

2013  
yam

DEEP RUN HIGH SCHOOL  
**DRHSART**  
INSTAMADNESS



This year we decided to take advantage of Social Media, and host a school-wide Instagram contest. Posters were put up around the school with information and QR codes that took the students directly to their Instagram accounts (and to the hashtag #ordinarytoextraordinary). The students were given three weeks to submit work by tagging their Instagram images with our hashtag, then all of the 400+ images were judged by the fine arts faculty.

We decided to make it interesting, and modeled our competition after the March Madness tournament that was going on at the time. The top 64 images from all of the entries were chosen and ranked according to their "seed" in the tournament. Then, using a new interactive online tool called Mural.ly, we created an interactive bracket that mimicked the March Madness tournament bracket.

The winners from each round were posted daily, and a buzz was created around the school. Because this contest was so successful, we have decided to make this an annual event. The beauty of our InstaMadness tournament was that it got so many students involved who haven't had a chance to take art due to their schedule constraints. Overall, this was the best branding and recruiting we have ever done since the opening of our school in 2002. The Youth Art Month of 2013 was a tremendous success.

**exhibition winner:**  
@\_cwitz





## DRHSART SENIOR EXHIBITIONS

Senior students at DRHSART are given the opportunity to experience the real-world process of writing proposals and exhibiting work in the DRHSART Gallery. Those students whose exhibition proposals are accepted inherit the responsibility for the hanging, and promotion of the exhibitions. The promotional element include creating posters, invitations, Facebook event pages, and artist statements. Students are also required to create the labels for the each work of art in the shows, and are held accountable for patching, sanding, and painting the gallery when the month-long exhibition ends.

During Youth Art Month of 2013, students Elisa Rudolph, Samantha Weiss, and Kayla Kostka joined forces in a jaw dropping display of technical precision and innovative design. All three of these students earned scholarships to attend VCUARTS in the fall.

## A MOMENT IN YAM

Will Barker, a promising young film artist of DRHSART, created a promotional video that was shown on the morning announcements each day during March. His video was into small segments and only a few seconds of the whole video were played each day. His piece titled "A Moment in Youth Art Month" caught the attention of the entire school. The first few clips that, completely confused the students, and had everyone talking and asking questions. As the month continued, the video started to become clear, and students realized that they were seeing just a "moment" of the whole video each day. At the end of the month, the video was played in its entirety, and the full resolution of the idea was clear.

Will did a tremendous job bringing attention to our program. We plan to do a similar promotional video next year during youth art month, as it is an excellent way to advocate the program and celebrate it's success school wide.

**DEEP RUN HIGH SCHOOL**  
PRINCIPAL LEONARD PRITCHARD

TEACHERS  
MIKE GUYER | CAREY MCCRAY | MEG MURTAGH

**DRHSART**