

A photograph of a Dallas Area Rapid Transit (DART) bus at an urban intersection. The bus is yellow and white, with the number 41018 visible on its front and side. It is stopped at a traffic light. In the background, there are modern glass skyscrapers, a tall radio tower, and green trees under a clear blue sky. A blue water drop icon is positioned near the top center of the image. A yellow-bordered box contains white text centered over the bus.

**Dallas Area Rapid Transit 2021 Student Art Contest  
Supporting Documentation  
APTA 2022 Adwheel Awards  
Best Marketing & Communications Educational Initiative  
Subcategory: Special Event**



# Website

In response to the challenges presented by the pandemic, DART pivoted from the hands-on characteristics of past contests to a virtual approach. The contest theme, “Everyday Heroes Ride DART,” amplified the efforts of essential workers who kept North Texas moving during the pandemic.



**Student Art Contest**

Each year, DART hosts a Student Art Contest that is open to students of all grade levels throughout North Texas. It has grown to be one of the agency's most popular Education Outreach events.

[Learn More >](#)

**Discover Transit Education**

DART provides its Transit Education curriculum to area schools, scout groups, recreation centers and much more.

[Schedule a Presentation >](#)

**Gallery**

See how students illustrated this year's theme – “Everyday heroes ride DART” – through lines, color and composition.

[View the Winning Art >](#)

**About the Contest**

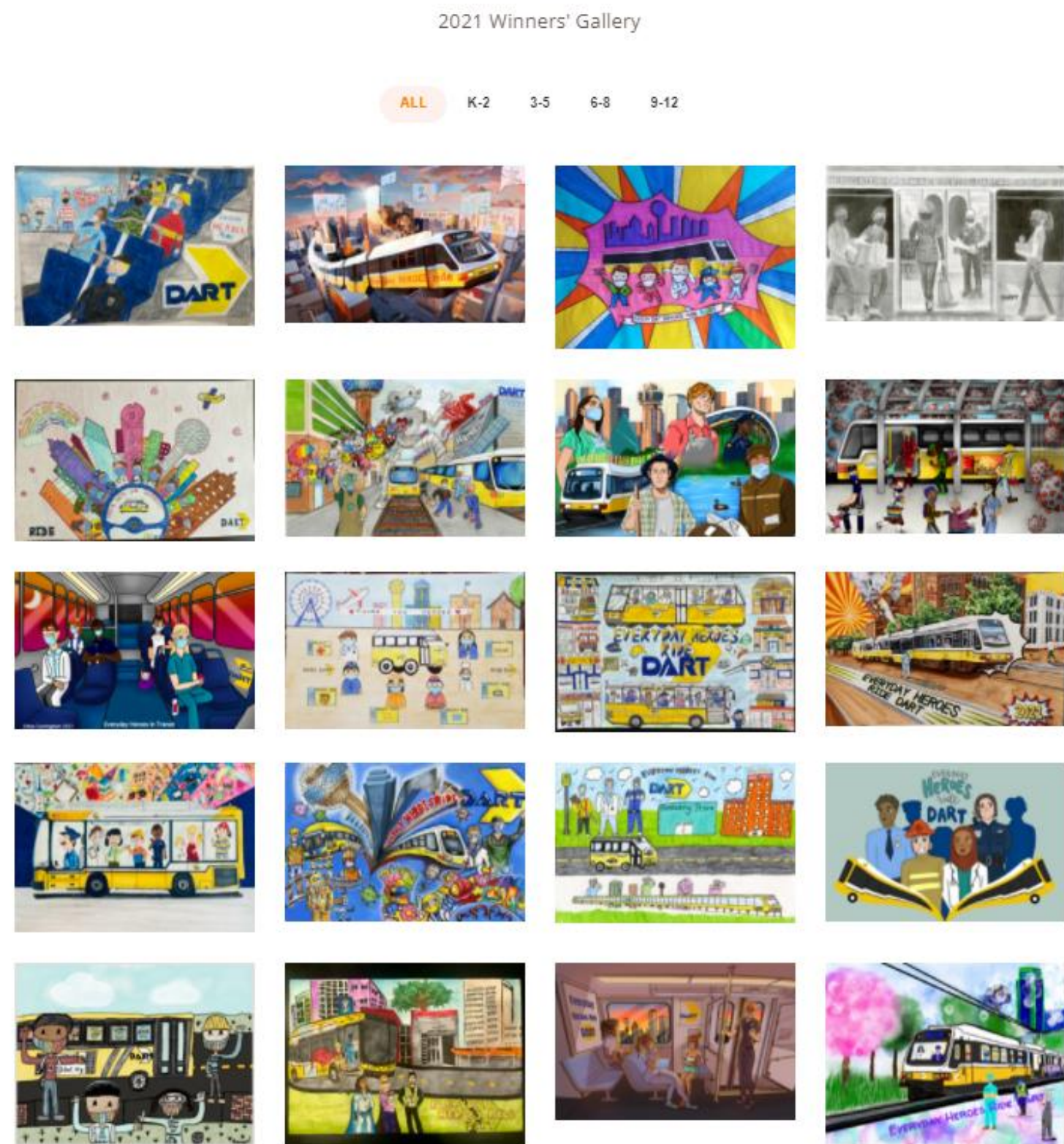
- Open to All**  
Students from throughout North Texas – and from kindergarten through 12th grade – are invited to participate in the Student Art Contest.
- Illustrating the Theme**  
Each year, students are asked to illustrate a given theme. The only limit is their imaginations. This year's theme, “Everyday heroes ride DART,” honors the frontline workers who have been essential in helping North Texas persevere during the COVID crisis. Students interpreted the theme with color, composition and creativity.
- Our Partners**  
DART's Student Art Contest is made possible by a host of invaluable partners:
  - Community Partners**  
[Dallas Contemporary](#)  
[Dallas Museum of Art](#)  
[Half Price Books](#)
  - Media Partners**  
[Al Dia](#)  
[Dallas Morning News](#)  
[DFW Child](#)  
[Kids Directory](#)  
[Local Profile](#)  
[NBC DFW](#)  
[Telemundo 39](#)





