clear & creative proposals

cavan arts

annette moloney
artist, curator + collaborator

January 2013

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the plan:

[10:20 – 12:00]
proposals – generally

proposals – examples
Archive of Artists Proposals
local authority opportunities

[12:00 – 13:15]
group work – discussion on sample proposals –
note any observations – feedback to overall group
brief evaluation – your feedback

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artists proposals

creative way of presenting you and
your practice

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Post It # 1

what you hope to get from the
session

curiosities

Q at this stage

Q

clear

concise

confident

where:

exhibitions / productions /
  performance opportunities

residencies
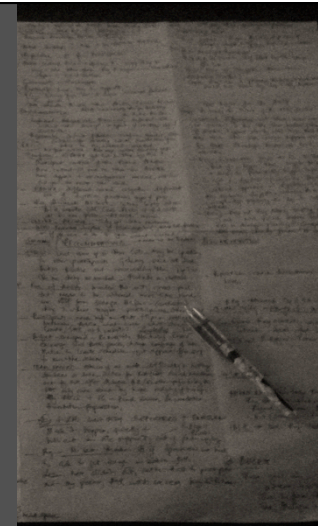
commissions

education

funding

time =

research

drafting
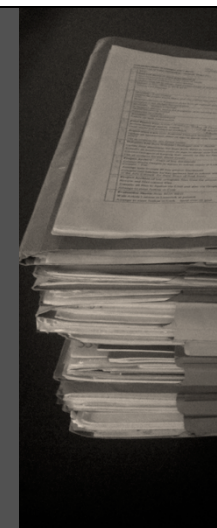
proofing

editing

support material

submission

time management

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18 **[project]** Start application / Site Visit, etc	19	20	21	22	23	24
25	26	27	28	29	30	July 1
2	3	4	5 **[project]** Deadline 16:00	6	7	8

selection panels

artist centred
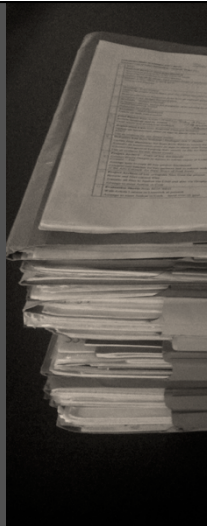
fellow practitioners – mainly

selection criteria – sample

strength & clarity of concept

originality & innovation

artistic ambition

connection – potential impact within the context
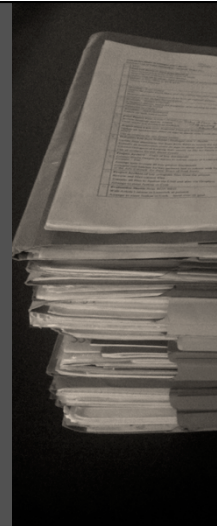
selection criteria – sample

track record or potential of the artist

other proposals & available resources

feasibility

Artists who are recent graduates with little experience or commissions but whose work is of a high standard and shows potential should be considered for selection. We as a local authority should promote new emerging artists.

Carlow County Council

selection panel

not familiar with:

   your practice

   your research

   your materials / methodologies

procrastination

time management

juggling other projects & research

earning money

distractions

   life, health, fitness, friends, family, food...

digital distractions

   phone, emails, Internet...

Q

proposal headings – general

summary	public / staff engagement
your idea	budget
your intention for the project	additional information
outline project plan	your practice
feasibility	documentation (recordings, texts, scripts, visuals)
potential impact within the context	

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proposal headings

summary of your proposal

> (1-2 sentences)

your **idea**

> describe your idea in more detail (200 words)
>
> clear & concise – not art speak

your **intention** for the project

> what is your vision and goal for the project within it's context? (200 words)

proposal headings

outline project plan – proposed timeframe

> **what you will do and when** – table format
>
> *'...an indication of how an artist would complete the residency if their course did not alter during it ...'*
> art@work - Roscommon

example only:

Early August 2012	**Initial 2-3 day residency in the workplace**
End August 2012	**Begin 4 day residency residency in the workplace**
[date] …	*[proposed activity] …*
[date] …	*[proposed activity] …*

proposal headings

feasibility – consider and admit to what might go wrong
> (but which hopefully won't...)

potential impact within the context

public / staff engagement

> process of mutual observation

proposal headings

budget – spread sheet or table

_costing your time

_support in kind

South Tipperary example

proposal headings

additional information – **continuation of previous practice research? New body of work?**

your practice – **more general, like Biog**

documentation (recordings, texts, scripts, visuals)

proposal headings

documentation

recordings, texts, scripts, visuals

tabs

online information – tricky…

title all images / material with:

your name | title | short description, materials, dimensions (metric), duration, context, etc | year

image list / discography – thumbnail & summary info

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proposal formats – options

text

images

mind maps

any other format
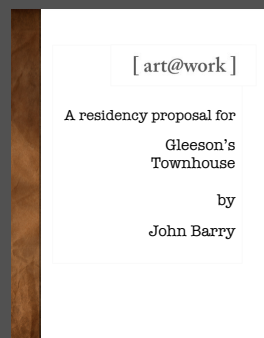 *'to communicate your idea'*

cover sheet – include

title

for: [opportunity]

by: [your name]

date:

* creative touch

add visuals, photo, digital image, sketch, self publishing, customised packaging...

