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 (artistic quality is <u>half</u> of your score). Work samples demonstrating your organization's artistic quality **should be from the past two years.**

Make sure your AV tells *the whole story* of your *organization*. Think of this as a virtual visit to your institution.

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

Send only one piece of AV for your application. We are not able to combine media when evaluators view AV material.

Do not send originals or a one-of-a-kind; only send copies. After final decisions are made, TCA will return AV materials **only if a stamped, self-addressed envelope** has been provided by the applicant.

Electronic AV files 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 in the event your materials get lost.

CDR - DVD - USB FLASH DRIVE

- Label both the box/sleeve/container and the disk/drive with the applicant name.
- TCA staff will play the first 5 minutes.
- If your powerpoint/video includes clips or images of artwork (music, visual, theater, etc.) be sure detailed crediting information is included in the AV sample itself **or** on a separate AV Log *(see format on next page)*.
- Before you send in your AV, please **TEST** it on a computer off of your network. Make sure video/audio is all working properly before submitting to TCA.
- If you are copying/burning a video, indicate the type of media. Acceptable types: MP4, WMV, MOV
- We cannot accept links to internet videos (i.e., YouTube or Vimeo)

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; use bullets. Edit and check spelling carefully.
- Embed an audio track to narrate the powerpoint.
- The running time of a powerpoint including video clips 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.
- Incorporate the AV Log (see next page) information into the slides as appropriate.

AUDIOVISUAL LOG FORMAT

 Please include an AV Log along with your submission. <u>Follow this format</u>.

Applicant Name:

Contact name and information for questions about this AV:

Please indicate if this is: Powerpoint or Video

If video, please indicate the file type: MP4, WMV, MOV

Provide information about cueing, if anything other than just the start.

Required for any music incorporated into your submission (including background music):
Slide number or timestamp on video: Title of song, author/composer, musician(s), date, and director/conductor, if applicable. If this work has an association to your organization not immediately understood, please explain.

Required for any performances incorporated into your submission:
Slide number or timestamp on video: Title of work, choreographer/author/playwright, date and location of performance, artist(s)/company performing, and director/conductor.

Required for visual art images and film:
Slide number or timestamp on video: Name of the artist, title of the work, medium, dimensions, date, and exhibition/festival name, if applicable.

SPECIFIC RECOMMENDATIONS BY DISCIPLINE:

Dance: Include some video clips showing 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: Include some video clips showing your programs and events. Show electronic images of past publications.

Local Arts Agencies: Follow the instructions for Multidiscipline.

Media Arts & Film: Include some video clips showing your programs and events. 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; excerpts from a variety of shows, programs or events is most effective for applicants producing or presenting a variety of art disciplines. Follow the guidelines for the various disciplines as you present that work.

Music: 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: Ensure your submission demonstrates production values.

Presenting: Demonstrate the diversity, make-up, and vision for your season; showing excerpts from a variety of shows is most effective for applicants presenting a variety of works. Follow the instructions for the various disciplines as you present that work.

Theater: Video from programs conducted in the last two years is preferred; digital images demonstrating production values is acceptable.

Visual Arts: Ensure your submission includes digital images of work previously exhibited and future exhibitions as well as images/video of associated programs and exhibition installation.