

Film and Media Arts

Project Grant Assessment Guidelines

Valid for applications submitted between 2 January 2008 to 31 December 2008

CONTENTS

General Assessment Guidelines	2
Application Guidelines for Each Grant Category	
A Creative Grant	3
i) Film(including Animation Production)	3
ii) Media Arts	4
B Education/ Community Promotion	6
i) Arts Education	6
ii) Community Arts and Promotion	7
C Research/Archiving/Critique/Publication	9
D Cultural Exchange	12

General Assessment Guidelines

This set of *Film and Media Arts Project Grant Assessment Guidelines* outlines the types of grant categories, their scope and details on the assessment criteria for the applicants' information. Here are some general information and guiding principles for applicants to note:

1) Information For Project Grant Applicants

Before completing the application form, applicants are advised to first read the booklet *Information for Project Grant Applicants* to learn about eligibility, closing dates for application, etc.

2) Latest Version of the Assessment Guidelines

The Council regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Applicants should look out for the most updated version. If in doubt, please contact our staff for Film and Media Arts at 2820-1022, or check:

- i. the website of the Hong Kong Arts Development Council (<http://www.hkadc.org.hk>); or
- ii. announcements on the notice board at the Hong Kong Arts Development Council (Address: 22/F, 181 Queen's Road Central, Hong Kong) [**With effective from 2 June 2008, the HKADC office will be moved to the following address: 14/F, East Warwick House, Taikoo Place, 979 King's Road, Hong Kong**].

3) Grant Amount

- a) Due to resource constraints, the Council is only able to support grant applications on a selective basis and may not be able to award the full amount sought by the applicant;
- b) Applicants are encouraged to obtain income through other channels, such as ticket sales, sponsorship, donation, etc; and
- c) The grant amount awarded by the Council will not exceed the stipulated grant ceiling.

4) Allowed Number of Applications

There is no limit to the number of applications submitted from each applicant for each application period; but in general circumstances, only one project from the same applicant will be supported during each application period.

5) Guidelines on Income and Expenditure

This set of *Assessment Guidelines* provides a guiding principle on what the Council considers to be generally acceptable levels of income and support for expenditure under a limitation of resources. If the applicant would like to seek a level of support higher than those stipulated herein, please furnish us with further information and justification. This will help the Council in assessing and evaluating your application. The Council will consider the request based on the scale and nature of activity, artistic standard of participants and artistic requirement of the project.

6) Support for Emerging Artists

The ADC organizes "Fresh Wave Short Film Competition" to nurture and support young filmmakers in their production projects. For details for this Competition, please visit the HKADC website (<http://www.hkadc.org.hk>). Due to the above arrangements, the project grant scheme of Film and Media Arts will not have a separate grant category for emerging artists.

Application Guidelines for Each Grant Category

A Creative Grant

a) Film (including Animation Production)

1 About the Grant

- a) To support artistic, creative and high quality independent film production projects (including animation production) that do not receive sufficient support from the commercial market. A comprehensive production plan is required.
- b) Key assessment criteria include artistic value, quality and creativity of the project; the anticipated artistic impact and artistic standard and track record of applicants and key participants.
- c) Other factors for consideration include the feasibility of the project content, scale, schedule and the reasonableness of the budget, and the effectiveness of the project's content in achieving its pre-set objectives.
- d) Applicants of film production projects (including animation production) must be the director, scriptwriter or producer of the production, either as an individual or joint or organisation application.
- e) Production projects (regardless whether the production is a personal or a school-related project) from full-time students (local or overseas) studying film, communications and media arts are not accepted. For applications submitted by students studying other subjects, the project should not be related to the school curriculum or assignments.
- f) **The maximum grant for each approved project is \$300,000.**
- g) The Council encourages applicants to market and promote their finished works through public screening and effective distribution channels.

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) The name and CV of applicants and key participants of the project.
- b) The full script of the production (the script should be in the same language as the language used in the production), and the applicant's previous works (two copies in VHS/VCD/DVD) should be submitted.*
- c) Quotations for equipment rental and post-production expenses.

