Visual Artist and Craft Maker Awards: East Lothian
in partnership with Creative Scotland
#VACMAScotland

Additional Information: Helpful Hints

Written Application

- The information provided in your 30 word summary is used for reports and press information. Think carefully about how you want your work and your project summarised and represented.
- The term project is used to describe the work that you are applying for funding towards.
- Indicate a realistic timeframe in which to complete work.

Proposal

- When putting together your written application, bear in mind that the Panel may not know you or your work. This is your opportunity to introduce and contextualise your work. All written applications are sent out to the Panel, in advance of awards meetings. You should therefore think carefully about how you wish to describe the philosophy behind your work and the images that you will be submitting to support your application. It is important that your written application and visual material support one another and the relationship between them is clear.
- Please remember that these funds are competitive which means that not all applications that meet the criteria will be funded. If you are unsuccessful you may be successful in another round so please do not be deterred from applying for the next suitable opportunity.
- It is helpful to get a friend to read over your application to ensure that your ideas are clear and easily understood.
- The quality of the artist or maker's work and associated proposal is of the utmost importance. Successful applicants will have demonstrated a level of commitment to their practice and have achieved a body of work outwith formal education.
The Awards Panel will look for:

- The extent to which the proposal reflects the purpose of the scheme – specifically to support the development and creation of new work, and to see artists using an award to take a few risks in the creation of new work. This might be working on a larger scale, working with a new subject, working in a medium not used before, developing a new style, presenting work in a new context. Think about the outcome and how you are going to work towards this.

- The quality of the artist’s work – this is assessed through the supporting visual material submitted. Make sure that your images are clear and enhance your written submission. If your images are of poor quality or unclear this may impact on the decision of the panel. If you are planning to take your work in a new direction, your visual material needs to support this change in direction. The panel may not fully understand the reasoning behind your proposal.

- Expected impact of support – the Panel will assess what difference this money will make to your artistic practice. Therefore you need to be clear about your intentions within your proposal.

- Quality of ideas and proposal submitted – this is assessed through your written application. Keep things clear and concise.

- Additional support received – though applicants are not required to raise additional funds/sponsorship or secure in kind support, evidence that an applicant has managed to do this further demonstrates a commitment to the project.

Supporting Visual Material

- If submitting still images, no more than 6 examples of work (preferably from within the last 12 months) should be submitted along with your application. In order to be fair to all applicants the Panel will only look at 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 each slide is clearly labelled with your name, title of work, date of work, the top of the slide and the side from which the slide should be viewed.

- If submitting a video tape or DVD it should last, in total, no more than 5 minutes but may include edited pieces from a number of works. The tape or disc and box should be clearly labelled with your name, the number, titles, dates and running time of each individual piece. If material has been edited the running length of the original should also be included.

- Applicants are expected to cue video tape to the appropriate part they wish the Panel to view.

The Award

- You will be notified of the decision as soon as possible after the Awards panel meeting.

- If you are not successful you will be offered feedback about your application. You may have just missed out on receiving funding due to poor images or lack of clarity for example. Being turned down is not necessarily a comment on the quality of your work, but rather the strength of your proposal. If you are serious about developing your professional practice, it is important to ask for feedback and take it on board, whether you intend to re-apply to this scheme, or are planning to apply for any other funding scheme. We have had experience of a good number of people being turned down in one round, and then successfully re-applying with a stronger and more focussed application due to taking on board the feedback from the panel.
• Your Award will be paid by East Lothian Council and you will be required to submit your bank details. The Council's payment terms are 30 days. However the time taken to process your Award will depend on how quickly you can submit the required information.

• You will be required to complete and submit an end of project report to advise on the project outcomes and budget.

• If you do not submit the end of project report you will be unable to submit an application for future years.