

Film and Media Arts

Project Grant Assessment Guidelines

Valid for applications submitted between 3 January 2024 and 31 December 2024

CONTENTS

General Assessment Guidelines	1
Application Guidelines for Each Grant Category	
A Creative Grant	3
i Film (including Animation Production)	
ii Media Arts	
B Screenwriting/Script publication	8
C Audience Building	10
i Arts Education	
ii Community Arts and Promotion	
D Research/Archiving/Critique/Publication (except script)	12

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 Hong Kong Arts Development Council (HKADC) regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Please check the HKADC website (<http://www.hkadc.org.hk>) for the most updated version. Applicants can also contact our staff at 2827 8786 for inquiry.

3 Grant Amount

- a) Due to resource constraints, HKADC 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.
- c) The grant amount awarded by HKADC will not exceed the stipulated grant ceiling.
- d) Unless otherwise specified, the maximum grant for each approved Project Grant application is generally \$500,000.
- e) All monetary figures quoted in this set of Assessment Guidelines are in Hong Kong dollars.

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 "Eminent Arts Group Scheme" and "Year Grant" grantees (except for "Cultural Exchange Grant" applications).

5 Guidelines on Income and Expenditure

- a) This set of *Assessment Guidelines* provides the guiding principle on what HKADC 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 HKADC. If the grant amount sought by the applicant is higher than those stipulated herein, please provide information on how to balance between income and expenditure. This will help

HKADC in assessing and evaluating your application. HKADC 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. HKADC will consider partly subsidising the cost of organising 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 (if there are special circumstances that an above-3-star accommodation is required, please state reason(s) for HKADC's consideration).
 - iv. Per diem (daily allowance for meals and local transportation) for each overseas guest/expert should not exceed \$500 per day. Per diem for overseas groups with four or more guests should not exceed \$2,000 per day per group. The above per diem only applies to overseas guests who have key roles in the project (such as principal performers/speakers/adjudicators) and is not applicable to backstage personnel.

6 Points to Note on Information Submission

- a) HKADC will not return any draft/manuscript/reference material after the completion of assessment. Please do not submit original or sole copy of works.
 - b) Please be sure not to include any personal information, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/material (such as curriculum vitae or quotation).
 - c) Applicants are encouraged to submit the reference materials in electronic format (E.g. URL, CD/DVD, USB, etc.). If you submit the information via a URL, the access right of such link has to be valid for at least six months after the application deadline.
- 7** Applicants should include a risk control / contingency plan (if applicable) in their application if their proposed projects cannot be carried out as planned.

Application Guidelines for Each Grant Category

A Creative Grant

i. Film (including Animation Production)

1 About the Grant

- a) The grant supports 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 \$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 \$100,000 to \$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 \$300,000 to \$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.
- f) Production projects from full-time students are not accepted.
- g) HKADC encourages applicants to market and promote their finished works through public screening and effective distribution channels. (Applicants of Emerging Artists Development Grant are not subject to the limits.)
- 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) List of applicant and key participants of the project with their curriculum vitae and remuneration.
- 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 (please provide a valid URL). Please unify the format to facilitate the assessment process.
- c) Quotations for equipment rental and post-production expenses.

3 Guidelines on Income and Expenditure

- a) HKADC 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 provide information on how to balance between income and expenditure. Applicants are welcome to seek 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 \$60 per meal.
- c) Only delivery charges for equipment or materials will be supported. General transportation fee for any participants will be excluded.

4 Conditions of Grant

- 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, HKADC 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 confirmed the official filming dates, locations, and film crew. HKADC's decision on the disbursement and cancellation of grant is final.
- b) Grantees must submit one copy (DVD format) of the finished work to HKADC. 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, HKADC reserves the right to request a refund of the grant.

- c) Grantees should inform HKADC of any awards or achievements in film festivals, distribution results and screening opportunities of the production within the first year of release.
- d) HKADC reserves the right to show excerpts of the production in public activities for publicity purposes. The length of the excerpt will not be more than five minutes or 1/3 the length of the work (whichever is shorter).
- e) Grantees must authorise HKADC in conducting public screening and in using relevant information (including text and image) for publicity purpose forever after the submission of the production. HKADC also reserves the right to show the full version of the production in academic or non-profit making events, such as film exhibition, (HKADC 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 public¹.
- 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 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.

¹ 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 the 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 the 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) Application should be submitted by the work's creator in person/group.

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

- a) List of applicant and key participants of the project with their curriculum vitae and remuneration.
- 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/DVD. (Applicants of Emerging Artists Development Grant are not subject to the limits.)

3 Guidelines on Income and Expenditure

- a) HKADC 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 provide information on how to balance between income and expenditure. Applicants are welcome to seek support with a budget application 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
 (Please note grant ceiling of Emerging Artists Development Grant is \$90,000. Below amount is for reference only.)

Each Exhibition Project as One Unit			
Expenditure Item	Small scale exhibition (Venue size less than 150 m ²)	Medium scale exhibition (Venue size between 150 m ² to 400 m ²)	Large scale exhibition (Venue size more than 400 m ²)
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) Only delivery charges for equipment or materials will be supported. General transportation fee for any participants will be excluded.
- e) Applicant should include all the participation fees from artists and other received incomes in the budget (if any).

4 Conditions of Grant

Please refer to P.4, Section A i) "4 Conditions of Grant" 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 may 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) A Screenwriting project is generally for a 90-min film. HKADC will consider the request based on the scale of project and artistic standard of playwright. The maximum grant amount for screenwriting project is \$100,000. (This grant amount is not applicable to applicants of Emerging Artists Development Grant)
- e) 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 full or nearly finished scripts and scores with lyrics (if applicable) should be submitted in PDF format. 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 three previous works or scripts, and related critiques should be submitted. (Applicants of Emerging Artists Development Grant only need to submit samples of works.)
- 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.

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 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, HKADC shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.

b) Expenditure

HKADC acknowledges that the production and artistic needs of each individual project vary. Applicants are welcome to seek 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 in PDF format or provide a valid URL link.
- b) List of key personnel involved with curriculum vitae.

3 Guidelines on Income and Expenditure

HKADC acknowledges that the implementation plan and artistic needs of each individual Education project vary. Applicants are welcome to seek support with budget based on the actual needs 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, HKADC hopes to promote the arts within the community and, in the 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 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/management 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

HKADC acknowledges that the implementation plan and artistic needs of each individual Arts Promotion/Community Arts project vary. Applicants are welcome to seek support based on the actual needs 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. HKADC 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 may 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 the 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) Project 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, 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 (one to three issues). Please submit in PDF format or provide a valid URL link.
- g) For plain text publication seeking only the book/E-book publication costs, the applicant should provide content page, a summary of the contents and at least 50% of the text/pictures for reference. Please submit in PDF format or provide a valid URL link.
- h) List of distribution of complimentary copies and channels of distribution.
- i) For DVD 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. audio/video recording/website for offline viewing for reference.

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 publication should not be less than \$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, HKADC shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.
- b) Expenditure
 HKADC acknowledges that the production and artistic needs of each individual project vary. Applicants are welcome to seek 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 Conditions of Grant

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

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