

**THE ART INSTITUTES PASSION FOR FASHION COMPETITION 2010  
OFFICIAL RULES AND REGULATIONS**

Participating School Locations

The Art Institute of Atlanta®, GA  
The Art Institute of Atlanta®-Decatur, GA  
A satellite of The Art Institute of Atlanta, GA  
The Art Institute of Austin SM, TX  
A branch of The Art Institute of Houston, TX  
The Art Institute of California<sup>SM</sup> — Hollywood  
The Art Institute of California<sup>SM</sup> — Inland Empire  
The Art Institute of California<sup>SM</sup> — Orange County  
The Art Institute of California<sup>SM</sup> — San Diego  
The Art Institute of California<sup>SM</sup> — San Francisco  
The Art Institute of California<sup>SM</sup> — Sunnyvale  
The Art Institute of Charleston<sup>SM</sup>, SC  
A branch of The Art Institute of Atlanta  
The Art Institute of Charlotte®, NC  
The Art Institute of Colorado® )  
The Art Institute of Dallas®, TX  
The Art Institute of Fort Lauderdale®, FL  
The Art Institute of Houston®, TX  
The Art Institute of Houston® – North, TX  
A branch of The Art Institute of Houston, TX  
The Art Institute of Indianapolis<sup>SM</sup>, IN\*  
The Art Institute of Las Vegas®, NV  
The Art Institute of Michigan<sup>SM</sup> Novi  
The Art Institute of New York City®, NY  
The Art Institute of Ohio<sup>SM</sup> — Cincinnati\*\*  
The Art Institute of Philadelphia®, PA  
The Art Institute of Phoenix®, AZ  
The Art Institute of Pittsburgh®, PA  
The Art Institute of Portland®, OR  
The Art Institute of Raleigh–Durham<sup>SM</sup>, NC  
The Art Institute of Seattle®, WA  
The Art Institute of Tampa<sup>SM</sup>, FL  
A branch of Miami International University of Art & Design  
The Art Institute of Tennessee<sup>SM</sup> — Nashville  
A branch of The Art Institute of Atlanta, GA  
The Art Institute of Tucson<sup>SM</sup>, AZ  
The Art Institute of Vancouver<sup>SM</sup>, BC  
The Art Institute of Washington® (Arlington, VA)\*\*\*  
A branch of The Art Institute of Atlanta, GA  
The Art Institute of Washington® - Northern Virginia\*\*\*  
A branch of The Art Institute of Atlanta, GA  
The Art Institute of York — Pennsylvania<sup>SM</sup>  
The Art Institutes International — Kansas City<sup>SM</sup>  
The Art Institutes International Minnesota<sup>SM</sup> (Minneapolis)  
The Illinois Institute of Art® — Chicago  
The Illinois Institute of Art® — Schaumburg  
Miami International University of Art & Design<sup>SM</sup>, FL  
The New England Institute of Art® (Brookline, MA)

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

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

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

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.

Degree and program offerings vary by school.

A range of online course opportunities are available.

[www.artinstitutes.edu](http://www.artinstitutes.edu)

### **Competition Eligibility**

The Art Institutes Passion For Fashion 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/grade 12 students 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 (as outlined more completely below), to your choice of one of The Art Institutes schools listed herein that offers a Fashion program. This school will be the location you represent, should you progress in the Competition, and plan to attend following the end of the Competition. You may only enter the Competition at one Art Institutes school.

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

### **Deadline**

All complete entries must be received by November 20, 2009 at The Art Institutes school at which you plan to enter the Competition and attend following the Competition. Each local winner will be notified by December 18, 2009. Selection and notification of the national winners will be made by January 22, 2010.

### **How to Enter**

Choose from one of two categories: 1) Fashion Design; or 2) Fashion Marketing & Merchandising and Retail Management. Select the category that best matches your skills, then complete the attached Entry & Release Form. We strongly recommend that entry materials be submitted in one package and include "Passion for Fashion Competition" on the package. Essays and information may be submitted on a CD-ROM. Mail all entry materials in an envelope with proper postage to The Art Institutes school at which you would like to enter the Competition and plan to attend following the Competition, for receipt no later than November 20, 2009. Schools offering Fashion programs are listed above. For more information, visit [www.artinstitutes.edu/passion4fashion](http://www.artinstitutes.edu/passion4fashion).

### **Scholarship Awards**

Each local Fashion Design competition winner and each local Fashion Marketing & Merchandising and Retail Management competition winner will earn a \$3,000 tuition scholarship to The Art Institutes school they represent in the Competition and plan to attend following high school graduation. Local first place winners from each category will move on to the national competition.

The national grand prize winners in the Fashion Design category and in the Fashion Marketing & Merchandising and Retail Management category will each earn a full tuition scholarship to study in a fashion program at The Art Institutes school they represented in the Competition (tuition credit awarded evenly over all quarters). National second place winners in each category will earn a \$5,000 tuition scholarship to study in a fashion program at The Art Institutes school they represented in the Competition. National third place winners in each category will earn a \$4,000 tuition scholarship to study in a fashion program at The Art Institutes school they represented in the Competition.

The national grand prize winner in each category will also receive a VIP trip to Fashion Week in New York City in February 2010, participate in a "meet-and-greet" at Seventeen Magazine's New York City offices, including lunch with a Seventeen Magazine Style Pro and a \$500 shopping spree at a store selected by Seventeen Magazine.

Each grand prize includes round-trip coach class air transportation for the winner and one parent or legal guardian from major gateway airport nearest winner's residence (as determined by Sponsor) to New York, round-trip ground transportation from airport and hotel and standard accommodations (one (1) room, double occupancy) for two (2) nights at a hotel selected by Sponsor. (Approximate Retail Value of Grand Prize Trip: US\$2,250). Actual value will vary based on winner's chosen Art Institutes school, 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.

