

Visual Arts and New Media Individual Project Grants
March 1, 2022
General Expert Panel Comments

Comments made by the panel during its assessment of applications submitted to the March 1, 2022 deadline are outlined below. Please note that these comments provide a summary of the panel's assessment and do not necessarily relate to every unsuccessful application submitted to this deadline. **The panel does not provide individual comments.**

Project Description:

- Ensure your description clearly outlines how you plan to do your project as vague descriptions make it difficult for the panel to understand what your goals and intentions are.
- Include a timeline or schedule of activity as it is a valuable component of your project description. This helps the panel better understand how and when you plan to undertake your activities.
- Be sure to allow yourself ample time to complete your project so the panel has confidence that you can complete activities as proposed.
- Applicants need to demonstrate clear anticipated outcomes, or end goals, as this addresses potential impacts the project may have on you, your artistic practice and/or broader career goals.
- If you are undertaking an activity that is a clear departure from your usual practice, be sure to address what supports you will have in place to help you with your transition, learning, and development, i.e. mentors, courses, workshops, collaborations, etc.
- Support materials are most helpful when they are reflective of the artist's intent, activity and/or practice relative to the project being applied for.
- The panel was impressed with the diversity of projects and the quality of 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 panel encourages applicants to reapply in the future, and to reach out to AFA consultants for feedback prior to next submission.

Budgets:

- Budgets should be sufficiently detailed to give the panel all the information they need to evaluate the potential of a project.
- Budgets demonstrating expenses were researched did better than those without support materials. Included quotes or invoices (where relevant), and/or budget notes stating which websites and other sources were used.
- When you have pending revenue in your budget (in addition to the AFA grant you are asking for), the application is strengthened if a contingency plan is provided. For example, if the

only revenue received is the AFA grant, can you still do the project as proposed, or can you modify it to fit a smaller budget? Or do you have a “plan B” for other alternate sources of funding?

Support Material:

- Please provide support files as per the guidelines on the website. Do not provide streaming or website links. The panel will not do additional research outside of your specific application materials.
- Please provide enough images or work samples to provide a clear sense of your work. If images do not reflect the proposed project, provide a context.
- For images, ideally have one image per page whenever possible. By adding multiple images or design elements, your artwork may be more difficult to see clearly.
- Please reach out to the AFA staff in advance of a deadline if you need help with preparing or providing support material items for images, video, or other media files.