

## **Film and Media Arts**

### **Project Grant Assessment Guidelines**

*Valid for applications submitted between 1 January 2019 and 31 December 2019*

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## General Assessment Guidelines

This set of Film and Media Arts *Project Grant Assessment Guidelines* outlines the types of grant categories, their scope and guidelines 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 2827-8786, or check the website of the Hong Kong Arts Development Council ([www.hkadc.org.hk](http://www.hkadc.org.hk)).

### 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 and Category

- a) Each applicant is only allowed to submit one Project Grant application for each application period, except "Cultural Exchange Grant" applications.
- b) The Project Grant scheme is not applicable to current HKADC year grantees or "Eminent Arts Group Scheme" grantees(except for "Cultural Exchange Grant" applications).
- c) The maximum grant for each approved Project Grant application is \$500,000.

### 5) Guidelines on Income and Expenditure

- a) 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. Therefore, the grant amount sought should not exceed the stipulated grant ceiling set by the Council. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. This will help the Council in assessing and evaluating your application. The Council will consider the request based on the nature, scale, creativity/artistic requirement of the project and the artistic standard of participants.
- b) If the application includes invitation of overseas guest/expert(s) who **will take up a specific, professional and crucial role in the event** (e.g. to present research papers or to be a principal guest performer, etc.), please note:

- 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. Support for the travel costs of the overseas guest/expert(s) will be considered with reference to the price of the economy class return air/ train/ coach fare from Hong Kong.
  - iii. Support for accommodation will be considered with reference to the price of 3-star hotel rooms.
  - iv. Per diem (daily allowance for meals and local transportation) for each overseas guest/ expert should not exceed HK\$500 per day. Per diem for overseas groups with four or more guests should not exceed HK\$2,000 per day per group. The above per diem only applies to overseas guests who have major roles in the project (such as principal performers / speakers / adjudicators) and is not applicable to backstage personnel.
- 6) All monetary figures quoted in this set of *Assessment Guidelines* are in Hong Kong dollars.

# Application Guidelines for Each Grant Category

## A Creative Grant

### i. 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; the feasibility of the project and the ability of project personnel in implementing the proposed project; 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) Scope of Grants:

|      |                         |   |
|------|-------------------------|---|
| i)   | Type A Filming Projects | Maximum grant amount for each approved project is HK\$100,000. Those with less filming experience are encouraged to apply.  |
| ii)  | Type B Filming Projects | Maximum grant amount for each approved project ranges from HK\$100,000 to HK\$300,000. Those who have considerable filming experience and artistic capacity are encouraged to apply.      |
| iii) | Type C Filming Projects | Maximum grant amount for each approved project ranges from HK\$300,000 to HK\$500,000. Due to limited resources, it is foreseen that only 1-2 type C filming projects would be supported. |

- e) Applications for film (including animation) production project grant must be submitted in the name of the director, playwright or producer of the production either individual or as a group. Applicant should be a Hong Kong permanent resident (Capital Letter A, R or U should be shown under the date of birth on the Hong Kong smart identity card); for applications submitted as a group, two or more members (for examples: director, playwright or producer) should be eligible to live in Hong Kong permanently.
- f) Production projects from full-time students are not accepted.
- g) The Council encourages applicants to market and promote their finished works through public screening and effective distribution channels.
- h) Grantee must complete their granted project before applying the next Project Grant Application in the same category.

## **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 (an online preview link or 6 copies in DVD\*) should be submitted. To facilitate the adjudication process, submitted works should be viewable with general Microsoft computer.
- c) Quotations for equipment rental and post-production expenses.

**\*The Council will not return the manuscript/reference materials after the completion of assessment, please do not submit the original works.**

## **3 Guidelines on Income and Expenditure**

- a) The Council acknowledges that the production and artistic needs of each individual film production vary. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. Applicants are welcome to seek for support based on the nature and scale of activity, artistic standard of participants, such as playwright, director, producer and technical/administrative staffs, and artistic requirement of the project.
- b) Only meal expenses incurred on a production day will be supported. The maximum meal allowance for each person is generally HK\$60 per meal.

