

Visual Arts and New Media Project Grant
February 1, 2018
General Expert Panel Comments

Comments made by the expert panel during its assessment of applications submitted to the February 2018 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
- 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
- Support materials reflective of the artist's intent and/or practice relative to the project as well as showing background or previous work.
- The CV should only contain relevant artistic activities, employment, exhibitions, etc.
- When applying for study or for residencies, stronger applications were those that articulated the relevance of the opportunity to the artist's project.
- For collaborative projects, artists needed to demonstrate:
 - the role of each participant
 - how each artist would influence and contribute to the other's practice
- If applicants are applying for project costs related to a confirmed exhibition or residency, a confirmation letter enhanced the project proposal.
- It is helpful if your project title includes a descriptive subtitle
- Please proofread text for grammatical and spelling errors
- The expert panel was impressed with the diversity of projects and the quality of visual arts activities in the province.
- 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, and to reach out to AFA consultants for feedback prior to next submission

Formatting

- 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

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.
- Under "Expense Category Types" in your budget, artist's 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 artist's 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 and installation benefit from media 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 shots
 - work in situ
 - scale references
- 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.
- 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.