* Applicants are required to claim all reference materials from ADC within one month from the application result notification date. Otherwise, the Council reserves the entire right to dispose any unclaimed materials.

3 Guidelines on Income and Expenditure

- a) The Council acknowledges that the production and artistic needs of each individual film production vary. Applicants are welcome to seek for support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project, but all the expenditures should be reasonable and match with project budget.
- b) Only meal expenses incurred on a production day will be supported. The daily maximum meal allowance for each person is generally HK\$50.

b) Media Arts

1 About the Grant

- a) Media Arts can be defined as artistic creations that contain images created through any medium that can be traced, reflected, photographed, reproduced and projected. Artistic projects of this category often engage digital technology, interactive media, integration of text and image, sound composing and video installation, programme design and production, etc in the production.
- b) Presentation format includes CD-ROM, Website, DVD/VCD, or other creative forms of presentation using technology such as computer games, video/sound installation, virtual galleries/performances etc.
- c) This Grant supports high quality and creative media arts projects.
- d) Key assessment criteria include artistic value, quality and creativity of the project (including technical aspects), the anticipated artistic impact, and artistic standard and track record of applicants and key participants.
- e) Other factors for consideration include the feasibility of the project content, scale, schedule, and the reasonableness of the budget, and the effectiveness of the project's content in achieving its pre-set objectives.
- f) **The maximum grant for each approved project is \$300,000.**

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) The name and CV of applicants and key participants of the project.
- b) Concept and content of the project (especially the use of interactive elements in the concept, idea and design).
- c) Production schedule as well as the software and hardware required in the production.

- d) Details of displaying the finished work, such as exhibition or CD-Rom or DVD distribution*

* Applicants are required to claim all reference materials from ADC within one month from the application result notification date. Otherwise, the Council reserves the entire right to dispose any unclaimed materials.

3 Guidelines on Income and Expenditure

Please refer to P.2 of A a) 3 of this Guideline.

Conditions of grant

- a) Normally, grantees for Film and Media Arts' Creative grant should commence their projects within one year after the notification of the results. Filming and post-production works should be completed within one year after commencement of the projects. The first payment of the grant will be released after the agreement is signed and production period is confirmed, and it includes the confirmation of official filming dates, locations, and film crew. The Council 's decision on the disbursement and cancellation of grant is final.
- b) Grantees must submit two copies (VHS/VCD/DVD format) of the finished work to the Council. Grantees must declare in writing that the work submitted is the finished product, and specify the length of the work and medium of shooting (Film/ Digital Video) in the declaration. The length of the work and medium of shooting should be the same as those stated to the grant agreement. Otherwise, the Council reserves the right to request a refund of the grant.
- c) Grantees should inform the Council of any awards or achievements in film festivals, distribution results and screening opportunities of the production in the first year of release.
- d) The Council reserves the right to show clips of the production in ADC activities for publicity purposes. The length of the clipping will not be more than 5 minutes or 1/3 of the film/video length (whichever is shorter). The Council also reserves the right to show the full version of the production in academic or non-profit-making events (the Council has full discretion to determine whether or not the event is not-for-profit-making).
- e) If the Grantee is an employee of a tertiary institution, the Grantee must produce a letter issued by his/ her employer before the grant payment can be released. The letter should certify that the applicant as an employee of the tertiary institution has obtained permission from the employer to undertake/ participate in the subsidised project on a personal basis.
- f) To promote the development of film art in Hong Kong, the Hong Kong Film Archive is interested in collecting HKADC grantee's finished work. Grantees may contact Ms. Mable Ho (Acquisition Section) of Hong Kong Film Archive at 2119 7310 directly for necessary arrangements.