## **4 Grant Conditions**

- a) Normally, grantees for Film's 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. If grantees anticipate their project to take more than one year to complete (such as documentary), they must specify in their applications. If grantees raise such request after their applications have been granted, the Council reserves the right to approve or disapprove such request; hence, grantees might accordingly be put on the frozen list. 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 three copies (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 in the declaration. The length of the work and medium of shooting (Film/ Digital Video) should be the same as those stated in 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 within the first year of release.
- d) The Council reserves the right to show excerpts of the production in ADC activities for

publicity purposes. The length of the excerpt will not be more than 5 minutes or 1/3 the length of the work (whichever is shorter).

- e) Grantees must authorise the Council in conducting public screening and in using relevant information (including text and image) for publicity purpose forever after the submission of the production. The Council also reserves the right to show the full version of the production in academic or non-profit making events, such as film exhibition, (The Council has full discretion to determine whether or not the event is not-for-profit-making) and to arrange screening in response to request in viewing the granted projects from the public<sup>1</sup>.
- f) If the Grantee is an employee of a tertiary education 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 as applicant as an employee of the tertiary education institution has obtained permission from the employer to undertake/ participate in the subsidised project on a personal basis.

Remark: To promote the development of film art in Hong Kong, the Hong Kong Film Archive is interested in collecting HKADC grantees' finished work. Grantees may contact Acquisition Section of Hong Kong Film Archive at 2119 7310 directly for necessary arrangements.

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<sup>1</sup> Please refer to “14 Intellectual Property” in the Information for Project Grant Applicants for details.

## ii. Media Arts

### 1 About the Grant

- a) This Grant supports high quality and creative media arts projects.
- b) Key assessment criteria include artistic value, quality and creativity of the project (including technical and interactive aspects), the anticipated artistic impact, the feasibility of the project and the ability of project personnel in implementing the proposed project, 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) Media arts projects from full-time students are not accepted.
- e) Applicant should be a Hong Kong permanent resident (Capital Letter A, R or U should be shown under the date of birth on the Hong Kong smart identity card).
- f) Application should be submitted by the work's creator in person/group. For applications submitted as a group, two or more members (for examples: curator, producer or participating artist) should be eligible to live in Hong Kong permanently.

### 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 technical aspect and 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) Methods of displaying the finished work, such as the details of organising exhibition or publishing CD-Rom or DVD\*.

**\* The Council will not return the samples/ reference materials after the completion of assessment, please do not submit the original works.**

### 3 Guidelines on Income and Expenditure

- a) The Council acknowledges that the production and artistic needs of each individual film production vary. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. Applicants are welcome to seek for support based on the nature and scale of activity, artistic standard of participants including curators, artists, technicians/administrators and artistic requirement of the project. The below guideline provides a general support level for projects of different scale for the applicants' reference.
- b) General Guidelines on Exhibition Project

| <b>Each Exhibition Project as One Unit</b> |   |   |   |
|--|---|---|---|
| <b>Expenditure Item</b>                    | <b>Small scale exhibition<br/>(Venue size is less than 150 m<sup>2</sup>)</b> | <b>Medium scale exhibition<br/>(Venue size is between 150 m<sup>2</sup> to 400 m<sup>2</sup>)</b> | <b>Large scale exhibition<br/>(Venue size is more than 400 m<sup>2</sup>)</b> |
| Exhibition and Exhibition Catalog          | \$100,000   | \$150,000   | \$200,000   |
| Opening Reception                          | \$1,000   | \$2,000   | \$3,000   |

- c) Applicant may consider including the expense of printing exhibition invitation card, poster, promotional leaflet and brochure in the budget.
- d) Applicant should include all the participation fees from artists and other received incomes in the budget (if any).

**4 Grant Conditions**

Please refer to P.4 of Ai) 4 of this Guideline

## **B Screenwriting / Script Publication**

### **1. About the Grant**

- a) The objective is to encourage talented playwrights to concentrate on screenwriting and support the development of local screenwriting, with a view to improve the overall artistic level of screenplay, stimulate screenplay creation, and also to enhance the overall arts environment in Hong Kong. Published work will not be accepted.
- b) Key Assessment Criteria
  - i. The value/ contribution of the project to film art development in Hong Kong, which could include:
    - writing screenplay of high artistic level
    - enhancing the standard of screenplay
  - ii. The artistic standard and track record of the personnel involved
  - iii. The effectiveness of the content and implementation methods of the project in achieving the set objectives
  - iv. The feasibility of the project, and the ability of project personnel in implementing the proposed project
  - v. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results
- c) Grantee must complete their granted project before applying the next Project Grant Application in the same category.
- d) Screenwriting project is generally a 90-mins film. The Council will consider the request based on the scale of project and artistic standard of playwright. Maximum grant amount for screenwriting project is HK\$100,000.
- e) Applicant should be a Hong Kong permanent resident. Publishing project should be published by local publishing houses.

