

Visual Arts and New Media Project Grant

September 3, 2019

General Expert Panel Comments

Comments made by the Expert Panel during its assessment of applications submitted to the September 3, 2019 deadline are outlined below.

Please note: these comments provide a summary of the Expert Panel's assessment and do not necessarily relate to every application submitted to this deadline.

The Expert Panel does not provide individual comments.

General Comments

- For applicants applying for training (especially out of country), be specific about why it is crucial to attend that program; what is offered there that is not available elsewhere?
- If contracting or hiring people please be clear on what their role is and/or what you are contracting for.
- Please be concise and edit applications, as Expert Panelists must read a large quantity of applications.
- Please do not assume the Expert Panel knows what an acronym means – provide the full name in the first usage.
- Do not rely on your prior experience and resume to promote your project. Please provide written elements as requested in the AFA guidelines, especially timelines.
- Applicants need to demonstrate clear anticipated outcomes and they have done appropriate research, especially when taking on a new medium, practice or direction.
- 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 practice.

- 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.

Budgets

- Budgets should reflect realistic revenue and expenses. Please provide quotes where possible.
- Don't over generalize expenses or the Expert Panel cannot determine budget appropriateness and can affect your application, resulting in reduced funding.
- 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.
- Please do not use "lost wages" as an expense item, as this is not a living expense. The subsistence category covers living expenses.

Support Material

- Please provide downloadable support files (not links), as per the guidelines on the website. The Expert Panel does not have time to do additional research due to volume of applications.
- Provide images that include both detail shots as well as a holistic view of work to allow the Expert Panel to see relevant aspects of the work, like its media, surface and context.
- Please provide enough images to provide a clear sense of your work, and choose images that are relevant to what you propose in your application.
- Do not include excessive text or other design elements that makes your images shrink in size or hard to see.

- Expert Panel members stress the importance of good support material, including types appropriate to the proposed project, i.e. media, 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 would strengthen an application.