

**Visual Arts and New Media Project Grant
September 4, 2018
General Expert Panel Comments**

Comments made by the expert panel during its assessment of applications submitted to the September 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

- Applicants need to demonstrate clear anticipated outcomes, and that they have done appropriate research, especially when taking on a new medium, practice or direction.
- 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
- 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
- Support materials are most helpful when they are reflective of the artist's intent and/or practice relative to the project as well as showing background or previous work.
- When applying for study or for residencies, stronger applications were those that articulated the relevance of the opportunity to the artist's project.
- If applicants are applying for project costs related to a confirmed exhibition or residency, a confirmation letter enhanced the project proposal.
- 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, 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

Budgets

- Budgets should reflect realistic revenue and expenses. Please provide quotes where possible.
- 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.
- 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.