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

- a) For screenwriting project, a detailed proposal with the content, objectives, synopsis and description of characters should be submitted. For script publication / E-book project, proposal with 6 full or nearly finished scripts\* (for environmental friendly, applicant can submit 5copies in CD-Rom/DVD\* (Word file in Read-only format or PDF format) and 1 printed copy) and scores with lyrics (if applicable) should be submitted. For scriptwriting activity, a detailed proposal with activity format and content should be submitted.
- b) For screenwriting project, curriculum vitae of the writer, and at least 3 previous works or scripts, and related critics should be submitted.
- c) Schedule (For screenwriting project or scriptwriting activity, it should be completed within one year)
- d) A plan for film production.
- e) Method of assessing the results of the project.

**\* The Council will not return the manuscript/reference materials after the completion of assessment, please do not submit the original works.**

### **3 Guidelines on Income and Expenditure**

a) Income

The applicant is encouraged to promote and distribute the publication publicly in order to maximize income to offset expenditure. The retail price of any plain text publication should not be less than \$50. And the estimated sales volume should not be less than 30% of the print run. 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. Applicants are welcome to seek for support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

## **C Audience Building**

### **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. Applicants who would like to organise free arts education projects should provide the information of how the projects could benefit the community or young people as a whole.

#### **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, detailed course outline (if applicable), publicity plan, target beneficiaries and schedule, etc. For exhibition, please provide details of the venue, description and photos/sketches of the artwork\* to be displayed. Please submit 6 copies in DVD/CD-Rom format.
- b) List of key personnel involved with curriculum vitae.

**\* The Council will not return the samples/ reference materials after the completion of assessment, please do not submit the original works.**

#### **3 Guidelines on Income and Expenditure**

- a) The Council acknowledges that the implementation plan and artistic needs of each individual Education project 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.

## **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, in to long run, to cultivate an environment conducive to the arts and arts development and to foster social inclusion.
- 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 and promote social inclusion
  - 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.

### **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-organised, the areas of responsibility and resources to be contributed by each organisation.
- 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. 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.

## **D Research / Archiving / Critique/ Publication (Except script 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 Research / Archive / Critique project should have outstanding value and significant contribution to the arts development in Hong Kong by providing an objective record and critical investigation/ evaluation on the topic discussed, while contributing knowledge for the public, arts practitioners and policy makers on the topic concerned so that in the long run, to enhance arts development in Hong Kong. Types of projects could include:
    - promoting academic research in relevant areas of 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

### **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) List of key personnel involved with curriculum vitae.
- c) Schedule.
- d) Method of application and dissemination of the outcome.
- e) Method of assessing the results of the project.
- f) For research, archive and criticism publications/website, 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 6 samples of back issues\* for reference (1-3 issues).

- g) For plain text publication seeking only the book/E-book publication costs, the applicant should provide **at least 50%** of the text/ pictures\* for reference. Applicants should provide 6 copies of the content and manuscript of their works for examiners' reference. For environmental protection, applicants could choose to submit 5 copies in CD-Rom (PDF format) and 1 printed copy. The Council will not return the manuscript after the completion of assessment.
- h) List of distribution of complimentary copies and channels of distribution.
- i) For DVD/website publication, the applicant should provide the synopsis of the video documentation, production details, expected length of the video or sound track, and at least 20% of the video/website content, i.e. 6 copies of audio/ video recording\* for reference.

**\* The Council will not return the manuscript/samples/reference materials after the completion of assessment, please do not submit the original works.**

### **3 Guidelines on Income and Expenditure**

#### a) Income

- i) The applicant is encouraged to promote and distribute the publication publicly in order to maximise income to offset expenditure.
- ii) The retail price of any plain text publication should not be less than HK\$50. And the estimated sales volume should be at least 30% of the printing amount. 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. 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.

