

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

Comments made by the Expert Panel during its assessment of applications submitted to the September 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 unsuccessful 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 demonstrate clear anticipated outcomes. Projects that were unfocused were difficult to assess.
- Please share prior research and preparations made when taking on a new medium, practice or direction to demonstrate you are ready for the proposed transition.
- 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 encourages applicants to reapply in the future, and to reach out to AFA consultants for feedback prior to next submission.

Budget:

- Budgets should be sufficiently detailed to give the Expert Panel the information they need to evaluate the potential of a project, and to show that you have done your homework.
- For in-kind expenses, do not include public gallery services, or artist fees paid to you.
 - These are not in-kind, as you do not pay for the gallery or staff.
 - These will be removed from your expenses, resulting in a lower eligible grant amount.
- 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.

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 make them hard to see.
- Expert Panel members stressed the importance of good support material, including types appropriate to the proposed project, i.e. video and installation benefit from media or video samples as opposed to stills, etc.