B Education / Community Promotion

i. Arts Education

1 About the Grant

- a) The objective is to support creative projects in arts education, with the view to enhance the interests, literacy and aesthetic sensitivity in the arts amongst the community, especially among young people, and to develop the new audiences for the arts.
- b) Key Assessment Criteria:
 - i. The benefits of the project to promote film and media arts through arts education in general, whether the project could provide a model for reference and which is continuously applicable;
 - ii. The effectiveness of the content and implementation methods of the project in achieving the pre-set objectives;
 - iii. The qualifications, experience and planning or management ability of personnel involved in the project's implementation;
 - iv. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results.
- c) Where appropriate, the applicant is encouraged to collect reasonable course/ participation fees.
- d) **The maximum grant for each approved project is \$150,000.**

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Detailed project content and objectives, method of conducting activities/ teaching methodology, course outline (if applicable), publicity plan, target beneficiaries and schedule, etc. For exhibition, please provide details of the venue, description and photos of the artwork* to be displayed.
*Applicants are required to claim all reference materials from ADC within one month from the application result notification date. Otherwise, the Council reserves the entire right to dispose any unclaimed materials..
- b) List of key personnel involved with curriculum vitae.

3 Guidelines on Income and Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual Education project vary. The below guideline provides a general support level for projects for the applicants' reference. Applicants are welcome to seek for support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

Expenditure Items	General Grant Guidelines
Personnel Fees	<ul style="list-style-type: none"> • Total personnel fees around 50% of the total expenditure of the project • (Including administrative/ planning co-ordinators, lecturers/tutors, activity assistants, etc)
Activities Expenditure	<ul style="list-style-type: none"> • Around 25% of the total expenditure
All other administration, publicity and venue rental costs	<ul style="list-style-type: none"> • Around 25% of the total expenditure

ii. Arts Promotion / Community Arts

1 About the Grant

- a) The objective is to support arts promotional projects of good artistic standard which aims to enrich and benefit the community by providing opportunities for the public to experience or actively participate in the arts. Through encouraging creative arts projects carried out at district levels, the Council hopes to promote the arts within the community and in to long run, to cultivate an environment conducive to the arts and arts development.
- b) Key Assessment Criteria:
 - i. The attractiveness of the project to the public, whether the project could enhance the appreciation of and participation in the arts amongst the public;
 - ii. The effectiveness of the content and implementation methods of the project;
 - iii. The capability of the applicant to seek for appropriate collaborative partner(s)/ organisation(s) in the community as well as other public resources or corporate sponsorship to contribute to the project;
 - iv. The qualifications, experience and planning ability of personnel involved in the project's implementation;
 - v. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results.
- c) Where appropriate, the applicant is encouraged to collect reasonable course/ participation fees.

- d) **In general, maximum grant for each approved project is \$50,000. For territory-wide art promotion projects, the maximum grant is \$150,000.**

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Detailed project content, method of conducting activities, publicity plan, target beneficiaries and schedule, etc.
- b) If the project is to be co-organized, the areas of responsibility and resources to be contributed by each organization.
- c) List of key personnel involved with curriculum vitae.

3 Guidelines on Income and Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual Arts Promotion / Community Arts project vary. The below guideline provides a general support level for projects for the applicants' reference. Applicants are welcome to seek for support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

Expenditure Items	General Grant Guidelines
Personnel Fees	<ul style="list-style-type: none"> Total personnel fees around 50% of the total expenditure of the project (Including administrative/ planning co-ordinators, artists, activity assistants, etc)
Activities Expenditure	<ul style="list-style-type: none"> Around 25% of the total expenditure
All other administrative, publicity and venue rental costs	<ul style="list-style-type: none"> Around 25% of the total expenditure

C Research / Archiving / Critique/ Publication

1 About the Grant

- a) The objectives are to record and analyse the development of film and media arts in Hong Kong and to give recognition to the contribution of individual art practitioners. The Council also hopes to develop and nurture the literacy, interest and appreciation ability of the audience and participants in film and media arts, and to foster an atmosphere of discussion and criticism in the film and media field. In the long run, to improve the overall arts environment in Hong Kong.
- b) Key Assessment Criteria:
 - i. The value/ contribution of the project to film and media arts development in Hong Kong, which could include:
 - promoting academic research in relevant areas of film and media arts development;
 - collecting, re-organising and archiving information and documents which are valuable, representative or require immediate conservation;
 - enhancing the standard and atmosphere of arts criticism;
 - ii. The qualifications and experience expertise possessed by personnel involved;
 - iii. The effectiveness of the content and implementation methods of the project in achieving the set objectives;
 - iv. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results.
- c) **The maximum grant for a research/ arts criticism/ archiving project is generally \$100,000. The maximum grant for plain text publication shall usually not exceed \$50,000.**

