

**Visual Arts and New Media  
General Expert Panel Comments  
February 2016 Application Deadline**

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Comments made by the expert panel during its assessment of applications submitted to the February 2016 deadline are outlined below. Please note that these comments provide a summary of the expert panel's assessment and do not necessarily relate to every unsuccessful application submitted to this deadline. **The expert panel does not provide individual comments.**

**General Comments:**

- The Expert Panel funded applicants with:
  - unique, yet clear, artistic visions and projects demonstrating excellence; and,
  - concise, well-defined project descriptions, and ones that addressed the impact the project had on current and future artistic career goals.
- Panel members gave a higher priority to applications with specific proposed projects or who framed their studio research in terms of a specific goal.
- Panel members rewarded projects that demonstrated the importance of commitment to Alberta arts and culture in artists' career development.
- Panel members felt that projects that included either personal contributions – or contributions from other funding sources – were more enticing. This reflected well on successful applicants and instilled confidence that projects would be completed as described.
- Indication of confirmation of a project (exhibition venue, course of study, residency, etc.) enhanced the viability of funding a project.
- Some projects were better suiting to funding under a different artistic discipline, and panel members recommended that applicants make greater efforts to ensure projects are submitted to the proper disciplines in future.
- Project descriptions that were clear, brief, distinct, and avoided excessively philosophic descriptions, were appreciated. Put yourself in the expert panel's place when tasked with reviewing more than 100 proposals. Keep the information focused on the project and avoid personal anecdotal information that does not relate to the application.
- The expert panel was impressed with the diversity of projects and the quality of visual arts activities in the province. Just because your project was unsuccessful does not mean that the expert panel felt it was not worthwhile. Funding for all project grants is limited so not all strong projects could be supported.

**Budgets:**

- Budgets should reflect realistic revenue and expenses.
- Budgets should be sufficiently detailed to give the panel all the information they need to evaluate the potential of a project.

- Budgets should indicate all revenue sources, including Artists Fees from supporting galleries and institutions, and any pending or confirmed funding from other granting agencies.
- Requests for purchase of equipment or capital investment must be justified in the context of the project and must be detailed in the budget breakdown, or will be removed from consideration.
- Copies of quotes are appropriate as support material. Justify why equipment needs to be purchased rather than rented and why it is necessary to the project.

**Support Material:**

- Panel members stressed the importance of good support material, including types appropriate to the proposed project, i.e. media, video and installation benefit from media samples as opposed to stills, etc.
- Panel members also expressed the need for applicants to submit clear and focused images and that submissions make use of the full allowable stills to be submitted.