Scholarship awards are contingent upon acceptance to the chosen Art Institutes school and are awarded in the form of a tuition credit. All tuition scholarships are awarded toward a fashion bachelor's or associate's degree, diploma or certificate program. The degree program must be offered at the school that the student represents in the Competition. All tuition scholarships must be used at the location the student represented in the Competition. Tuition scholarships are non-transferable. Upon accepting the scholarship, the winner must begin his or her fashion studies in the summer or fall immediately following The Art Institutes Passion for Fashion 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.

### **Fashion Design Category: Entry Requirements & Criteria**

To enter, you must be a high school senior/grade 12 student scheduled to graduate in 2010, and you must fulfill all general admission and competition guidelines.

#### ***Your entry must include:***

- Completed Entry & Release Form.
- Your high school transcript showing a minimum 2.0 GPA.
- A short essay (800 words or less) outlining why your fashion entry is unique/innovative and explaining your interest and motivation for a career in fashion.
- A finished, originally designed eveningwear garment product.\* The product may be any of the following — shirt (size Medium); pants, dress, or skirt (women size 8 or men size 40); or suit, including blouse, pants, or skirt (women size 8 or men size 40).
- Process Book (compiled in 8-1/2" x 11" binder), which serves as your design process

summary, from original idea to finished product.

***The book should include:***

1. A written summary of your overall concept.
2. A review of influences on your entry, including fashion designers, music, television shows, or movies.
3. Sketches, illustrations, photographs, or digital images of your project as it evolved from concept to completion.
4. A written summary of people that you contacted for information about your project, including the advice they provided and its influence on you.

\*Should you advance to the national competition, your entry will not be returned. Other entries will be returned by request only. Garment must be your original work. However, your finished product may be manufactured by an outside source. This Competition requires submission of a finished eveningwear garment. Examples of eveningwear include full-length gown, cocktail dress, cocktail suit, formal evening suit, blouse/skirt combo, or a jacket/blouse/skirt or pants combo. Sponsor acknowledges that all applicants may not have the same accessibility to materials needed to complete a finished product. As such, unfinished garments may be submitted. However, a completed product will enhance your entry. Sponsor is not responsible for any lost, stolen or incomplete entries.

All decisions made by Sponsor and judges are final and may not be disputed.

**Fashion Marketing & Merchandising and Retail Management: Entry Requirements & Criteria**

To enter, you must be a high school senior/grade 12 student scheduled to graduate in 2010, and you must fulfill all general admission and competition guidelines.

***Your entry must include:***

- Completed Entry & Release form.
- Your high school transcript showing a minimum 2.0 GPA.
- A short essay (800 words or less) addressing how your fashion creation will contribute to the advancement of the fashion industry, as well as what sparked your interest in the fashion industry.
- A finished and original Fashion Marketing, Fashion Merchandising, or Retail Management product or plan.\*
- A written description of your product or plan (1,000 words or less). Entries may include: a retail store concept, marketing promotion, store layouts, fashion business concept, new concept for retail, Internet fashion concept, catalogue retail concept, home fashion concept, or industrial fashion/safety/consumer trend product.

\*Should you advance to the national competition, your entry will not be returned. Other entries will be returned by request only. Sponsor acknowledges that all applicants may not have the same accessibility to materials needed to complete a finished product or plan. Therefore, unfinished products or plans may be entered. However, a completed product or plan will enhance your entry. Sponsor is not responsible for any lost, stolen or incomplete entries.

All decisions made by Sponsor and judges are final and may not be disputed.

**Additional Information**

Travel Restrictions/Conditions: Actual value may vary based on city of departure. If a grand prize winner resides within a 100 mile radius of New York City, 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 travel 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, 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, 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.

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.

Sponsor reserves the right to film, photograph and otherwise record all levels of the Competition and use said photographs and recordings in any and all media now known or hereafter created throughout the world in perpetuity for any use whatsoever. Individuals present during any aspect of the Competition may be required to execute and return a liability/publicity release which release shall include a grant to Sponsor and its designees of the right to use of their names, likenesses and performance for publicity and advertising purposes.

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

### **The Art Institutes Passion For Fashion Competition Entry & Release Form**

Submit a completed Entry & Release Form (available for download at [www.artinstitutes.edu/passionforfashion](http://www.artinstitutes.edu/passionforfashion)) to the participating Art Institutes school where you wish to enter the Competition and would like to attend following the Competition by November 20, 2009. Entry materials will not be returned to you.

**Entry & Release Form** (Entry & Release Form available for download at [www.artinstitutes.edu/passionforfashion](http://www.artinstitutes.edu/passionforfashion))

(Select one)

IIFashion Design

IIFashion Marketing & Merchandising and Retail Management

By signing this Entry & Release Form, I acknowledge that I have read and understood the official rules and regulations for The Art Institutes Passion for Fashion Competition 2010 and agree to abide by them. I represent that the attached work qualifies for submission to 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 The Art Institutes school you plan to attend after the competition and that you wish to represent in the Competition. If you advance to the national Competition, your entry will not be returned. Other entries will be returned by request only.

Signature

Date

**How did you learn about this Competition?**

IIFrom The Art Institutes

IIFrom an Art Institutes school high school representative

IIFrom a newspaper article

IIFrom The Art Institutes Web site

IIFrom *Seventeen* Magazine

IIOther

School of Interest

Name

Address

City

State/Province

Zip/Postal Code

Home Phone (     )

Email

Signature

If under 18, a signature of parent or guardian is also required:

Parent/Guardian Name

Parent/Guardian Signature

**Sponsor**

The Art Institutes International LLC, 210 Sixth Avenue, Pittsburgh, PA 15222.