

## Film and Video Individual Project Grants September 1, 2021 General Expert Panel Comments

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Comments made by the Expert Panel during its assessment of applications submitted to the September 1, 2021 deadline are outlined below. Please note that these comments provide a summary of the Expert Panel's assessment and do not necessarily relate to every individual application submitted to this deadline. **The Expert Panel does not provide individual comments.**

### Project Description:

- The panel reminds applicants that this is a competition.
  - Your application is going to be scored and ranked, and funding is limited. The panel has limited time to review each proposal so make sure you are putting your best story and work forward to make it easy for the panel.
- The panel valued highly applications where the filmmaker showed passion for the project, and/or had a personal connection to the subject, stretched the applicant's creative abilities, or was a departure from previous work.
- Remove the guesswork from the panel by taking the time to think through each component of your project in detail without generalities.
  - Checking boxes or just going through the motions to complete the application is easy to spot. Concisely describe who, what, where, why, and how in your project description. Ask a colleague to proofread your application.
- Clearly identify your role and those of the principal artists involved in your project.
- It is very important to include a timeline or schedule of activities.
- The panel was less interested in reference letters supporting the applicant generally, and preferred letters or e-mails from collaborators or those involved in the project confirming their involvement.
  - A letter of reference from someone in the industry confirming the applicant's ability to carry out the project is more valued than general letters of reference.
- When including different media, explain how the various elements interact to accomplish your vision. Include relevant technical details, e.g. what are you shooting and editing.
- The Expert Panel encourages those applicants learning a new role, skill or craft to connect with a mentor or sign up for courses.
- Remember, the AFA's film and video grant is for individuals or ensembles only and not for incorporated production companies.

### Budget:

- The project description and budget should support and complement each other. Activities defined in the description should have a matching line item in the budget and vice versa.

- Think about your entire budget and identify specifically what you want the AFA funds to cover, e.g. the entire budget or one phase such as pre-production, production, post-production, marketing.
- The budget tells a story so be specific about who is doing what.
  - Name roles (artist's name) and give each a line item. Break down all costs associated with the budget and use the comment boxes and/or budget lines to provide details, e.g. post-production should be broken down.
- Make sure the scope of your project matches the budget. Be realistic with number of shooting days, crew, services required, and rates. If services or work is being

### Support Material:

- The panel found it difficult to assess the artistic ability and merit of an application without video support material.
- Submitting any type of support material is essential, and make sure you clarify its relevance to your project.
- **It is vital** applicants provide a link to **downloadable sources** of current or past work.
- In addition to separately submitting the material, you can also provide a list of links to downloadable files in a separate document that can be uploaded under the Attachments page. Don't forget to explain why the material is important to your application. If you refer to specific material in your description, make sure you provide a link or do not include the reference.
- Do not assume the panel will find links to support material in your resume or check out your website. **All relevant support material must be accessible at the time of your application, and the AFA must be able to download your files to share with the Expert Panel.**

### Marketing:

- Curate your list of submissions to film festivals, and make sure they relate specifically to your film's genre.