of defamation, invasion of privacy or infringement of moral rights, rights of publicity, or copyright.

By signing this Form, I certify that any work submitted is original and mine alone and that I have the right to grant the permissions herein granted. I have read and understood this Form.

Submit this Form with your entry requirement materials to posterdesign@aii.edu. You must specify your name and The Art Institutes school you plan to attend following the Competition and that you wish to represent in the Competition in the email's subject line.

Signature

Date

The Art Institutes School of Interest
Name

Address

City

State/Province

Zip/Postal Code

Home Phone ()

Email

Signature

Parent/Guardian Name

Parent/Guardian Signature

Sponsor

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