

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 September 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.**

Project Description

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

The project description should always start with a short statement of what the applicant is doing and the amount and type of support requested.

A premise is not a proper project description. The description should include how the artist will execute their project. This includes timelines, the medium the project will be shot on, length of finished project, personnel involved, the aesthetic. The panel were looking for more than a synopsis or pitch.

The project description and budget should support and complement each other. Activities defined in the description should have a matching line item in the budget and vice versa.

Artists that wish to revive/change an existing work should provide an artistic justification for the reworking.

Support Materials

Video support should always be provided for at least the director and ideally all key creative principals unless the applicant is a writer. Even then, if writers have clips from their filmed screenplays, it is helpful to include them.

Support media materials are important in demonstrating artistic style and ability of the artist. They should not be about convincing the expert panel that the subject matter is worthy of filming.

Applicants should not assume that expert panel members will be familiar with previous work. The panel prioritized those applicants that provided support materials that clearly illustrated their artistic ability.

The first few minutes of the support video is what makes the most impact on an expert panel. Applicants are advised to be selective of what they send in for the panel to see.

Marketing

Applicants that requested marketing support should provide a clear, detailed marketing plan. Indicating that applicants will use social media is not a complete marketing plan.

It is helpful if applicants demonstrate that they are knowledgeable about the intended target audience that they are marketing their work to: e.g. film festivals, broadcasters etc. The marketing plan should show that they have done their homework.

Professional Development/Training

The expert panel was Alberta focused. Applicants that were studying out of Alberta and did not indicate that they would be back to share their knowledge and pursue their art practice in Alberta, were given a lower priority.

The expert panel found that an artist's statement indicating the applicant would be pursuing an artistic practice (vs commercial practice) after graduation was helpful.

General

The expert panel encourages applicants to make use of grant writing 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.

Applicants are encouraged to also access the resources available from the Alberta Foundation for the Arts (AFA) such as grant workshops and one on one consultation with the program consultant.