



# BRITISH COLUMBIA ARTS COUNCIL

An agency of the Province of British Columbia

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## MANDATE

**The British Columbia Arts Council supports the arts and cultural community by providing financial assistance, policy research, advocacy, and public education.**

## MISSION AND CORE VALUES

The mission of the Council is to engage all British Columbians in a healthy arts and cultural community that is recognized for its excellence. In pursuing this mission, the Council is guided by six core values:

1. The value of a vibrant arts and cultural community in the creation of a healthy society.
2. The value of artistic excellence in all art forms.
3. The value of inclusiveness and the fullest possible reflection of the province's Aboriginal and cultural diversity.
4. The value of encouraging artistic practice from traditional to experimental and established to emerging.
5. The value of administrative and adjudication processes which are transparent and that adhere to the principles of accountability, independence, recognition of merit, and equality of opportunity.
6. The value of defining clear goals, developed in consultation with the arts and culture community, to guide long and short-term operations.

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## PROJECT ASSISTANCE FOR MEDIA ARTISTS

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This program assists independent media artists with the creation of specific innovative, experimental works. Media arts are defined as works in film, video, audio/sound art and new media. New media includes new information and communications technologies used for artistic expression. Applications may be made by individual artists, or a collaboration of two or more artists who share creative control of a project.

## ARTISTIC EXCELLENCE

All artists and practitioners strive for excellence in their work. The assessment of artistic excellence is central to the evaluation of requests for funding. The fact that everyone experiences artistic work in his/her own way makes the assessment of artistic quality difficult to discuss.

The Council's approach is to consider three dimensions of artistic work:

1. Idea – the intention or artistic impetus behind the work;
2. Practice – the effectiveness of how the work is put into practice and the impact it has on those experiencing it; and
3. Development – the contribution the work makes to the development of the artist, the art form and the arts more widely.

All applicants to the British Columbia Arts Council are encouraged to submit concise, realistic requests, responding fully to the assessment criteria.

An essential element of any application is insightful, critical self-reflection. The Council believes that artists and arts organizations are well placed to assess the quality of the work they produce. Members of advisory committees and juries want to hear the applicant's own assessment of the problems faced and the creative solutions under consideration.

BC Arts Council programs are accessible to aboriginal artists or arts organizations and artists or arts organizations from diverse cultural and regional communities of British Columbia.

## **GUIDELINES**

### **General Eligibility Criteria**

Under normal circumstances, to be eligible, an applicant must:

- be a Canadian citizen or permanent resident and have lived in British Columbia for one year immediately prior to application;
- be a professional media artist who has completed basic training in media arts, and is not enrolled in full-time studies;
- have completed one or more projects subsequent to basic training as a media artist - this may include 'student works' which have been professionally exhibited or screened; "First Works" in Film or Video may be eligible for post-production assistance, provided that production work is substantively complete;
- be applying for a new project or re-applying for the first time, or, if the applicant has applied for the same project twice before, include substantial changes in the proposal;
- have final creative control and editorial authority over the proposed work; and
- have completed and submitted final reports for any previous project assistance awards provided through the BC Arts Council.

For collective or collaborative applications, each individual applicant must meet these eligibility criteria.

### **Categories**

There are two categories of awards in this program:

Category 1: Awards up to \$10,000

Category 2: Awards up to \$25,000

Applicants are encouraged to apply to either category based on the scale and scope of their project.

### **Exclusions**

Under normal circumstances, awards are not available for projects that are:

- intended exclusively for theatrical release or prime-time television;
- pilots for commercial or educational television;
- industrial or promotions;
- instructional, sponsored or commissioned works;
- music recording projects; or
- otherwise produced for the commercial media arts industry.

Ineligible project expenses include: promotion or distribution expenses, including additional release prints; purchases of equipment; and expenses incurred prior to the application date.

### **Adjudication Process**

The BC Arts Council will convene a jury of individuals active in professional media arts to assess applications and make recommendations for awards to the Council, based on the eligibility criteria, the quality of submissions, and the Council's priorities, set out above. The Council will notify applicants of final decisions approximately fourteen weeks after the application deadline.

The BC Arts Council is committed to active partnerships in the development and dissemination of arts and cultural activity in British Columbia. Merit-based, independent peer assessment is the primary method of evaluation.

While the Council makes every effort to respond swiftly to each application, in the interests of fairness, the following process is used to evaluate every application:

- the Council receives applications at any time, but adjudicates them only once for each deadline within a given fiscal year;
- the Council acknowledges receipt of applications in writing;
- the Council's staff review applications to confirm the eligibility of applicants and projects and prepare materials to forward to the jury;
- the Council's staff convene a jury of professional media artists to assess applications and decide on recipients of awards;
- the Council informs each applicant of the decision in writing; and
- awards are paid to applicants only upon receipt of a confirmed project schedule, and proof that other necessary sources of funding and resources have been secured.

### **Assessment Criteria**

The Jury will consider each application according to three areas: artistic achievement, community engagement, and feasibility.