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Methods of implementing the project (i.e. the proposed methodology of research or archiving projects; or the theme, area of discussion, and the project details of seminars / conferences).
- b) Schedule;
- c) Method of application and dissemination of the outcome;
- d) Method of assessing the results of the project;
- e) For research, archive and criticism publications, the applicant should provide the content page and a summary of the contents or synopsis of the publication. For periodicals and magazine publications, the applicant should provide a dummy of the magazine's design or samples of back issues for reference (1-3 issues);

- f) For plain text publication seeking only the printing costs, the applicant should provide **at least 50%** of the text/ pictures for reference. *

* Applicants are required to claim all reference materials from ADC within one month from the application result notification date. Otherwise, the Council reserves the entire right to dispose any unclaimed materials.

3 Guidelines on Income and Expenditure

a) Income

The applicant is encouraged to promote and distribute the publication publicly in order to maximise income to offset expenditure. The retail price of any plain text publication should not be less than \$50 with the discount for the distributor not exceeding 50%. And the estimated sales volume should not be less than 300 copies for every print run of 1,000. When calculating the grant amount sought, the applicant must deduct all estimated income from the total expenditure. Upon completion of the project, the Council shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.

b) Expenditure

The Council acknowledges that the production and artistic needs of each individual project vary. The below guideline provides a general support level for production of different scale for the applicants' reference. Applicants are welcome to seek for support based on the actual need relevant to the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

i. Research / Archiving / Critique Projects

Expenditure Items	General Grant Guidelines	
	Research / Archiving / Critique	Forum/Seminar/Talk
Fees for Administrators and Research Staff	<ul style="list-style-type: none"> Around 70% of the total expenditure Including administrative/ planning personnel, researchers, project assistant, etc 	<ul style="list-style-type: none"> Around 30% of the total expenditure (Including administrative/ planning personnel, researchers, activity assistant, etc)
Fees for Personnel in Forum/ Seminar/ Talk	Not applicable	<ul style="list-style-type: none"> Around 20% of the total expenditure (Including overseas and local speakers/ guests)
All other administrative and publicity costs	<ul style="list-style-type: none"> Around 30% of the total expenditure 	<ul style="list-style-type: none"> Around 50% of the total expenditure (Including marketing and publicity, venue rental, documentation, administration costs, translation/ simultaneous interpretation, expenditure of lodging, international and local transportation and living of overseas guests/ speakers, miscellaneous, etc)

ii. Publication Projects

Expenditure Items	General Grant Guidelines HK\$			
Non-text-based Publication (e.g. compilation/ collection of pictures, photographs, scores, etc.)	Scale of Publication	Large Scale <i>(more than 128 pages)</i>	Medium Scale <i>(48 to 128 pages)</i>	Small Scale <i>(less than 48 pages)</i>
	Basic Printing (including expenses on editing, proof-reading, type-setting, artwork design, layout, printing, paper, binding and image scanning etc.)	\$100,000	\$60,000	\$30,000
	(Additional) Special printing requirements (e.g. special requirements related to size, design effects, binding or packaging)	+\$20,000	+\$15,000	+\$10,000
Text-based Publication	Scale of Publication	Large Scale <i>(more than 512 pages)</i>	Medium Scale <i>(256 to 511 pages)</i>	Small Scale <i>(less than 256 pages)</i>
	Basic Printing (including editing, proof reading, type-setting, artwork design, layout, printing, paper, binding, etc.)	\$40,000	\$30,000	\$15,000
	(Additional) Special Printing Requirements (e.g. 4-colour printing, or special requirements related to size, design or packaging)	+\$20,000	+\$15,000	+\$10,000
Writer's fee	Due to resources constraints and in order to encourage the grantee to develop the market for sale, the Council does not support the writer's fee of personal titles. The author should negotiate with the publisher regarding royalty or other forms of remuneration.			
Promotion	Around \$5,000 (including postage)			

