

## Film and Video Arts Project Grant

### March 1, 2021

### General Expert Panel Comments

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Comments made by the Expert Panel during its assessment of applications submitted to the March 1, 2021 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 individual application submitted to this deadline. The Expert Panel does not provide individual comments.

#### Project Description:

- The panel valued highly those projects where the filmmaker showed passion for the project.
- Projects that explored diverse subject matter, had a personal connection, stretched the applicant's creative abilities, or departed from previous works, were viewed favourably.
- Applicants are encouraged to express their story ideas and concepts clearly, thoughtfully, and in detail, without generalities. Checking boxes, or just going through the process to complete the application is easy to spot.
- Limit the story synopsis or plot summary and be specific: what are you going to do, how is it going to build your experience and growth, why do you want to do the project?
- Describe clearly and concisely in one sentence what you want to do on the first page of the project description, e.g. five-minute, non-narrative, animated short, writing of first draft, post-production of a 30-minute narrative film, etc.
- Clearly identify your role or roles, and those of the crew.
- Do not forget to proofread your application. Label all documents that are attached with your name and project number. Please be consistent with your project name and applicant name, e.g. "Last Name\_First Name\_project number".
- The panel strongly recommends applicants give thought to what will happen when the film or script is completed. Be specific about dissemination and explain why certain contractors or festivals will be targeted if that is part of the strategy.

#### Budget:

- Specifically identify what you want the AFA funds to cover, e.g. the entire budget or one phase such as pre-production, production, post-production, or marketing.
- For emerging artists, connect with experienced filmmakers or organizations when creating the budget to ensure realistic compensation.

#### Support Material:

- The panel found it difficult to assess the artistic ability and merit of an application without video support material. It is vital applicants provide a downloadable link of current or past work under support material in the online application or e-mail separately to the AFA.
- Showcase work that relates directly to the application and explain why the material is important.