



## STRATEGIC FUNDS AND INITIATIVES:

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### Digital Originals

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The Canada Council for the Arts recognizes the significant impact of COVID-19 on the Canadian arts sector. Countless performances, exhibitions, screenings, tours, festivals and more have been cancelled or delayed due to necessary public health restrictions.

The Council also recognizes and salutes the immense creativity and ingenuity of the Canadian arts community. Canadian artists, groups and arts organizations are turning to digital technologies to share their work with the public. Authors are launching books online, theatre companies are developing new plays through video conferencing, and musicians are livestreaming concerts to audiences gathered in living rooms.

In response, the Council is partnering with CBC/Radio-Canada to launch **Digital Originals**, a new fast forward initiative to help artists, arts groups and organizations pivot their work for online sharing, with the support of a micro innovation grant from the Council. Successful applicants will have the option of amplifying the sharing of their work through our partnership with CBC/Radio-Canada. CBC/Radio-Canada will house all funded projects on a dedicated website and will also curate and showcase a smaller number of selected projects on at least one of its digital platforms where appropriate and technologically feasible. These platforms may include cbc.ca, CBC Gem, tou.tv, ici.radio-canada.ca, and CBC or Radio-Canada branded YouTube.

Eligible applicants can request a micro innovation grant of \$5000. These rapid response grants will allow recipients to work quickly to adapt or create artistic work for online sharing.

**Digital Originals** aims to:

- enable Canadian artists, groups and arts organizations to reach Canadians through digital channels and platforms while physical distancing measures are in place
- provide the Canadian arts sector with grants that kickstart creativity and keep artists working
- increase the discoverability of Canadian artists and provide Canadians with access to new Canadian artistic content
- stimulate digital innovation and thinking.

You may be eligible for [Application Assistance](#) to pay someone to help you with the application process if you are experiencing difficulty and self-identify as:

- an artist who is Deaf, hard of hearing, has a disability or is living with a mental illness
- a First Nations, Inuit or Métis artist facing language, geographic and/or cultural barriers.

**Grant type** - [project](#)

**Deadline** -any time until **15 June 2020** or until the funding envelope has been allocated.

**Grant amount** - all successful applicants will receive a grant of \$5000

Successful applicants that are also selected by CBC/Radio-Canada for a special curated feature of funded projects will receive an additional grant supplement of \$1000.

**Notification of results** - we will endeavour to respond within 6 weeks of application, depending on the volume of applications received.

**Application limits** - you can submit one (1) application

Applications for this grant do not count towards the maximum number of applications that can be submitted to the Canada Council each year (from 1 March - 28/29 February).

This grant does not count towards the number of project grants needed to be eligible for a Canada Council core or composite grant.

#### **I want to apply - What else do I need to know?**

If you have not already done so, you must register in the [portal](#) at least 30 days before you want to apply.

#### **Applicants - Who can apply?**

Types of potential applicants to this initiative include:

- artists, curators and writers
- [new and early career artists](#)
- [First Nations, Inuit and Métis aspiring artists](#) (you are not required to work with a mentor for this initiative)
- artistic groups and collectives
- artistic organizations

Your eligibility to apply is determined by the validated profile created in the Canada Council portal.

Artistic organizations presently receiving core grants are not eligible to apply to this initiative.

CBC/Radio-Canada and Canada Council employees are not eligible.

#### **Activities - What can I apply for?**

You can apply for costs to develop, create and share a new or adapted work for digital dissemination to the Canadian public during the COVID-19 pandemic. These micro innovation grants allow you to work quickly to either adapt your existing work or create a new work for sharing online.

As projects must respect public health guidelines, we strongly encourage inventive “do-it-yourself” solutions. Eligible projects must:

- respect all government public health restrictions put in place to reduce the transmission of COVID-19, including recommendations for social distancing and limits on public gatherings
- ensure that you and other participating artists are properly remunerated based on relevant industry standards (which may vary by field of practice)
- ensure that you have appropriate written permission for any third-party content that was not created by you.

