**INSTRUCTIONS FOR AUDIOVISUAL MATERIAL**

**Think about your AV as your application narrative.** Spend time developing these materials. Evaluators will get as much (or more) information from your AV materials as they do from your written application.

**Quality counts!** Remember evaluators use AV to judge Artistic Quality (50 out of 100 points- half of your score).

Make sure your AV tells the **whole story** of your organization. This is your opportunity to tell your story in pictures. Use the description on the AV log or incorporate key facts into your DVD or powerpoint presentation to help the evaluators understand what the images demonstrate about your organization.

**Be selective.** Evaluators will view up to five minutes’ worth of material. Edit and cue work accordingly. The panel will not see any material past the five minute mark. We have noted that evaluators seem to prefer AV that ends around four minutes.

**Avoid sending a combination of media materials** (i.e., audio CD, digital images, and DVD) to support your application. We are not able to combine media when evaluators view AV material, so TCA staff will chose one or the other for you.

**Do not send originals or a one-of-a-kind;** only send copies. TCA will make every effort to handle all support material with care, however we cannot be responsible for any lost or damaged material.

After final decisions are made, TCA will return AV materials only if a stamped, self-addressed envelope has been provided by the applicant.

Electronic attachments may be sent to: attach@arts.texas.gov. Whatever method you use to submit your materials, be sure to use TRACKING so we can verify that you made the deadline if your materials get lost.

**CD - CD-R - DVD**

- Label both the box/sleeve and the disk with the applicant name.
- Indicate the appropriate track to play, otherwise TCA will assume it is the first track.
- If cover notes are not complete, please submit relevant information for the tracks in a log format.
- Provide essential information about the sample, including how it relates to your programming.
- If you are copying/burning a CD or DVD, please TEST it before sending it in.
- If you are copying/burning a CD or DVD, indicate the type of media (Real Player, Quicktime, Windows, .rm, .mov, .wma, .wav, .mp3)
- Please do not send flash or thumb drives
- Links to internet videos (i.e., You Tube or Vimeo) are NOT allowed

**Powerpoint Presentations**

- Presentations should be concise and to the point. Evaluators can be distracted by a poor powerpoint presentation.
- Submit no more than 30 powerpoint slides. Additional slides will not be shown.
- Keep text to a minimum; avoid wordiness; use bullets. Edit and check spelling carefully.
- You can embed an audio track to accompany the powerpoint. The powerpoint with audio and video should be no more than 5 minutes long. How-to videos on YouTube can help with audio/video insertion.
- Do not use distracting animation, clip art, and special effects; avoid distracting backgrounds.
- Use good quality images that reinforce and compliment your message. Avoid using too many images on one screen.
- Digital images should be inserted into a powerpoint presentation.
Audiovisual Materials Log Format

Applicant Name:

Contact name and information for questions about this AV:

Identify the type of materials submitted and media type (i.e., powerpoint, Quicktime, wav, .mp3)

- CD and media type
- CD-Rom and media type
- Digital images (insert into powerpoint)

DVD and media type
- Powerpoint

Provide information about cueing, which tracks to play, etc.

Required for audio and media materials:
Be sure to include the title of each work, length, choreographer/composer/playwright, location, date, and director/conductor

Required for visual art images:
Be sure to include the name of the artist, title of the work, medium, dimensions, date

FORMAT RECOMMENDATIONS BY DISCIPLINE:

Dance: DVD/videotape; show solo and ensemble work of your company; note whether soloists are guests or company members; AV materials should be from programs conducted in the last two years

Literature: Samples of past publications, DVD/videotape or CD of programs and events you have produced

Local Arts Agencies: Refer to the Multidiscipline category when preparing AV for your general Arts Create application. AV materials are not allowed for Arts Create Subgranting and will not be shown to evaluators.

Media Arts: DVD/videotape or CD; specify if sample is a rough cut or final edit; list relevant project personnel

Multidiscipline: A powerpoint with digital images and embedded audio is preferred; otherwise go with guidelines for the strongest or more dominant discipline; excerpts from a variety of shows, programs or events is most effective for applicants producing or presenting a variety of art disciplines

Music: CD; symphonies should submit work that does not rely on guest soloists; AV materials should be from programs conducted in the last two years; evaluators appreciate seeing pictures or video of the symphony or ensemble in performance

Opera: DVD with images that demonstrate the production value preferred; CD acceptable

Presenting: A powerpoint with digital images and embedded audio is preferred; demonstrate the diversity, make-up, and vision for your season; showing excerpts from a variety of shows is most effective for applicants producing or presenting a variety of works

Theatre: DVD from programs conducted in the last two years is preferred; digital images/slides demonstrating production values is acceptable

Visual Arts: A powerpoint with digital images and embedded audio is preferred; include digital images of work previously exhibited and future exhibitions as well as images/video of associated programs and exhibition installation