

# Red Deer Arts Council

## Emerging Artist Award

### Application Guidelines

Assistance for emerging artists from Central Alberta

**Application Deadline: April 1<sup>st</sup> at 5:00 pm**

### Important Notes Regarding the Application

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Read the application guidelines carefully for details about eligibility, the purpose of the award and how to apply. Please contact the Red Deer Arts Council administrator well before the deadline if you want to discuss your application.

**Be sure the application includes all the required materials and forms:**

- fill in all sections of the forms
- use the checklist provided to confirm that you are preparing a thorough application
- include the checklist with your application.

Submit the complete application and all supporting materials on or before the deadline to:

in person/mail: Emerging Artist Award  
c/o Red Deer Arts Council  
6 – 4919 49 Street  
Red Deer, AB T4N 1V1  
by email: [info@reddeerartscouncil.ca](mailto:info@reddeerartscouncil.ca)

Please contact Suzanne Hermary, Executive Director, if you have questions about the award.

Telephone: 403-348-2787  
Email: [info@reddeerartscouncil.ca](mailto:info@reddeerartscouncil.ca)

## Introduction

The Red Deer Arts Council established the Emerging Artist Award in 2014 to support and encourage promising artists, early in their careers, while also serving to raise the profile of arts and culture in Red Deer and Central Alberta.

The Red Deer Emerging Artist Award will be awarded every year. The Award consists of \$1000 and a certificate.

The award is not a project grant but is designed to support the unique development needs of emerging artists whether it supplies further study or experiences, funding to travel for auditions, study, or work, or even income replacement for non-arts related employment. Each applicant determines the investment need that would most advance his or her career.

### Definition of Emerging Artist

Emerging Artists are defined as those, of any age, who have mastered the basic techniques of their art form through education or apprenticeship and are in the early years of launching a professional career. Emerging Artists have completed their formal (college or university)/ apprenticeship/ or other education in their chosen field and have been practicing for a minimum of two years. Emerging Artists have created and publicly presented a modest body of independent work and are ready for the next steps in their artistic development.

### For the purposes of this award, "Arts" includes:

The **Performing Arts**, including without limitation: the creators, composers, choreographers, interpreters, and performers in music, dance, theatre, and opera.

The **Visual Arts**, including without limitation: painting, printmaking, sculpture, performance and installation of art, photography, new media, and fine craft.

The **Cinematic Arts**, including without limitations: film and video drama, documentary, and art film / video.

The **Literary Arts**, including without limitation: fiction including novel, short story, blended genres, poetry, and drama.

**Deadline for receipt of completed applications is April 1<sup>st</sup> at 4:00 pm.**

## **Eligible applicants must meet the following criteria:**

- You must be a Canadian Citizen or permanent resident of Canada.
- Artists must reside and practice in Central Alberta (i.e., the region of the City of Red Deer or the Central Alberta Zone (up to and including the communities of Rocky Mountain House, Ponoka, Stettler and Olds, as our boundaries).
- Artists must meet the following criteria:
  - ★ Have specialized training and skill in their artistic field (not limited to academic institutions – may include workshops, apprenticeship, work with a mentor or post-secondary education).
  - ★ Not currently enrolled in full-time arts training.
  - ★ Have maintained an independent practice for at least two years after specialized training.
  - ★ Have produced an independent body of work and has established their own style in their chosen medium.
  - ★ Have local exhibition, publication or performing project experience.
  - ★ Recognized as an emerging artist by their peers (i.e., those working in the same artistic tradition.)
  - ★ Demonstrate a commitment to their arts practice.
  - ★ Have received public exposure where selection was carried out by an objective, arm's length process.
  - ★ Have a history of public presentation of their work.
  - ★ Age is not a factor.
  - ★ Skill and talent are also assessed, to be based on examples of the artist's work along with relevant support material.

Only one application for a Red Deer Arts Council professional artist award (Emerging or Artwalk) per year will be accepted from an individual artist. An applicant may not receive the same award two years in a row.

## **How to Apply**

Read the application carefully for details about eligibility, the purpose of the award and how to apply. If you have specific questions, please contact the Red Deer Arts Council well in advance of the April 1<sup>st</sup> deadline.

Eligibility will be determined based on the information you provide in your application. Be sure that your application includes all the required materials and forms. It is recommended that you have someone you trust review your application for eligibility and completeness against the award criteria and application requirements.