While work can be disseminated on any digital platform, applicants will have the option of indicating that they would like to take advantage of the Council's partnership with CBC/Radio-Canada to amplify the dissemination of their project. This summer, CBC/Radio-Canada will curate and feature a special selection of funded projects on one of its digital platforms and provide an online home to all selected projects on a dedicated website, where appropriate and technologically feasible. Those who are interested in being considered for this opportunity will need to indicate that they grant the Canada Council permission to share their application, if successful, with CBC/Radio-Canada and to grant a license to CBC/Radio-Canada to house the project on a dedicated website. Applicants will retain full control over their intellectual property.

Any funded project with a public URL can be featured on CBC/Radio-Canada's Digital Originals site, whether it is hosted on a website or a social network. CBC/Radio-Canada will also curate and host a selection of projects directly on its website. These must be delivered as any combination of text, images, video and audio (detailed technical and delivery specifications to be shared in the notification of results). Interactive, virtual reality (VR), augmented reality (AR) and live projects will not be eligible for inclusion for hosting by CBC/Radio-Canada but may be featured on the CBC/Radio-Canada's Digital Originals site. All hosted projects regardless of medium must at a minimum include a short description/artist statement, an image and an artist bio.

**You can't apply for activities that occur before your application submission date or those on the [general list of ineligible activities](#).**

### **Ineligible activities**

- Research, creation and production of digital content that is not arts and culture based in nature (e.g. communications and marketing material, educational content, investigative journalism, tools or software to modify artistic works, etc.)
- Projects that involve third party content or performances that are not cleared for the contemplated uses (e.g. music not created and owned by the applicants, etc.).
- Projects that don't respect public health guidance and include activities, such as public events and travel, that have been suspended by the Canada Council as part of its response to COVID-19 and outlined in our [FAQ](#).

When determining your project start date, individuals should be aware that according to the Canada Revenue Agency (CRA), expenses incurred in the year immediately before a grant is received are only deductible from the grant if they are incurred after the artist has received notification that the grant will be paid. For more information about income taxes and your grant, please refer to our [website](#).

### **Expenses - What is eligible?**

- \$5,000 for direct costs related to the activity

All applicants will be considered for a grant of \$5,000 for direct costs related to the project, including subsistence and artist fees. Applicants are encouraged to consider accessibility standards when sharing their work online. Costs related to closed captioning and description are eligible expenses.

Projects that are selected for the curated CBC/Radio-Canada showcase will receive a supplemental amount of \$1000 to ensure appropriate remuneration for artists in line with industry standards.

### **Assessment - How are decisions made?**

If eligible, your application to **Digital Originals** will be evaluated internally through a streamlined assessment process designed for quick turnaround.

Applications will be assessed on the following global criteria:

#### **Impact**

- Potential of the project to develop, extend or innovate your artistic practice or digital knowledge
- Potential of the project to reach your target audience

#### **Feasibility**

- Overall capacity and experience to undertake the project (prior digital experience is not required)

Preference will be given to

- projects with original artistic content created by the applicant(s), which can either be a new work or one adapted from your existing work
- projects that can be created and shared prior to September 1, 2020

Applications will be assessed on a rolling basis until June 15, 2020 or until the budget has been allocated.

### **Required information and support material - What you need to apply**

You will need to provide information about:

- your project and its suitability for a digital platform
- the key artist(s) leading the project and any participating artists
- your timeline for sharing your project online

You will also need to include:

- 1 sample of your work

- biographies and an email that indicate confirmation of the participation of artistic collaborators, if applicable

**Grant payment and final reports**

If your application is successful, the first step in receiving your grant payment is to complete the Grant Acceptance Form. Click [here](#) for more information on the responsibilities of grant recipients.

A final report will be due 3 months after you complete the project.

**Contact information**

We have designed this application to be as straightforward as possible. Due to anticipated volume, we may not be able to respond to all enquiries within our standard service targets. However, if you require additional information or guidance, contact [digitaloriginals@canadacouncil.ca](mailto:digitaloriginals@canadacouncil.ca) before submitting your application.

Please note that due to anticipated demand, we will not be providing feedback on applications submitted to this initiative.

# PREVIEW: Application Form

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This is not an official application form. You must use the portal to apply.

