**GFWC-Helen Farnsworth Mears Art Contest**

(October 2022 - 2024)

**DIGITAL ART**

The Helen Farnsworth Mears Art Contest began in 1927 as a memorial to the eminent Wisconsin sculptor; it was to be “simple, workable, practical and entirely within the means of the federation”. It is 95 years later, & we add a new category to the Art Contest as an opportunity to continue being relevant!

The Helen Farnsworth Mears Art Contest for 7th and 8th grade students has had had **two categories**: (**2-D**) painting & drawing and (**3-D**) sculpture. In 2021 a **3rd category,** **Digital Art,** was added to the Mears Art Contest.

“*Digital art, once called computer art or new media art, refers to art made using software, computers, or other electronic devices. Anything produced or made on digital media, such as animations,*[*photographs*](https://www.eden-gallery.com/photography-collection/)*, illustrations, videos, digital paintings, & such can be classified as digital art*.” Eden Gallery.

The world of **Digital Art** is new territory for the Mears Art Contest, for contest chairmen, teachers, students, judges, & club members. Art teachers will decide which types of Digital Art they and their students will explore. Technology continues to develop, & the types of Digital Art keep increasing.

**Most Popular Types of Digital Art**:

* Fractal art.
* 2-D/3-D graphics.
* Digital collage.
* 2d/3d Digital painting.
* Digital photo manipulation
* **Digital video/animation**.  (New for 2023)

The Mears Art Contest is judged in-person, with 2-D and 3-D artworks. The Digital Art will be viewed and judged in a digital format on a laptop. The Digital Art will be stored in a folder/file in a Drop Box or Google system. We will be flexible as we incorporate the **3rd category** of **Digital Art** in the Mears Art Contest. **Digital Art** will include 1st, 2nd, & 3rd place winners; ribbons, certificates and prizes will also be awarded for this third category. Further information on storage and sharing will follow as this Digital Art category expands.

**Submitting Digital Art**

To make it easy for Clubs and Districts to hold a Digital Art competition and to submit winning artwork to the State for the State competition, we recommend using USB drives for easy transfer of files. Using a USB will work, to move digital art from school to local contest, from local contest to district contest, and from district contest to state contest.

The deadline for submitting digital art for District judging will be determined by each District Art Contest Chairwoman. The deadline for submitting digital art for State judging will be 9am on the Friday morning of the GFWC-WI State Convention.

Each District Art Contest Chairwoman will be responsible for submitting the District winner’s digital art and supporting documentation to the State Art Contest via a USB drive. **Printed copies** of the supporting documentation (Entry Form & Permission Slip) should be brought to the State Convention.

The Digital Art file should be a file that is in the .jpg format. Each piece of artwork needs a unique filename. To make it easier to track the Digital Art, the following file naming convention for each piece of artwork needs to be used:

**CC**= Club Name or Abbreviation - This can be 2 or more characters to avoid conflicts with other clubs within the same District.  For instance, in Stevens Point there is a Woman’s Club and Junior Woman’s Club. Therefore, Steven’s Point Clubs may choose SP and SPJ.

**SS**= School Abbreviation – This can be 2 or more characters to avoid conflicts.

**TTTTTT** = Title of artwork.

**DD**= District which shall be as follows:

LS for Lakeshore

NL for Northern Lights

NW for Northwoods

RL for Rivers &amp; Lakes

RH for Rolling Hills

SP for Southern Prairies

(Note to find your club’s district, go to gfwc-wi.org and click on “Local Clubs” tab at the top. Scroll down to find your club’s district.)

Here is an example from Brown Deer Junior Woman’s Club, Brown Deer Middle School:

**Title** is Green Eyes, and **district** is Lakeshore.

**Example**:  BDJ-BD-GreenEyes-LS.jpg

Contact the Art Contest chairman with questions, suggestions, and comments:

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