**Applicants must submit the following material (see checklist for more information):**

1. All completed forms: cover sheet, checklist, and emerging artist application form.
2. A cover letter including answers to the questions on Form 2.
3. An up-to-date artistic résumé that outlines training, education, and presentation history.
4. Support Materials – a portfolio, clip reel, or other evidence of your creative work.
5. Applicants will ensure they have two letters of appraisal of their work from credible sources who hold artistic qualifications that would assist the jury in assessing your application. Appraisal forms are available for download on the [reddeerartscouncil.ca](http://reddeerartscouncil.ca) website.  
**Such materials may be sent directly to Red Deer Arts Council by the appraiser or be submitted with the completed application.**
6. Intended use of the funds awarded.
7. Upon receipt of the award, successful applicants must:
  - use the funds within a 12-month period,
  - provide the Red Deer Arts Council with an article to be printed in the newsletter about their use of the award. If unable to provide this by December 31 of the year in which you have received funding, please contact the office in advance to provide an estimated timeline.

Applications may be mailed, emailed, or dropped off at the Red Deer Arts Council office, please call 403-348-2787 for hours.

If the annual deadline falls on a statutory holiday or a weekend, the deadline will be extended to 4:00 pm the next business day.

Late or incomplete applications will be disqualified. It is the responsibility of the applicant to ensure appraisal forms are received by the Arts Council if sent by the appraiser directly. Red Deer Arts Council is not responsible for loss or damage of materials submitted in support of this application. Submission materials will not be returned.

Completed applications must be delivered or postmarked on or before the deadline. An email confirming receipt only will be sent when delivered by that means. Please note that emails may not be received if they exceed 10MB in total size, another means of delivery is required for larger file sizes (e.g., WeTransfer.com.)

## **Tips for Performing Artists: Video Audition Guidelines**

### **GENERAL:**

- Theatre applicants must submit two contrasting monologues on one device. DVDs must be playable on a commercial DVD player. The two audition pieces together must not exceed 10 minutes in length and must replicate the experience of a live audition, including a full body shot composition, without props or costume.
- Musical theatre applicants must submit one monologue and one song. You may also include a dance piece if you wish. All pieces together must not exceed 10 minutes in length.
- Musicians may include one live performance and one solo performance that together must not exceed 10 minutes in length.
- Cinematic applicants must submit two short films or film excerpts on one device. DVDs must be playable on a commercial DVD player. The two pieces together must not exceed 10 minutes in length and include a short introduction on who you are and what your films are about. See the tips for the applicant below.

### **TIPS FOR THE VIDEO AUDITION:**

- Introduce yourself
- Introduce your study project
- Introduce your audition pieces (20 seconds maximum for this section).
- You are strongly encouraged to incorporate the same level of performance quality as in a live audition setting.
- The jury is assessing both \*artistic and \*technical ability.
- Ensure you are clearly seen without visual distractions.
- There should not be any on-screen information such as clock, date, or any other display symbols.
- Wear neutral-coloured garments with no logos or busy patterns.
- Music should be clearly audible with no off-camera acoustic distractions.
- Have a qualified third party review your video audition pieces and be prepared to re-do the video if necessary.

### **TIPS FOR THE CAMERA:**

- The camera should remain stationery and level, preferably on a tripod. It should not be hand-held, mounted on a dolly or on any type of moveable base.
- The camera should reveal the applicant's entire body for pieces that involve dance or a great deal of movement, but without situating the applicant too far in the background or too close to the foreground of the video frame.
- The camera must track the applicant's movement as smoothly as possible.
- An audition piece may show a variety of close-up, medium, and full body shots where appropriate, as in a monologue.
- Audition pieces can be recorded separately. However, each audition piece should be recorded in one continuous video, shot without edit.
- Avoid shooting into a mirror and, if possible, having any background movement in the recording.
- The video recording should enhance and not distract from the applicant's performance with the use of zoom, fades, specialty lenses, etc.

## Assessment of Applications

Red Deer Arts Council values the principle of peer-assessment. Applications will be reviewed by a group of least three jurors chosen by the Red Deer Arts Council. Red Deer Arts Council staff do not make award decisions but facilitate the application and assessment process.

Jurors are made up of fellow artists and arts consultants who have experience and an understanding of the practices within the arts.

Completed applications will be assessed on the following criteria:

- Assessment of the education, experience, and skill level of the applicant,
- The degree to which the application will meet the artistic development objectives of the award,
- The intended use of the award's funds.

Decisions are final. There is no appeal process, although feedback is always welcome. The award for the successful applicant is \$1,000.00 CAD.

Applicants will be notified in writing of the results. Recipients will be acknowledged by the Red Deer Arts Council and media will be informed of award results.

The winner is encouraged to acknowledge the support of the Emerging Artist Award and the Red Deer Arts Council where possible.

## Project Evaluation

*Share your successes!* Red Deer Arts Council collects information from successful applicants on their objectives achieved because of the funds awarded. Such feedback from award recipients is important to help highlight the development of the arts sector and the contributions made by individual artists.

**A letter to the arts council on how the funds were used and your successes is a requirement of the award. It should include an article for printing in the arts council's monthly newsletter. The article is to be submitted to the Red Deer Arts Council by December 31 of the year in which you've received funding, please contact us if this is not feasible within that timeline to discuss.**

Please download the separate application form for completion.