Use simple text formatting if you prepare your application outside of the portal. Formatted text uses additional characters, and some formatting may be lost when copied over.

• = required

## GRANT DESCRIPTION

1. Give your application a name. (approximately 10 words) •

This Trick Is Called

2. ~~For groups and organizations, provide the name of the contact person responsible for this application.~~

3. Provide a one-sentence summary of your project. If possible, use the format ACTIVITY, EVENT (if relevant) and DATES. (approximately 25 words) •

To shoot and edit a new video for digital dissemination between July and August 2020.

4. Project start date •

1/07/2020

5. Project end date •

31/07/2020

6. Briefly describe your project and how it will allow you to develop, extend or innovate your artistic practice or digital knowledge. (approximately 500 words) •

For this project, I will shoot and edit a new video work under 15 minutes in length, which I am currently in the process of scripting. In this video, I will perform a series of made-up skateboard tricks in an empty skate park. The video will be accompanied by an audio track giving the names of each trick. It will quickly become obvious to the spectator that I don't know what I'm doing as a skater, and lack the skills necessary to pull off even these simple tricks.

Skateboarding is a historically working-class sport dominated by cisgendered, heterosexual white boys and men. However, many queer and BIPoC folks have co-opted it due to its heavy emphasis on community and mutual support. As a queer,

brown woman with a disability, my body's representation in the video is significant. Throughout the video, I will become more tired and battered as I continually fail to land my tricks, and I will receive no support - no cheers and no board claps. Queer and BIPOC folks' access to community care, which can manifest as moral and practical support at the skate park, has been limited during lockdown. I will replace skateboarding-specific PPE (helmet, knee pads, wrist pads, etc.) with pandemic-related PPE (mask, gloves), though I will take extra caution not to injure myself beyond scrapes and bruises.

To situate this project in the context of my current professional practice: I have created three short videos using a Canon Rebel T3i and iMovie, and have performed short instances of failed skateboard tricks before in recent live performance. A previous performance, *Karaoke Is My Part Time Job*, also had a focus on physical endurance/limitations, and lasted eight hours. I have been harnessing the power of humour in my work for many years to draw attention to my chosen themes, which often include failure, anxiety, and connection. This will be my first work that prominently features my disability - I like to attribute my lack of skill in skateboarding to my club foot and atrophied calf muscles, borne out of spina bifida and a childhood lawnmower accident.

My previous videos used very basic editing. With this project, I intend to experiment more with what video editing software can offer, considering multi-channel options. I am an emerging artist, and financial/promotional backing from the Canada Council will draw national attention to my work. My 2018 video *ELFQUEST*, which has screened internationally but not much in Canada, was created during a four-week residency in Iceland with funding assistance from an Ontario Arts Council's National and International Residency Projects grant. This project would result in a new piece that I can submit to screenings and festivals beyond the grant scheme, both in and out of Canada.

**7. Outline your plan and timeline for sharing your project online. Who do you intend to reach with this project? (approximately 300 words)**

In the first week of the project, I will choose a day with good weather to film early in the morning, ensuring the skate park is empty of other people. Ideally I will be able to shoot everything within an hour, but if not I will return another morning that week, weather permitting, to finish filming. In the second week I will create the audio track and begin the video editing process. With the key footage chosen, I will be able to start sharing stills of the video on social media (Instagram, Facebook) along with links and tags to the Digital Originals grant and the Canada Council by the third week. I will have the finished work uploaded to Vimeo and YouTube by August 31st 2020.

My intended audiences for this project are specifically queer and BIPOC communities, and media art exhibition spaces and festivals; as well as individuals interested in video art, skateboarding, and slapstick comedy.

8. ~~If applicable, include information on the key artists. If you are hiring artists, explain how you will determine the fees to be paid. Indicate how you plan to respect public health measures if you are collaborating with others.~~  
(approximately 250 words)  
If you are hiring artists, you must pay professional artist fees. This may be governed by industry standards or union rates.
9. ~~If your proposed activity touches upon Indigenous traditional knowledge, linguistic or cultural intellectual property, please describe your relationship to this content and how appropriate protocols are/will be observed or addressed.~~  
(approximately 100 words)
10. ~~If there is anything that has not been asked that is essential to understanding your application, provide it here.~~ (approximately 250 words)
11. ~~If you have applied to a different component for overlapping activities or expenses, please indicate the component and submission date.~~ (approximately 10 words)

## GRANT AMOUNT

12. Grant amount requested   
Please enter \$5000. All successful applicants will receive a micro innovation grant of \$5000.

