

## **Visual Artists Award Scheme and Craft Makers Scheme: Aberdeen City & Aberdeenshire 2010 Guidelines**

Aberdeenshire and Aberdeen City Councils are committed to supporting the work of their resident artists and encouraging innovative professional practice in contemporary arts and crafts.

In a new partnership with Creative Scotland, the local authorities have established two award schemes as a means of assisting individual artists and makers with the immediate costs of researching, creating and presenting new work or advancing skills and ideas.

The Visual Artists Awards Scheme is aimed at practitioners in the fields of drawing, painting, sculpture, print making, photography, moving image and filmmaking.

The Craft Makers Scheme adheres to Creative Scotland's definition of crafts and is principally concerned with contemporary creative work conceived, designed and made by individual practitioners in ceramics, furniture and wood, glass, jewellery and metalwork, lettering, musical instruments, textiles and basket-making.

### **Funds Available**

Awards of up to a maximum of £1500 are available for both schemes. Practitioners are encouraged to request the appropriate funds required for their project. Whilst applications can be for 100% of the full amount, this will not automatically be awarded. The Awards panel may offer an amount other than that requested, dependant on how well the application meets key criteria and in view of competition for funds.

### **Deadline**

There are two deadlines for applications this year:

- Tuesday 21 September 2010
- Tuesday 14 December 2010

The Awards Panel will meet within three weeks of the deadline date and applicants will receive notification of the panel's decision within five weeks of making a submission.

### **Who Can Apply**

Artists resident in Aberdeenshire and Aberdeen City working in contemporary visual arts and crafts can apply. The award schemes are intended to support practitioners who can demonstrate significant progression and development of practice and a commitment to their work.

### **Exclusions**

- Artists undertaking full time study

- Applications submitted after the deadline date
- Applications for projects already started or planned to start before the notification dates, awards cannot be funded retrospectively

Please note that previous grant recipients of the former Aberdeenshire Visual Artists Award Scheme, Aberdeenshire Craft Makers Scheme and Aberdeen City Visual Arts Awards cannot apply to the new partnership schemes until at least one calendar year has passed since completing their original award.

Applicants may apply to one of these schemes, to Creative Scotland or to one of Aberdeenshire's three arts forums, but to avoid duplicate funding, they cannot apply to more than one of these funding schemes simultaneously for the same purpose.

## Criteria

Applications will be assessed against the following key criteria:

- The quality of the applicant's work
- The expected impact of support on the applicant's creative development
- A level of commitment to developing skills and ideas and achieving a body of work out with formal education
- The clarity of purpose behind the submission and the reasons given for applying for an award
- The quality of information and material supplied in support of the application

Given the high demand for the limited sums available, applicants are asked to ensure that their submissions include a detailed budget and a clearly presented case for an Award.

## How to Apply

Applications should be submitted using the Application Form and returned by the submission deadline date. All questions must be answered and supporting visual material provided. Completed application forms **must** be signed by the applicant.

Submissions may be typed or hand-written. If hand-written, please ensure it is clearly legible in black ink. Submissions on cd and by email are also acceptable but a signed hard copy also must arrive within two days of the submission deadline. Applications should not be bound, stapled or in a folder as they will be photocopied for circulation to the Panel.

The Artwork Submission Form must also be completed and include 6 images of work, preferably from the last 12 months, provided as either:

- a CD of digital images or PowerPoint presentation saved as Jpeg files - a numbered and titled list should also be provided
- a dvd lasting in total no more than 7 minutes, but may include edited pieces covering a variety of works
- 35mm slides or quality digital photographs with numbered and titled list

If emailing images please keep lower than 300kb per image. Catalogues and other print material should only be sent if absolutely necessary, to demonstrate track record or illustrate specific artworks or installations.

Aberdeenshire and Aberdeen City Councils and Creative Scotland cannot accept responsibility for damage or loss of submitted material, or for the delivery of applications. Applicants are therefore advised to use a recorded delivery system. Original artwork will not be accepted in support of an application. All visual material will be returned.

### **The Assessment Process**

All applications will be considered by an independent panel made up of members selected for their relevant experience in visual art and craft.

### **Successful Applicants**

Successful applicants will be expected to:

- provide an interim progress report and a more detailed final report, including visuals, on completion of the project for which the grant has been awarded. A reporting schedule will be drawn up in line with the applicant's projected timeline
- credit the scheme on any publicity produced in support of the work created as a result of the award. This should include the logos for Aberdeenshire Council, Aberdeen City Council and Creative Scotland. Editorial in press releases, websites or blogs should also include the following credit line: 'Made possible with the financial assistance of the 'Name of the award you have received'
- submit marketing material, such as catalogue, poster or publicity from any exhibition or product launch of work produced as a result of the award
- participate in any publicity generated as a result of the award
- make the work available for exhibition in an Aberdeen City or Aberdeenshire venue at a future date, if appropriate
- consider participating in a future awards panel as an artist representative

Awards may be withheld or recalled if the application form is subsequently found to contain false or misleading information; if the project cannot be completed or is cancelled prior to completion; if the any of the conditions in the guidelines are not met.