# Website

The artwork was presented in a virtual gallery.



“ Seeing the passion and creativity that our young artists bring to the DART Student Art Program will remain one of my most vivid memories. Each year seems to bring new skills and imagination from the young people across our region. I am honored that we can play a small role in these promising artists’ development.”

**David Leininger, Interim President & Chief Executive Officer**  
Dallas Area Rapid Transit (DART)

DART Transit Education Program	Contact
P.O. Box 800163 Dallas, Texas 75288-7232 United States	Phone: 214.749.3494 Email: <a href="mailto:TransitEducation@DART.org">TransitEducation@DART.org</a>





# Social Media

DART made a total of 41 posts on its social media channels – Facebook, Twitter and Instagram.

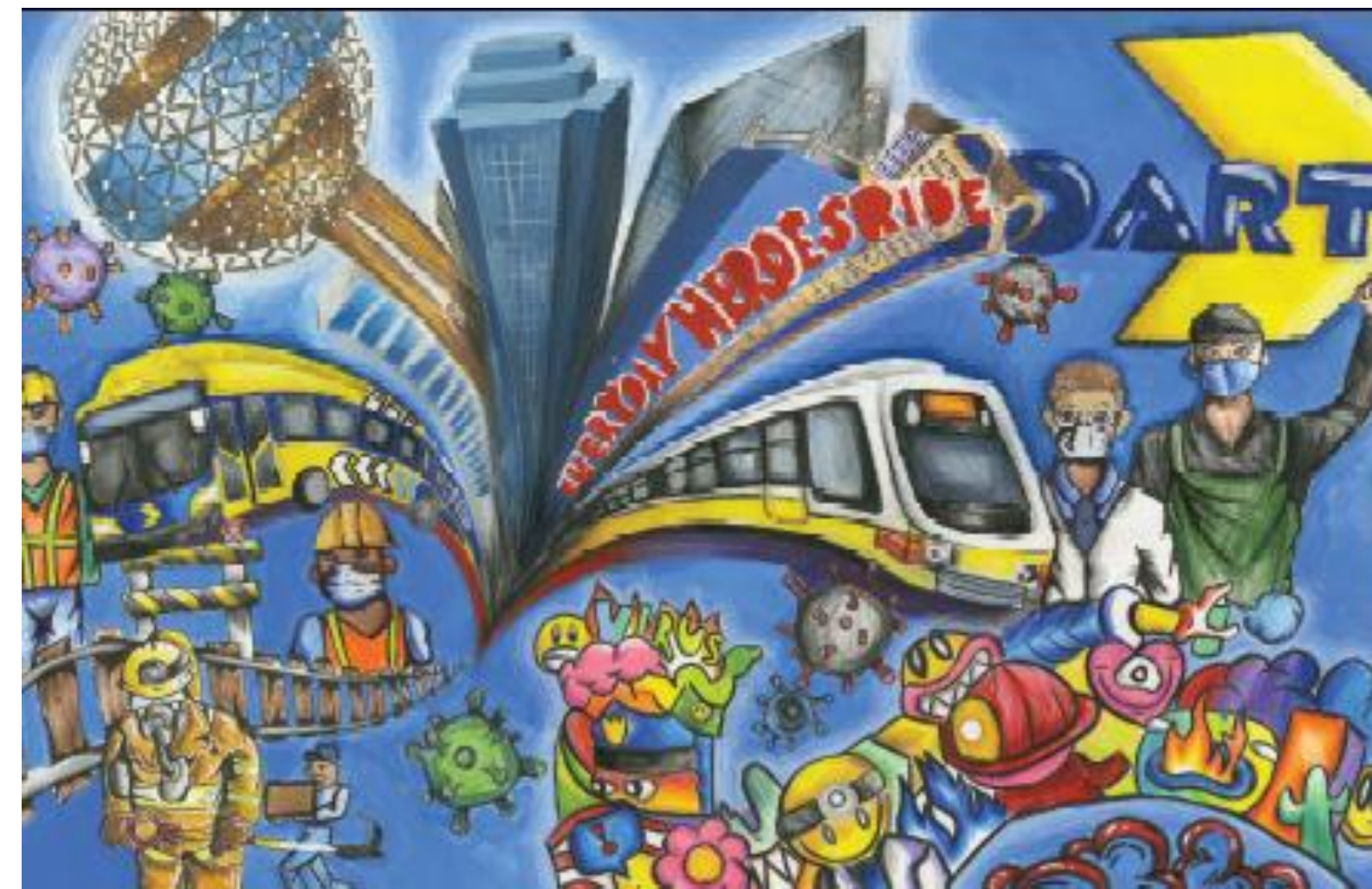
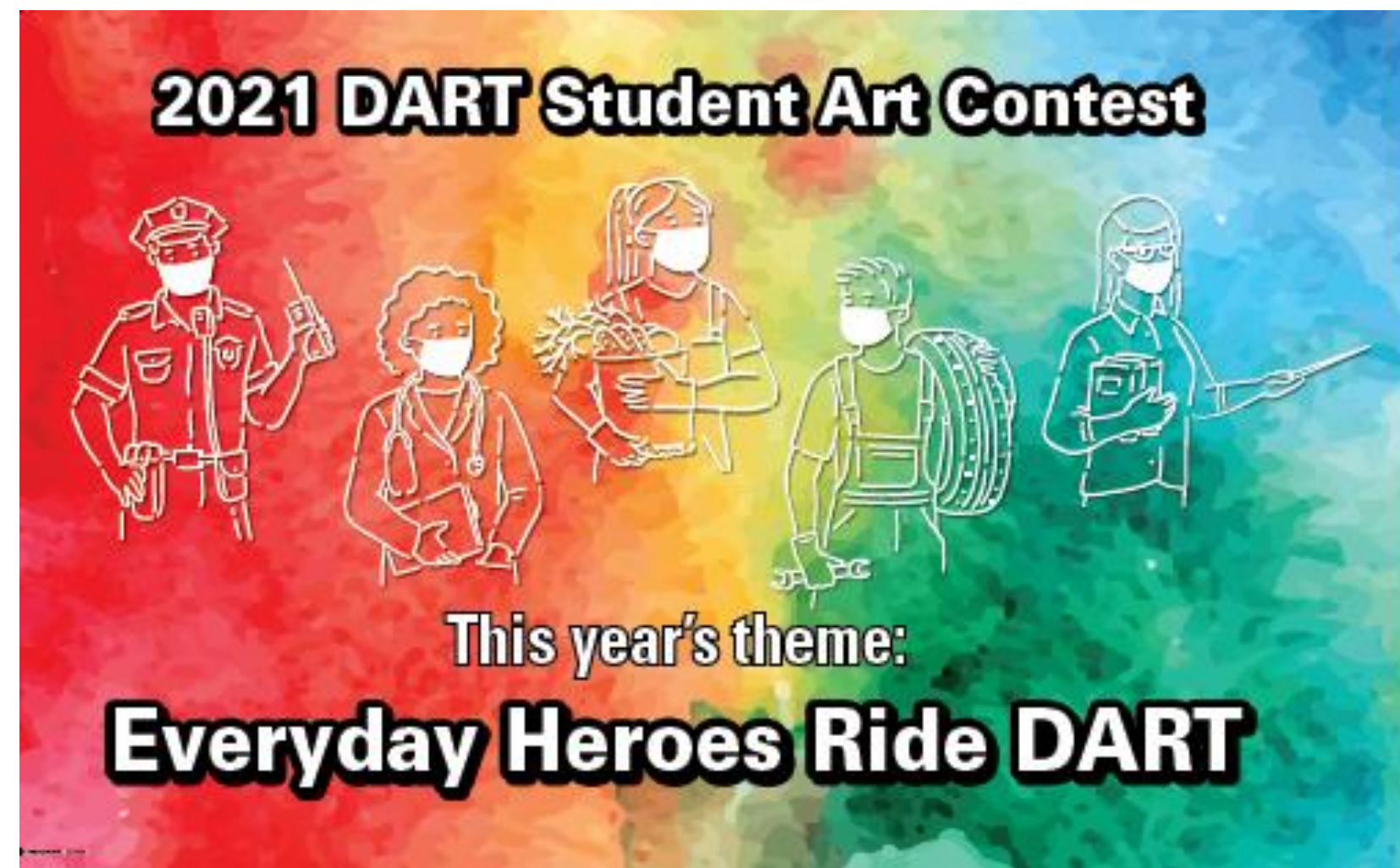
64,223 Impressions  
1,659 Engagements





