

## **Film and Video Arts Project Grant General Expert Panel Comments on Applications Received**

Comments made by the expert panel during the assessment of applications submitted to the February 1, 2017 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 application submitted to this deadline. **The expert panel does not provide individual comments.**

The expert panel favored applications that presented projects of strong artistic merit, original concepts, opportunities for artistic growth, and a willingness to take on artistic risk.

Video support should always be provided with film/video applications unless the applicant is a writer.

The first 30 seconds of your support video is what makes the most impact in an expert panel jury room.

Support materials should clearly support the proposed project and illustrate the style or otherwise demonstrates the applicant's ability to carry out the proposed activities. If the applicant is working in a style different than they usually work in, this becomes paramount.

Do not include materials that are not relevant in some way to the project proposed. Be very selective and explain what you want the panel to see in your materials. The application should always identify in the attachments what role they played in each video clip (director, producer, writer). A clear cast and producing team list would have been helpful in many applications.

The expert panel focused on an applicant's artistic focus. While they understand that many applicants work in this industry in a commercial capacity as well, the panel was primarily interested in the applicant's expression of their artistic intent. This was true of the professional development applications as well as the art creation proposals.

The project description should always include how the artist will execute their project. This includes timelines, medium the project will be shot on, length of finished project, personnel involved, the esthetic. The panel was not looking for a synopsis or pitch.

The expert panel gave priority to artist creation projects where an authentic artistic voice was clear.

The panel looked to find the driving artistic motivation behind a project.

Marketing plans should be detailed and indicate that the applicant has done research into the type films the various festivals take. This includes the, genre, length, medium it has been shot on, fees, etc. Many festivals will not accept a film that has been previously screened or shown at another festival.

The expert panel advises applications to carefully read the guidelines of the various organizations that they apply to for support. The AFA grants support artistic endeavors. There are other funding bodies out there that support a more commercial side of this medium.

Support material should be submitted in the manner outlined in the guidelines. The AFA requires either download links directly e-mailed to the AFA or a thumb drive/disc dropped into the post. This will ensure that the expert panel views the materials.

The expert panel gave lower priority to applicants who would not be staying to benefit Alberta.

Applicants should make clear what the project deliverables are: a demo reel?, short film?, finished script? With some applications, the expert panel was unsure of whether the project in question was a short or a feature, a documentary or a narrative, or what phase of the project the applicant was seeking to fund

The budget units should be defined in the notes. Are the rates per day? per hour?

Editors, DOP, other technical personnel should be identified and CV's supplied as they all have a material effect on the outcome of the film.

Supply a context for the panel to review support material. Why did you supply it?

The expert panel encourages applicants to make use of the support available from the film collectives such as FAVA in Edmonton and CSIF, EMMEDIA and Quickdraw in Calgary and PRIMAA in Grande Prairie etc. They have expertise that can be tapped for everything from putting together a proposal to supplying equipment at lower rates.

Expert panel sensitive to issues regarding cultural appropriation and documented support from the communities affected,

The expert panel is supportive of artistic growth and provided support to those applicants who were able to identify areas where they needed to improve.