

Interactive Fund | Evaluation Matrix

ASSESSMENT CRITERIA	POINTS
<p>APPLICANT / KEY CREATIVE TEAM</p> <ul style="list-style-type: none"> • Knowledge, experience and track record. (10) • Capacity to execute and successfully deliver the project. (5) • Personal connection to the subject / well suited to the theme/story. (5) • Besides applicant, representation of equity seeking groups amongst key creative team members. (2) • Additional equity factors of applicant or project (gender, language, regional representation). (3) 	25
<p>PROJECT CREATIVE MATERIALS</p> <ul style="list-style-type: none"> • Strength and creative quality of project plan, including community engagement plan, if applicable. (15) • Proposed interactivity - rich, substantial and central to the experience. (10) • Feasibility of the production schedule and budget, including confirmed financing. (10) • Supports or expands the diversity of the digital media and arts sectors. (10) • Originality, innovation, or uniqueness of concept. (5) • Demonstrates growth or progression for artists' portfolio of work. (5) 	55
<p>STRATEGIC PLAN</p> <ul style="list-style-type: none"> • Articulation of project audience and exhibition/distribution plan, including engagement and access. (10) • Alignment with project aims and mandate of BCAC (5) • Potential for impact within BC digital media, arts and culture sectors. (5) 	20
TOTAL POINTS	100