### **4 Grant Conditions**

For all research/archiving/critique/publication projects, the outcome must be published and accessible to the public.

## **E Emerging Artists Scheme**

### **1 About the Grant**

- a) Supporting by the additional funding from the Home Affairs Bureau, the grant aims to provide opportunities for emerging artists in presenting and creating artistic works and gain valuable professional experience that will enable them to further their career. An emerging artist, referring in this document, is a recent film or media arts graduate that has completed a film or media arts course / formal training in film or media arts, and who is attempting to launch a professional career in film or media arts.

The Council also welcomes applicants who have not gone through formal training but have attained considerable level of techniques in film or media arts. They may wish to submit with their application a reference letter from an experienced film or media arts practitioner, or invite an experienced film or media arts practitioner to be his/her mentor, in support of their applications.

- b) This grant aims to support young emerging artists in organizing or participating in creating and presenting new artistic works.

### **2 Eligibility**

- a) Individuals residing in Hong Kong who have recently completed a film or media arts course / formal training in film or media arts, or are currently practicing film or media arts, and with considerable potential and commitment in launching a professional career in film or media arts.
- b) Applications for film (including animation) production project grant must be submitted in the name of the director, playwright, producer (Film Category) or key participants (Media Arts Category) of the production as an individual.
- c) Based on the criteria listed in clause 1, full-time students (who are currently enrolled in any full-time course at the time of the application deadline) are not eligible to apply for the *Emerging Artists Scheme*.
- d) Applicants should have attained a recognized level of techniques in film or media arts, with previous training (in the form of formal training or apprenticeship) and/or track records and experience in film or media arts. It may include public screenings of short film/exhibition of artwork or awards.
- e) Film or media arts project applications should be in the category of either film or media arts creative grant. Applicants are also encouraged to include a simple presentation of the newly created work to the public. All applications should also include a basic marketing and promotional plan.
- f) In general, those who have previously received *Project Grant* from ADC are not eligible to apply for the *Emerging Artists Scheme*. Emerging artists are allowed to receive the Grant for *Emerging Artists Scheme* three times at maximum.

- g) Applicants of *Emerging Artists Scheme* are not allowed to submit other applications of *Project Grant* in the same application period.
- h) Applicants may choose to collaborate with experienced artists in realizing the project. But the grant applicants should be the major participants of the project, who should also be the main beneficiaries of the project.

### **3 Selection Criteria**

- a) Overall artistic merit of the applicant's previous works and demonstration of exceptional talent
- b) The applicant's commitment in making a professional development in film and media arts
- c) Contribution of the proposed project to the applicant's professional development
- d) Feasibility of project content, scale and work schedule; reasonableness of budget

Normally the project should commence within one year after result is notified, and should be completed within one year after commencement of project.

### **4 Information to be submitted by applicant**

Applications must be submitted on a valid application form (for Emerging Artists Scheme) with:

- a) Credentials of the Applicant and the major personnel participating in the proposed project, details of their creative experience, local/overseas award received, 400-1000 words (in Chinese) or 500-1300 (in English) describing the content and execution of the project.
- b) List of key artistic/ creative staff, performers, and major staff involved, with their positions and remuneration.
- c) An artist's statement (around 250 words in Chinese; 350 in English) about the vision and goals of the applicant as an artist, and how the grant will benefit the applicant's career development
- d) Details of project content and budget. The film/artwork produced must be a piece of original work. No graduation project or school assignment is allowed.
- e) Applicant is required to submit 6 copies of the production/ record of previous creative works as reference. For film production, applicant's name and job title must be shown in the credits\*.
- f) Applicant may attach a reference letter from a referee who is a film or media arts practitioner in support of the application.

Incomplete application, or application fail to provide details of the content of project and the project expenditure items may adversely affect the applicant's chance of

approval.

**\* The Council will not return the reference materials after the completion of assessment, please do not submit the original works.**

**5 Level of subsidy**

The Grant for *Emerging Artist Scheme* will be in a form of block grant. The subsidy level for film applications is \$60,000, and the subsidy level for media arts applications are as follows: \$30,000 / \$50,000 (depending on the size of production).

Updated by HKADC in January 2019