



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. Artistic excellence in all art forms.
2. Vibrant arts and cultural communities central to the creation of a healthy society.
3. Breadth of artistic activity - from emerging to established, from classical to experimental and from traditional to contemporary.
4. Inclusiveness, while respecting B.C.'s Aboriginal arts and culture.
5. Clear goals, developed in consultation with the arts and cultural communities, to guide short and long-term operations.
6. Fair and transparent administrative and adjudicative processes that adhere to the principles of accountability, independence recognition of merit, and equality of opportunity.

PROJECT ASSISTANCE FOR MEDIA ARTISTS

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, and how actions and decisions fulfill their stated mandate. 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

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 programmed in public; "First Works" in time-based media (including film/video/audio) may be eligible for post-production assistance, provided that production work is substantively complete.
- If applying only for post-production support in time-based media, have substantively completed production work and be able to provide support material of the production under consideration. Be applying for the first or second time with the same new project, or, if the applicant has twice applied unsuccessfully for the same project, have substantively changed the proposal.
- Have final creative control over the proposed work.
- Have completed and submitted final reports for any outstanding project assistance provided through the BC Arts Council.

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

Critics and curators of media art should apply to the Project Assistance for Visual Artists program.

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.

Eligible Expenses

Under normal circumstances, awards are available for:

- Subsistence (recipients of awards are expected to devote the majority of their time to their practise for the duration of the project).
- Project supplies and materials (no equipment purchase).
- Equipment and space rental.
- Funds paid to other professionals to realize the project (crew, technicians, etc.).
- Other production or post-production costs.
- Travel expenses relevant to realizing the project.

Exclusions

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

- Intended exclusively for theatrical release or prime-time broadcast.
- Pilots for commercial or educational television.
- Industrials or promotions.
- Instructional, sponsored or commissioned works.
- Music recording projects.
- For the creation of screenplays.
- Otherwise produced for the commercial media arts industry.

Ineligible project expenses include: promotion or distribution expenses, including additional release prints or attendance at screenings or markets; purchases of equipment or other capital costs; and expenses incurred prior to the application date.

Other programs of the BC Arts Council may be appropriate for these activities.

APPLICATION REQUIREMENTS

All applicants are encouraged to discuss their project proposal with the program officer prior to submitting an application.

Applications require detailed submissions, and must include:

- Completed and signed application form.
- Detailed description of the project – maximum 2,000 words.
- Detailed and balanced budget of projected expenses and revenues.
- Résumé of the applicant(s) that includes professional training and related artistic activities.
- A list of completed media arts works (film/videography as appropriate).
- Sample of script (20 page maximum) OR storyboard OR treatment OR synopsis OR exhibition/installation plan OR prototype outline of the proposed project, as appropriate.
- Up to two letters of reference from established professionals familiar with the applicant's work (optional for previous recipients of awards under this program). These may be submitted on the Letter of Assessment forms link available here at http://www.bcartscouncil.ca/guidelines/artists/mediaartists/mediaartist_proj_assist.htm
- Support material of samples of recently completed media arts projects over which the applicant had full creative control. Non-standard viewing formats should be discussed with a program officer before submission.
- If the request is for film or video post-production support only, footage of the work-in-progress under consideration.
- A self-addressed, stamped envelope for return of support material (or the support material will be discarded post-adjudication).

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.

ASSESSMENT CRITERIA

Each application will be considered according to artistic achievement and feasibility. The primary criterion for assessment is artistic achievement.

Artistic Achievement:

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

- Artistic merit of the proposed project.
- Critical self-reflection.
- 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 achievements and support material.
- The applicant's artistic practise in the context of BC's geographic, aboriginal and cultural diversity.
- Clear statements about compensation to professionals participating in the project.

Feasibility:

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

- Diversity of revenue sources.
- Abilities in project management, including planning and financial management.
- Demonstrated capacity to realize this project.

ADJUDICATION PROCESS

Applications are assessed by members of the BC Arts Council's advisory committees or juries, based on assessment criteria, quality of submissions, and the Council's values. The Council is committed to active partnerships in the development and dissemination of the arts and cultural activity in British Columbia. Merit-based, peer evaluation 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 postmarked by the program deadline date.
- The Council acknowledges receipt of applications in writing.
- The Council's staff review applications to confirm the eligibility of both applicants and projects, and prepare materials to forward to the advisory committee or jury.
- The Council's staff convene an advisory committee or jury to assess applications and decide on recipients of awards, levels of funding and conditions, if any, on the payment of awards.
- The Council informs each applicant of the decision in writing.

Applicants are urged to seek feedback on their application.

Recognition of Assistance

All recipients must submit a final report to the BC Arts Council. Future applications will not be considered until the applicant meets all reporting requirements.

Maximum Assistance Levels

Category I: up to \$10,000

Category II: up to \$25,000

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.

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 (by online application system or postmarked)

Applications must be delivered or postmarked by the following deadline:

- May 31, 2011

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



For an electronic application form go to <http://bcartscouncil.ca/> and select Logon to Apply Online. 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.

To download a printable version of the application form, [click here](#) and select Download printable form.