



TOYOTA DREAM CAR
ART CONTEST
10th edition



Toyota Dream Car Art Contest *Guide for parents and children*

Design the car of the future

Welcome to the Toyota Dream Car Art Contest.

In this unique event we invite children from ages 5 to 15 years to dream and draw the car of the future. Winning entries of the contest will also get the chance to compete at a worldwide level to win a trip to Japan.

Prepare to celebrate great ideas!

Helpful tips to get started

We are looking for ideas that can make the world a better place. To get started, the participant only has to follow the guide below.

Step 1: Think of any challenge

Is there any personal / world problem that you would like your dream car to solve OR any aspect of life that you would like to make better?

Step 2: Visualize the solution

How will your dream car solve the challenge OR improve life? Think about car design and movement. Capture the car while it provides the solution.

Step 3: Focus on the details

Your car does not have to be in the centre of the painting. Place it in a location that will help explain the idea. And draw the surroundings in detail.

Step 4: Make the car stand out

Mix colours and create lighter or darker shades in order to give a clear focus on the car



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Ideas for inspiration

Here are few examples to explain how you can design your dream car.

Situation	Solution	Things to consider
Frequent traffic jams reduce my playing time with friends.	A flying car that can simply fly over traffic.	Shape of the car, foldable wings for on-road driving etc.
I can only look at the sea from the beachside.	A car that can be safely driven underwater and also has large windows to view marine life.	Car design that keeps the water out, shape of the windows etc.
Pollution is destroying animal habitats.	A car with an automatic garbage collection system that picks up unwanted waste along the way.	Garbage collection device, shape of the car etc.

Please note: The above situations are only provided as a guide.

How will entries be judged

Clarity: Make sure the idea is easy to understand.

Uniqueness: Try and make your idea as unique as possible.

Aesthetics: Take care to follow structure, colour and basic art techniques.

Unacceptable artworks:

- CG artworks created by using computer, artworks made by collage or cut-out and woodblock print.
- 3D artworks expressed by attaching three-dimensional objects. (e.g. simulating tyres with attaching buttons)
- “Collaborative artworks” or artworks drawn by multiple individuals.



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Completing the application form

Important points to consider for the application form.

- Participants should complete the application form themselves.
- Participants should name their painting based on the idea. For example: A car that flies over traffic can be named “Traffic Getaway Car”.
- Participants should state the reasons for drawing their painting. For example: The reason I drew this painting is to help reduce travel time so that people can spend more time with their friends.

We wish you all the best!