

**Visual Arts and New Media
General Expert Panel Comments
September 2015 Application Deadline**

Comments made by the expert panel during its assessment of applications submitted to the September 2015 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 wanted to see applicants applying for study programs abroad address how their program of study would benefit them as Alberta artists and/or the Alberta art community.
- Keep project descriptions clear, brief and succinct. Avoid excessively academic or philosophic descriptions of the project background. Put yourself in the expert panel's place when tasked with reviewing more than 100 proposals. Break up large sections of text into readable sections. Keep the information focused on the project and avoid personal anecdotal information that does not relate to the project at hand.
- Indication of confirmation of a project (exhibition venue, course of study, residency, etc.) may enhance the viability of your project.
- 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 your 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.

- 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.