

Visual Arts and New Media Project Grant
March 1, 2021
General Expert Panel Comments

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:

- Do not rely on your prior experience and resume to promote your project. Please provide specifics in the detailed project description as requested in the AFA guidelines.
- Applicants need to include timelines, and clear anticipated outcomes. Projects that were unfocused were difficult to assess.
- Please share what your prior research and preparations were when taking on a new medium, practice or direction, to show your readiness for the proposed transition.
- 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 encourages applicants to reapply in the future, and to reach out to AFA consultants for feedback prior to next submission.

Budget:

- Budgets should reflect realistic revenue and expenses. Please provide quotes where possible.
- Budgets should be sufficiently detailed to give the Panel the information they need to evaluate the potential of a project, and to show that you have done your homework.
- In expenses, do not include public gallery services, or artist fees paid to you.
 - These are not in-kind expenses, as you do not pay for gallery staff, rent the venue, or pay them to exhibit your work. These will be removed from your eligible grant request.
 - Please reach out to AFA consultants if you need help in identifying eligible in-kind expenses.
- 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.
- If you have other confirmed grants or revenue please clarify what AFA funds will be spent on, so the Expert Panel knows what is not covered by other revenues.
- In revenue, if a public gallery, artist-run centre, or other venue pays you artist’s fees for your exhibition or activity, please include these in your revenues.

Support Material:

- Please provide downloadable support files (not links), as per the guidelines on the website. The Expert Panel does not view links, or do external research.
- Do not include excessive text or other design elements that makes your images shrink in size or hard to see.
- Expert Panel members stressed the importance of good support material, including types appropriate to the proposed project, e.g. video and installation benefit from media or video 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 strengthens an application.