

# Interactive Fund | Evaluation Matrix

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