# Rail Interiors

The contest was promoted, and the winner's artwork highlighted, on DART assets including rail interiors, bus interiors and windscreens at DART stations.





# Bus Interiors



**Amy Torres**  
1st Grade  
Barbara Bush Elementary School  
Grand Prairie ISD  
2021 DART Student Art Contest  
1st Place Winner  
Elementary School

Community Partners: DMA, BOOKS, callos contemporary  
Media Partners: The Dallas Morning News, child, 5, DART, let's go.



**Vaishnavi Navapandian**  
2nd Grade  
Wells Elementary School  
Plano ISD  
2021 DART Student Art Contest  
2nd Place Winner  
Elementary School

Community Partners: DMA, BOOKS, callos contemporary  
Media Partners: The Dallas Morning News, child, 5, DART, let's go.



**Nisha Shastry**  
2nd Grade  
Gulledge Elementary School  
Plano ISD  
2021 DART Student Art Contest  
3rd Place Winner  
Elementary School

Community Partners: DMA, BOOKS, callos contemporary  
Media Partners: The Dallas Morning News, child, 5, DART, let's go.



**Ayansh Mehta**  
Kindergarten  
Goldsboro Elementary Magnet School  
Seminole CPS  
2021 DART Student Art Contest  
Honorable Mention  
Elementary School

Community Partners: DMA, BOOKS, callos contemporary  
Media Partners: The Dallas Morning News, child, 5, DART, let's go.





# Windscreens

Presenting the DART 2021 Student Art Contest  
**1<sup>st</sup> Place Middle School Winner!**



**Sophia Wilson • 6th Grade**

Blalack Middle School • Carrollton-Farmers Branch ISD

Presenting the DART 2021 Student Art Contest  
**1<sup>st</sup> Place High School Winner!**



**Amber Li • 10th Grade**

The Hockaday School • Dallas





# Virtual Recognition Event

In conjunction with the Dallas Museum of Art, DART hosted a virtual recognition event extend a personal touch that characterizes the contest. The video included personal messages from DART’s President & CEO and a Board member – and of course highlighted the work of the winners along with personal biographies. The video was complemented by a limited, socially distanced DART Family Day at the Dallas Museum of Art.

1,350 Page Views



<https://www.youtube.com/watch?v=rSMVwHYXwVA>