#### **Artistic Achievement**

This criterion encourages applicants to define and demonstrate excellence in their artistic activity, showing how the proposed project will advance the art form or practice that is central to the work of the artist or collective. Jurors will consider the following points:

- Artistic Merit of the proposed project;
- Clarity, focus and vitality of the proposed project;
- Artistic risk or challenges inherent in, or tackled by, the proposed project;
- Ability to realize the project artistically, based on previous successes and support material;
- Previous achievements of the artistic creator(s) individually and/or as a collective;
- The applicant's artistic practice in the context of BC's geographic, aboriginal and cultural diversity; and
- Clear statements about compensation to professionals participating in the project.

#### **Community Engagement**

All projects are devised to involve particular artists, audiences and/or communities. This criterion encourages the applicant to identify the particular artists, audiences and/or communities involved. Engagement may include artistic development, participation, discourse and/or education. Jurors will consider the following points:

- Commitment to work with BC and Canadian artists;
- The project's level of engagement in the context of BC's geographic, aboriginal and cultural diversity; and
- Risk taking with regard to public engagement.

#### **Feasibility**

This criterion considers the achievability of the project. Jurors will consider the following points:

- Abilities in project management;
- Abilities in financial management including feasibility of planned expenses and viability of proposed revenues including, as applicable, a diversity of sources of revenue.

Juries base decisions on the written proposal and the media support material the applicant provides. Although no specific weighting is given to these materials, applications that are funded usually have strong elements in both areas.

## Application Requirements

All applicants must discuss their project proposal with the program coordinator prior to submitting an application.

Applications require detailed submissions, and must include:

- a signed, completed Project Assistance for Media Artists application form;
- a detailed description of the proposed work (2-4 pages);
- a Résumé of the applicant that includes professional training and related artistic activities;
- a list of completed media arts works (“filmography” or “videography” as applicable);
- 15-20 pages of script, synopsis, or artistic treatment, or storyboards, or exhibition/installation plan, as applicable, for the proposed work;
- a budget listing realistic expenses and sources of other funding (confirmed or unconfirmed where appropriate) for the proposed work;
- sample(s) of recently completed new media project(s) over which the applicant had full creative control, on suitable media format(s) for viewing by the jury. Applicants should discuss any non-standard formats with the program coordinator;
- footage from the current project, if the application is for post-production (film or video) funding; and
- a self-addressed, stamped envelope, for return of support materials, (or materials will be discarded post-adjudication process).

Optional:

Applicants may submit two letters from recognized arts professionals that assess the proposed project and the artist's ability to carry it out. Letters are optional but recommended, particularly if members of the jury may be unfamiliar with an applicant's work. The applicant may submit these letters on “Letter of Assessment” forms.

The BC Arts Council does not accept responsibility for loss of or damage to submitted materials. Applicants should label all submitted materials with their name and contact information. Printed materials must be in black, double-spaced text and a single font no smaller than 12-point, on white, single-sided, letter-sized paper, suitable for photocopying. Do not staple or bind submissions, or affix materials to the application form. The Council will not accept written materials in other formats.

## Recognition of Assistance

The BC Arts Council may divide awards over \$10,000 into two installments. Successful applicants must submit an interim report before payment of the second installment. All recipients must submit a final report and one copy of the completed work to the Council. Future applications will not be considered until the applicant meets all reporting requirements.

As applicable, recognition of funding, the support of the BC Arts Council and the Province of British Columbia should be acknowledged in all promotional materials. Examples of camera-ready formats along with usage guidelines for the Council logo are available to successful applicants, and are also accessible in a variety of formats on the Council's Web site at [www.bcartscouncil.ca/logos](http://www.bcartscouncil.ca/logos). For information regarding the provincial logo, please contact the Public Affairs Bureau of the Ministry of Tourism, Culture and the Arts.

The logo should be used on posters, brochures, print ads and programs and used where possible on media releases and signs related to the funded project.

Under normal circumstances, if a project is dependent on funding from other sources, approved awards will not be paid until funding from other sources is confirmed.

### **Maximum Assistance Levels for the Project Assistance Program**

Category I: up to \$10,000

Category II: up to \$25,000

### **Confidentiality of Information**

The collection, use, and disclosure of personal information are subject to the privacy provisions of the *Freedom of Information and Protection of Privacy Act*. Your personal information will be used to administer the BC Arts Council Project Assistance for Media Artists program and process your application. The names and locations of successful award recipients will be published along with the amount of the award in the Annual Report of the BC Arts Council. Social Insurance Numbers are provided to Canada Customs and Revenue Agency through the issuance of T4As.

### **Application Deadline**

Applications must be delivered or postmarked by the following deadlines:

- May 31, 2009

(Note: there is no second deadline in 2009)

Note: if the deadline falls on a weekend or statutory holiday, the deadline becomes the next business day.



For an electronic application form or to download a printable version of the application form, go to: <http://bcartscouncil.ca/> and select Online Applications.

You will be prompted for a user ID and password. If you do not have a user ID and password, please contact the BC Arts Council at (250) 356-1718 or [bcartscouncil@gov.bc.ca](mailto:bcartscouncil@gov.bc.ca).