D. Cultural Exchange

1 About the Grant

- a) The objective is to widen the experience and horizons of local arts practitioners, with the view to enhance the artistic standards in Hong Kong, to develop the audience base for arts, and to pave way for Hong Kong to become an international cultural metropolis.
- b) Key Assessment Criteria:
 - i. Value of the project to film and media arts development in Hong Kong and the enhancement of artistic standards;
 - ii. The artistic standard, qualifications, experience and organisational ability of the applicant/ participant(s), and whether they are leading exponents in their fields;
 - iii. The effectiveness of the proposed methods of implementation or realization in achieving the project's set objectives and concept;
 - iv. The feasibility of the project content, scale, schedule and the reasonableness of the budget.
- c) **Overseas / Outbound Cultural Exchange Projects**
 - i. This refers to sponsoring (partially or fully) the selected participant(s) to participate in the production, public screening/activity, international conference or academic activity held outside Hong Kong
 - ii. The Hong Kong participant(s) must represent high artistic/academic standards.
 - iii. The screening/activity in which the Hong Kong participant(s) partake should be of high artistic standard/ quality and be a non-commercial screening/activity open to the public.
 - iv. The arts festival, academic conference, seminar, etc. in which the Hong Kong participant(s) partake should be a reputable and internationally recognized event. The Hong Kong participant(s) should receive formal invitation from the overseas organizer and be either presenting research paper(s) or taking up crucial role(s) in the overseas event.
- d) **Local / Inbound Cultural Exchange Projects**
 - i. This refers to subsidizing (partially or fully) the organization of an open-to-public academic conference, seminar or arts festival in Hong Kong; or inviting overseas professional artists to be special guest(s) in a local screening/activity
 - ii. The event should demonstrate value/ contribution to film and media arts development in Hong Kong.
 - iii. The overseas guest(s) should be a professional and renowned expert in the field, and will assume a specific, professional and crucial role in the event (eg. to present research papers or to be a principal guest).
- e) **The maximum grant for each approved project is 150,000.**

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Formal invitation from the overseas presenter or host organization.
- b) Details about the content/ programme of the activity, schedule and target participants. (including artists and beneficiaries)
- c) Profile of the applicant, presenter/ host organization and co-organizer. (if any)
- d) If the project is to be co-organized, the areas of responsibility and resources to be contributed by each organization.
- e) For presentation of a research paper at an international conference, the title and abstract of the research paper.

3 Guidelines on Income and Expenditure

a) Overseas / Outbound Cultural Exchange Projects

- i. In general, the Council will give priority consideration in supporting the travel costs incurred in the project (economy class return air/ train/ coach fare from Hong Kong), depending on the destination and actual needs. The Council may also consider partly subsidizing the production, transportation, documentation and administration expenses directly incurred by the Hong Kong participants for the screening/ activity;
- ii. Other expenses (eg. Artist/ personnel fees, overseas accommodation, transportation, publicity, registration fees, per diem, etc) should be either supported by the overseas presenter/ host organization, funded by other sponsors or self-financed by the applicant;
- iii. The overseas presenter/ host organization should bear the entire cost of organizing and publicizing the screening/ conference/ activity.

b) Local / Inbound Cultural Exchange Projects

- i. The Council will consider partly subsidizing the cost of organizing the event depending on the scale and academic/ artistic value of the project;
- ii. **In normal circumstances, only either 'fees' or 'travel costs, accommodation and per diem' for the overseas guest(s) will be supported;**
- iii. Support for the travel costs of the overseas guest(s) will be considered with reference to the price of the economy class return air/ train/ coach fare from Hong Kong;
- iv. Support for accommodation will be considered with reference to the price of 3-star hotel rooms.
- v. Per diem (daily allowance for meals and local transportation) for overseas guests/ experts should not exceed \$500 per person per day

4 Conditions of Grant

Upon completion of the project and if required by the Council, the applicant should:

- a) Submit photographs, house programme/ promotional material, news clippings/critiques, etc. of the project to the Council for reference/ record purposes.
- b) Submit the academic paper/ report delivered or presented at the international conference to the Council for public access.
- c) Hold a sharing session with the public and other professionals in the field on the result and achievement of the project.

Updated by HKADC in May 2008