### **For further information**

To informally discuss any aspect of the application procedure contact:

Saskia Gibbon  
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Aberdeenshire Council  
Duff House  
Banff  
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## **Additional Information: Helpful Hints**

### **Written Application**

- The information provided in your 30 word summary is used for reports to Creative Scotland, Council Committees and for the media. Think carefully about how you want you, your work and your project summarised and represented.
- Bear in mind that the Panel may not know you or your work. This is your opportunity to introduce and contextualise your work.
- The term project is used to describe the work that you are applying for funding towards.
- Please include a start and completion date with your project details. The project should happen within a year from receipt of payment, although longer periods of time can be negotiated on an individual basis for exceptional circumstances.

### **Proposal**

The award panel will consider key criteria that applicants should take into account to ensure that the submission presents clear and relevant information.

Quality: consider how you can best demonstrate the quality of your work. Clearly outline the philosophy behind your work and ensure that examples of previous work are presented in the highest possible quality and are reflective of your current artistic practice.

Innovation: the panel will be looking to allocate awards for work which is truly innovative. Include within your application what you feel is new, exciting and unique about your work.

Development: the panel will carefully consider the level of development an artist will gain from any award. Consider to what extent will the proposed project increase your creative development and how can you clearly illustrate this within the application.

Future plans: it is crucial that you outline your plans beyond this award. Along with your detail on the level of development that would be gained from the award you should include details on how you propose to apply this development in the future.

Structure: your application should clearly demonstrate how you intend to use the award practically. While exact details such as material costs may be difficult to present you should include a structure for how any award will be used.

Commitment: the panel will consider from your overall application your commitment to your artistic practice. This consideration will draw upon the detail within your application on your creative development thus far and your plans for the future.

### **CV**

- Start with your most recent qualification and don't include school qualifications.
- Only include relevant arts related work experience or jobs.

- Start your listings with your most recent exhibition / commission / project / publication and work back. List solo exhibitions and group exhibitions separately.
- Always include information on the venue you have held exhibitions at, the title and the month/year of the exhibition or project.
- Include membership of arts related organisations if applicable, and any position held within those groups.

### Supporting Visual Material

- In order to be fair to all applicants the Panel will look at only 6 examples of work, whether or not you include more. Be selective and make sure you include the most relevant work to the written application.
- Please ensure that supporting material is clearly labelled with your name, title of work and date of work.
- The photographic quality of the visuals that you provide should be as professionally presented as you can achieve

### Project Budget

The budget is the list of what you need to realise your project, and how you propose to pay for the different aspects of it.

EXAMPLE

| <b>EXPENDITURE</b><br>Columns 1 and 2 show details and costs of everything needed to undertake your project |  | <b>INCOME</b><br>Columns 3, 4 and 5 show how you plan to cover the costs of your project            |  |  |
|---|--|---|--|--|
| <b>Column 1</b><br>List of all services, resources and materials relating to your project.                  | <b>Column 2</b><br>List the cost of items in Column 1. When added together at the bottom you have the total cost of your project (A) | <b>Column 3</b><br>Costs covered by 'in kind support'. Also identify costs you will cover yourself. | <b>Column 4</b><br>Any other funding or sponsorship of your project, e.g. printer's sponsorship of publicity material, travel scholarship or exhibition payment fee. | <b>Column 5</b><br>Identify the remaining areas of your project to be supported by the grant |
| <b>Cost heading</b>   | <b>Full costs of items</b><br><b>£</b>   | <b>In kind support</b>  | <b>Other funding/ sponsorship</b>  | <b>Award Scheme</b>  |
|   |  |   |  |  |
| <b>Total cost (A)</b>   | <b>A</b>   |   |  |  |
| <b>Income (B)</b>   |  | <b>B</b>  | <b>B</b>   | <b>B</b>   |

Total cost (A) £ \_\_\_\_\_ = Total income (B) [£ + £ + £] = £ \_\_\_\_\_

Grant requested (same as in column 5B) = £ \_\_\_\_\_

## Budget notes

### Expenditure

In **column 1** you should detail everything you need to make your project happen. Think carefully and include everything involved from start to finish of your project.

In **column 2** you should work out the costs of the list you have made in column 1  
These might include:

- Price of equipment that you are planning to purchase (remember to include VAT)
- Prices of all materials required to complete your project
- Studio costs
- Specialist costs ie:
  - Cost of specialist training courses
  - Childcare costs, if required, without which you would not be able to take full advantage of a residency for example. Calculate this on an hourly basis.
- Cost of travel/accommodation to/at an exhibition or for research purposes

Applicants are not automatically expected to raise additional funds, sponsorship or secure in-kind support, however, evidence that an applicant has managed to do this further demonstrates a commitment to the project.

### Income

**Columns 3, 4 and 5** of the budget table show how you plan to cover the costs of your project. All the different areas of anticipated income for your project should be identified.

This should be broken down into 3 broad areas:

- 'in kind support' including any contribution you will make yourself. In kind support is defined as providing something for which you make no financial payment. This could be technical support provided by an organisation, materials that are donated or access to specialist facilities. Indicate how you have worked out the value of any in kind support – normally what it would cost you to buy these services.
- Sponsorship, other funding or financial support. This could be from a gallery paying for marketing, an exhibition fee or donation from a business. Outline who this is from and whether this is confirmed or unconfirmed support.
- the amount you are requesting from the Scheme and what from your total costs it will cover

The Total cost of the project (A) and the Total anticipated income including request for funding from the award scheme (B) should be the same.