

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

Comments made by the expert panel during its assessment of applications submitted to the September 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 responded well to projects and activities that spanned a variety of disciplines and outcomes.
- The Expert Panel favoured projects that had an emphasis on artistic production as the main focus of the application activities.
- Future applicants interested in the ISCP Residency program are strongly encouraged to familiarize themselves with the goals and outcomes of the residency activities prior to application.
- 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.
- If applicants are applying for project costs related to a confirmed exhibition or residency, a confirmation letter enhanced the project proposal.
- Project descriptions that were clear, brief, and distinct 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 a project was unsuccessful does not mean that the expert panel felt it was not worthwhile. Funding for all project grants is competitive, 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.
- 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.

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.
- If projects depart from an artist's normal practices, support material that reflects the use and understanding of new materials and processes would strengthen an application.