[art@work]

A residency proposal for

Gleeson's Townhouse

by

John Barry

page layout

clear layout on each page
11 point font – at least

Footer:
Left – Proposal title
Right – your name, date, page x of x
[Font = Arial Narrow, 9 point font, grey text]
[Page set-up, Different on first page]

art@work_2012   John Barry / 20-Jun-12 / page 2 of 4

cv & biogs

2012	[project]
2011	[project]
2010	[project]
2009	[project]

recent experience first

your track record as an artist

include other work / voluntary experience – if relevant

Submit only what is relevant and necessary for your application

It is better to submit one high-quality example rather than a large amount of lesser quality, irrelevant material.

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

common pitfalls

submission incomplete – review check list on brief or add brief cover letter stating what you have included

idea undeveloped or too obvious

idea not connected to its context

proposal unconvincing

submission of more than one idea – uncertainty?
each must be clear and original

not enough detail in proposal

proposal concentrates on written more than visual

no budget – public funding

CAUTION CAUTION CAUTION CAUTION CAUTION CAUTION

common pitfalls

idea too similar to previous work – unoriginal

more historical than contemporary – lacks connection with today

more commercial than artistic – artistic intention

title of proposal as Gaeilge or in other language with no translation

self praise

cv & biog – write outside yourself, do not over embellish

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procrastination

time management

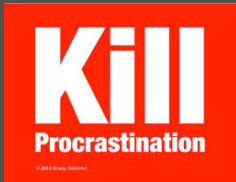juggling other projects & research

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procrastination

slideshare
Bradley Gilchrist

YouTube
Procrastination by Johnny Kelly

local authority opportunities

role of the Arts Officer

Arts Office

_ cross artform
_ range of practices – Arts and Health, Youth Arts, etc
_ breath of the geographical area / county

current context unfortunately

making connections locally

local authority opportunities

_Bursaries
_Residencies
_Studios
_Solo Exhibition Awards
_Professional Development Initiatives
_Creation of New Work
_Reaching Audiences
_Arts Act Funding
_Public Art Commissions

local authority opportunities

_Bursaries – Tyrone Guthrie Centre, etc
    _ Training / Further Education
_Residencies – Irish / other locations
_Studios – local facilities
_Solo Exhibition Awards – often for local authority connected venues
_Professional Development Initiatives – programmed by Arts Offices or other programmes such as *Dialogue Arts + Health*

local authority opportunities

_Professional Development Initiatives – programmed by Arts Offices or other programmes such as *Dialogue Arts + Health*

_Creation of New Work – e.g. North Tipperary – support for materials assistance, exploration / research assistance, etc

_Reaching Audiences – e.g. North Tipperary – support for recording, publication and exhibition assistance

_Arts Act Funding

_Public Art Commissions – connected to Capital Construction Projects

funding applications

_Tax Clearance Certificate – public funding over €10K

_VAT – income over €27.5K Services / €55K Goods

_Artists Exemption – tax exempt from income earned
  _ a book or other writing
  _ a play
  _ a musical composition
  _ a painting or other like picture
  _ a sculpture

funding applications

resources

Even if it's a No – Ask for feedback

'Thank you for the correspondence following the *[assessment / interview]* for the *[opportunity]*.

If there is any facility to get feedback on the application process that would be appreciated. It might be useful the next time round.

Thanks agus Slán

[signature]

resources

Visual Artists Ireland – info~pool

Preparing Proposals – Annette Clancy

http://visualartists.ie

ArtL!nks
SUPPORTING ARTISTS AND THEIR PRACTICE IN THE SOUTH EAST

slideshare – 20 presentations...

Preparing Proposals: Communicating Your Arts Practice Verbally – Kerry McCall

http://www.artlinks.ie/

acknowledgements

cavan arts – Catriona O'Reilly + Joanne McSherry

Local Authority Information – Sinead O'Reilly
[Offaly County Council & ALA:AO]

[art@work] – Niamh O'Connor

acknowledgements

Archive of Artists Proposals – hard copy & PDFs

Aideen Barry	Linda Shevlin
Marco Dessardo	Isaac Senchermes
Maggie Shirley	Mike Liffey

Aoife Carry + Joanne Quinn

Request for new additions to the Archive... from you...

Post It # 2

your final thoughts

feedback on the session

still curious...?

Q remaining...?

group work

small discussion groups – artform specific
  or mixed

choose a proposal – discuss

note any observations

feedback to overall group – overview of
  the proposal – your observations

brief evaluation on the workshop – your feedback
  (Post It's)

Post It # 2

your final thoughts

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still curious…?

Q remaining…?

May the force be with you…