



2027 CALENDAR DESIGN PROJECT

ENTRY GUIDELINES

WHO'S ELIGIBLE?

Fourth-and fifth grade students the School District of Osceola County.

ABOUT THE PROJECT:

Student artists should work with their art instructor to develop energy conservation messages/slogans. Each school may select a maximum of six (6) entries from fourth-and fifth-grade students and submit them to Ms. Ashley Lowe, **Watt Savings Project**, School District of Osceola County, via school courier or drop off by **Friday, October 23, 2026**.



HOW TO PARTICIPATE:

Teachers who desire to have their classes participate in the calendar must submit a PARTICIPATION FORM via ouc.com/participation by **Friday, September 4, 2026**.

HOW TO SUBMIT ARTWORK:

Entries must be submitted with a PARTICIPATION FORM. Entries submitted without this form will not be considered for an award. The following information must appear on the back of each artwork: student's name, grade level, school name, art instructor's name, and energy conservation message/slogan. Be sure to use pencil so that the writing does not show through on the design side of the paper. Winning entries will remain the property of OUC—The *Reliable One*.

RULES:

Paper (8-1/2" x 11") will be provided. You must use the paper provided. Paint, watercolors, crayons, colored markers, or any other appropriate media are acceptable. Each piece of artwork must illustrate an energy conservation message/slogan conveyed in a positive way. **Messages or slogans must be included on the BACK of the artwork, not as part of the design itself.** We recommend photocopying the original artwork and writing the required information on the copy to keep for your files.

CALENDAR ARTWORK SIZE:

Must be 8-1/2" x 11" positioned HORIZONTALLY. Any 2-D art media may be used. No photography



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ENTRY GUIDELINES CONTINUED...

should be used in the design.

CALENDAR:

Thirteen (13) winners will be selected. One will be featured on the calendar's cover, and the other 12 will represent the months of the year. The calendar cover will be selected on Social Media.

RELEASE FORMS:

Art instructors must be sure that a release form accompanies each original artwork.

BASIS FOR JUDGING:

The winning entries will be selected based on:

- | | |
|-------------------|--|
| 1) Originality | 3) Creation of a Positive Energy Conservation Message/Slogan |
| 2) Artistic Skill | 4) Suitability for Reproduction in the Calendar |

The winners will be posted on OUC—The *Reliable One*'s website, as well as other media sources.

SEND ENTRIES TO:

Ms. Ashley Lowe, Watts Savings Project, School District of Osceola County, via school courier or drop off. PLEASE DO NOT FOLD ARTWORK. For more information, please contact Community Engagement at CommunityEngagement@ouc.com.

AWARDS:

The winning artwork, along with the names of the students, schools, principals, and coordinating art instructors, will be published in the 2027 Watts Savings Calendar. All selected students will receive a plaque of their winning artwork, a gift card and will be formally recognized at an Awards Ceremony sponsored by OUC—The *Reliable One* in Spring 2027. Teachers will also win money for their school. A photograph of each student will be taken at the event. The parents, art instructors, and principals of the selected students will be invited to the ceremony. Light hors' d'oeuvres and refreshments will be provided.



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DESIGN TIPS

The calendar cover winner will be featured on an OUC truck throughout Central Florida.

Designing artwork to be printed on a calendar is a little harder than it may seem. These designs are going to be reproduced by a four-color process (you may use as many colors as you like in your artwork). Use bright, BOLD colors. Faint or light designs do not work quite as well. The objective is to relay an energy conservation message that can be understood in a moment. Some helpful hints to keep in mind when developing your design are:

1. Keep It Simple

Keep your design to a maximum of six elements (for example, a “light bulb” would be one element; an “electrical outlet” would be a second element, etc.). Too many pictures or words make your design busy. One big picture makes a bigger impact.

2. Energy Conservation Slogan or Message

Make sure that you write your message/slogan clearly on the BACK of your artwork. Be sure to use pencil so that the writing doesn’t show through on the design side of the paper.

3. Sketch Your Design

Do a rough sketch of your ideas. That way you will not spend hours of your time fine-tuning a design that is too small and may not work well. Practice paper and the art submission paper will be delivered to each teacher at the school indicated on their form.

4. Use Bright Colors

Once the pictures are in place, color adds the magic. Color not only adds impact to your message, but brings your design to life.

Keep these basic hints in mind and you are sure to create a wonderful piece of artwork with a meaningful energy conversation message!



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THANK YOU FOR BEING A PART OF THIS PROJECT

CALENDAR:

Thirteen (13) works of art will be selected. One will be featured on the calendar's cover, and the other 12 will represent the months of the year.

The winning artwork, along with the names of the students, schools, principals, and art instructors, will be published in the 2027 Watts Savings Project Calendar. Selected students will be recognized for their artwork at the Watts Savings Project Awards Ceremony in [Spring 2027](#).



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HOLISTIC RUBRIC FOR STANDARDS BASED ASSESSMENT IN THE VISUAL ARTS Grades 3-5

LEVEL 4

- Shows objects from different viewpoints
- Shows evidence of thought in placing objects in environment
- Shows arrangement of objects on the picture plane
- Indicates relationships between objects
- Uses color in a convincing manner
- Makes a variety of shapes
- Uses overlapping forms
- Represents detail and texture in a convincing way

LEVEL 3

- Makes color vary in value
- Shows objects in different environments
- Shows some overlapping forms
- Varies positions of objects
- Uses some texture and detail

LEVEL 2

- Organizes objects pictorially in space
- Makes shapes in isolation
- Shows some evidence of order
- Shows some use of organized color
- Indicates some relationship between objects

LEVEL 1

- Places objects randomly
- Uses stereotypes
- Places shapes or objects in isolation
- Provides little or no detail
- Uses color with little thought or organization