**Visual Arts and New Media**
**General Expert Panel Comments**
**September 2017 Application Deadline**

Comments made by the expert panel during its assessment of applications submitted to the September 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 unsuccessful application submitted to this deadline. **The expert panel does not provide individual comments.**

**General Comments:**
- The Expert Panel funded applicants with:
    - clear, artistic visions and projects demonstrating excellence
    - concise, well-defined project descriptions, and ones that addressed the impact the project had on current and future artistic career goals
- Expert Panel members expected artists with confirmed exhibitions to include CARFAC, presentation fees, and/or honourariums as part of their project budget.
- If applicants are applying for project costs related to a confirmed exhibition or residency, a confirmation letter enhanced the project proposal.
- When applying for study or for residencies, applicants that addressed why that particular opportunity supported their research were strongly favoured.
- Budgets for residency projects should fully reflect an understanding of the costs associated with travel and other related expenses, i.e. out-of-country healthcare.
- Applicants with curatorial projects for consideration should include a writing sample as part of their application.
- Regardless of the stage of your career, Expert Panel members may not be familiar with your work or practice. It was appreciated when applications provided a short, concise summary of artistic practice as it related to your project.
- For collaborative projects, artists needed to demonstrate the difference between an artistic/creative collaborator or a participant contracted for their services.
- Expert Panel members expected applicants to seek additional funding to support their activities when appropriate.
- Panel members gave a higher priority to applications that specifically included projects with defined objectives, timelines, and benefits.
- An unsuccessful grant request did not necessarily mean your project was without artistic merit. This funding cycle was highly competitive, and not all strong projects could be supported. The Expert Panel would encourage applicants to reapply in the future.

**Formatting**

- Applicants should clearly identify who they are, what their project is, and the amount requested in an introductory paragraph at the start of their project description.
- 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.
- Future applicants should consider the following advice when preparing their submissions:
    - use of headings to clearly define components of your application
    - bulleted lists to aid in concise descriptions of your goals and objectives
    - clean and clear formatting for ease of reading, including text size, font style, spacing and page margins
- Applicants should check that their attachments have uploaded correctly prior to submission of their application.
- CV's should be formatted for ease of reading. It should be discipline-specific and clearly outline previous exhibition history, education, grants and awards, and arts-related work, activities, and volunteerism.
- Artists that work in collaborative practices or curation should specify the extent of their contributions to each project within their CV and support material.

**Budgets:**

- Budgets should have sufficient detail and realistic revenue/expenses.
- Under "Expense Category Types" in your budget, artists' fees are only used when hiring or contracting out project components to others. Funding requests for living costs are covered under the subsistence category. As such, artists are discouraged from requesting artists fees for themselves.

**Support Material:**

- Panel members stressed the importance of good support material, including types appropriate to the proposed project, i.e. media, video, performance, and installation benefit from time-based samples as opposed to stills, etc.
- Images should reflect scale and scope of your work and make reference to its size and display properties. This may include images that show installation and work *in situ* shots, scale references, etc.
- Applicants must submit clear and focused images and make use of the full allowable still images 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.