



Canada Council
for the Arts

Conseil des arts
du Canada



Join in a national campaign honouring the greatest Canadian artists

The Canada Council and the Independent Media Arts Alliance (IMAA) are once again coming together to honour the recipients of the Governor General's Awards in Visual and Media Arts. They joined forces for the first time last year and created unique video portraits of renowned artists.

Please join us for the 2014 celebrations.

We are looking to pair directors with the 2014 winners to create artistic two-minute video portraits. The commissioned directors will be acknowledged in every way possible as creators of these videos. The video portraits will be shown on Council's web site, YouTube channel and the video wall in the public space of the Council's new building. They will also be shown on partners' web sites and at public events organized with partner organizations such as the National Gallery of Canada and the Office of the Governor General of Canada. The commissioned directors and IMAA members are encouraged to show the works as well.

Production centres are invited to reach an agreement with the directors who would like to respond to this call in order to negotiate the costs of services and equipment they might need.

The objective of this national campaign is to raise the profile of the winners and the visual arts, media arts and fine craft in Canada.

The work should be an artistic portrait of the winner, in which the commissioned director has complete creative control. Ideally, the video will celebrate the winner's achievement and the impact his or her life's work has made on the lives of Canadians.

The Council reserves the right to use the video portraits for promotional purposes. The commissioned directors retain copyright and ownership of their works, and may use them as they wish to promote their own work.

Deadline for submissions: Friday, October 4, 2013

Background: Created in 1999 by the Governor General of Canada and the Canada Council for the Arts, these prizes are awarded annually for distinguished career achievement in:

- independent film and video, audio and/or new media
- fine arts (painting, drawing, photography, print-making and sculpture – including installation and other three-dimensional work) and/or architecture
- Outstanding contributions to the visual and / or media arts in a volunteer or professional capacity
- fine crafts (Saidye Bronfman Award)



Proposal format

Proposals must be submitted as a PDF by [e-mail](#) and their presentation must correspond to the five sections listed below:

Section A Profile

This section must include:

- a) your name, telephone number and street address;
- b) your résumé, indicating experience as a filmmaker or videographer, list of recent projects and brief description of these projects
- c) your email address and website
- d) a press kit which may include media clippings, reviews, promotional materials, catalogue excerpts, photos (max seven pages)

Section B Summary of the proposal and suitability

We realize that you do not know who will be the subject of the video portrait. However, you do know that the genre is a portrait. Give us a general idea (maximum 400 words) of:

- a) your approach to the genre, bringing out what characterizes your style and process;
- b) the way you plan to present the winner's career (illustrate with examples from your previous work, if possible);
- c) why you are well suited to this project.

**Note: All information regarding this project is confidential, including the names and residences of the winners, until the announcement date in March 2014. Successful commissioned directors will be told the name of the recipient they will be working with.*

Section C Production Schedule

Please provide a production schedule to give us an idea of the time allocated to the various production phases. Commissioned directors will be able to begin the project on Friday, October 18 at the latest. The video portrait must be delivered no later than Friday, January 31, 2014. If you are selected, you may modify this schedule to better correspond to the requirements of your project.

Phase	Date
Project start	Friday, October 18 2013
Meet with winner	
Research	
Short report (400 words) detailed planned approach and confirming production schedule	
Shoot	
Editing	
Delivery of off-line editing	
Final post-production	
Delivery of video and still taken from the video	No later than Friday, January 31, 2014



Section D Budget

Commissioned directors will receive a maximum of \$6500 to cover all video production costs, including production centre costs. Your budget must provide details of costs associated with

- a) research and production
- b) shooting
- c) mixing
- d) editing
- e) incidentals

Section E Support material

Please provide:

- a) copies (or a link to a video-sharing site) of two previous film/video works
or
a video or DVD containing excerpts of previous film/video work up to 15 mins in length.
- b) a letter of commitment from the production centre. The costs of services and equipment negotiated with the production centre must be included in this letter.
- c) If you do not want to work with a production centre, you must demonstrate that you have all the technical and human resources required for the project.

Deadline for submission: 5 pm, Friday, October 4, 2013

Please provide all information in **one** PDF document. Proposals are to be submitted via email to: Lolita Boudreault at canadacouncil@me.com.

Support videos can be sent by mail (and received before October 1) to:

Lolita Boudreault
Canada Council for the Arts
350 Albert St
Ottawa, ON K1P 5V8

Questions?

If you have any questions, please contact:

Lolita Boudreault
1-800-263-5588, ext. 4557 | 613-566-4414, ext. 4557
or
Ian Reid
1-800-263-5588, ext. 5203 | 613-566-4414, ext. 5203

Confidentiality

All data and information about this project shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.



Evaluation of the proposals

All proposals will be rated on a “points earned” matrix that will involve an analysis of the complete proposal including, but not limited to:

1. Artistic approach and methodology
2. The ability of each director to carry out the project
3. The director suitability to the project
4. Support material
5. Budget and timeline

The Canada Council will strike a committee to assess the proposals. The Council retains complete discretion in deciding which proposals meet the requirements for this project and what evidence will be considered adequate to indicate compliance with these requirements. In addition, the Council reserves the right in its sole discretion to:

- Withdraw the call for proposals at any time
- Not enter into negotiations with any director that submits a proposal
- Request, in writing or orally, clarification of additional information regarding a proposal

Commissioned directors may not make any additional applications to Canada Council programs for funding related to this project.