## REQUIRED DOCUMENTS

13. ~~If your project involves artistic collaborators, provide their biographies and an email that indicates confirmation of their participation and their provision of any rights required~~ (including specific reference to the rights to be granted to Canada Council as set out in the Grant of Rights and Release in sections e and f).

## SUPPORT MATERIAL

14. You must submit 1 item of support material.   
Support material should be your current work/activities with a relationship or relevance to the grant application. You may choose to include earlier work/activities to provide a context for your application.  
Due to anticipated volume, assessors will only view up to a maximum of 5 minutes of support material.

## GRANT OF RIGHTS AND RELEASE

15. Grant of Rights and Release for Canada Council and use by CBC/Radio-Canada submission

If successful, the Canada Council would like your permission to share your application and project with our partners CBC/Radio-Canada for listing on a

**purpose-built website (where appropriate and technologically feasible) as well as for possible selection for a showcase by CBC/Radio-Canada on one or more digital platform(s) in Canada.**

Review the Grant of Rights and Release if you would like the Canada Council to share your application and project with the CBC/Radio-Canada and indicate your consent below:

- a. You own or control your project (including all elements within your project). You have the full and exclusive right to submit the project to CBC/RADIO-CANADA and no other person or corporation has any right, title or interest in the project inconsistent with your rights. Your project only contains content and performances, including music, which is created and owned by you and not by any third parties. If your project does include content or performances by a third party, you have received appropriate written permission from such third party to include their content and/or their performance in your project for the uses set out in this Grant of Rights and Release at no additional cost to Canada Council or its licensees. If you are submitting the project on behalf of a corporation that owns the project, you have the authority to bind such corporation.
- b. The project is not defamatory and does not infringe upon or violate the privacy rights, copyrights, trademarks, publicity or other intellectual or proprietary rights of any third party.
- c. CBC/RADIO-CANADA and Canada Council have not made any promise or representation to you about the project and have no obligation to select you for the showcase or use the project in any way. There is no agreement, express or implied, between you and CBC/RADIO-CANADA or Canada Council concerning the project, other than this release and the terms and conditions associated with your submission of the project.
- d. CBC/RADIO-CANADA and Canada Council will give the project only the consideration that CBC/RADIO-CANADA and Canada Council, in their sole and absolute discretion, determine is appropriate.
- e. CBC/RADIO-CANADA and Canada Council do not accept any obligation of confidentiality with respect to the application and the project. Canada Council has the right to copy, use, and distribute the project for the purpose of its evaluation and review.
- f. You grant Canada Council the non-exclusive, royalty-free, unlimited right to copy, promote, use, distribute your project (and/or combine it with another piece of content) on any digital platform for one year from the date of first public use by the Canada Council or its licensees of your project in Canada (for video projects) or worldwide (for all other projects) “Rights”.
- g. You grant Canada Council the right to sublicense any of the Rights to CBC/RADIO-CANADA and others, as may be applicable.
- h. Your project will not contain any form of sponsorship, product placement or virtual advertising.

- i. CBC/RADIO-CANADA may have already and may in the future receive or independently develop materials similar to your project. CBC/RADIO-CANADA has the unrestricted right to use these similar materials and you will have no right or recourse against CBC/RADIO-CANADA for use of these similar materials.

**Indicate your permission below if you would like Canada Council to share your application and project with our partners CBC/Radio-Canada:**

- If successful, I grant the Canada Council the rights above and I would like the Canada Council to share my application with CBC/Radio-Canada for inclusion on a dedicated website and to be used by CBC/Radio-Canada on any digital platform including in a digital showcase. I have read and agree to this Grant of Rights and Release. I agree to supply Canada Council any information or document which the Canada Council considers relevant to my application or project.

Preview