

EVALUATION PROCEDURE & CRITERIA - OPEN WORKSHOP (OW)

We have no age limit, but we work with talent development. Experience also comes into play, but OW wants to mix new talent with more experienced artists, so experience is not always a prerequisite for admission.

EVALUATION PROCEDURE

The processing time from the application deadline is up to 5 weeks:

Week 1: Application

- Deadline for applications.
- Registration of the applications. If the application contains insufficient information, the applicant might be asked to provide additional info as quickly as possible, or the application might be rejected.
- Applications and the attached material are prepared for the extern film consultant's review.
- The consultant receives the applications and starts to review them.

Week 2: First processing round - Consultant review

- Consultant's review continued - this will result in an artistic evaluation of the project and form the basis of the decision.
- Selection of projects that either continue to the next round or are rejected.

Week 3-4: Second processing round - Consultant review

- Consultant's review continued - this will result in an artistic evaluation of the project and form the basis of the decision.
- Selection of projects - the consultant sends a priority list with written feedback are to OW staff.
- OW staff evaluate the applications, review the consultant's list of applicants and read the consultant's feedback.

Weeks 4-5: Administration and reply

- OW staff assess which projects can be supported based on the consultant's list but also on the basis of capacity and resources in OW.
 - OW staff sent out replies with approval or rejection to applicants via email and will contain a written explanation for the decision.
 - OW staff plan for the coming residents and allocates workstations and rooms.
- NOTE: It is not always possible to get a residence in OW on the desired dates, that you have indicated in your application.

EVALUATION CRITERIA

Since OW accepts projects in different stages of the development and production, the selection criteria depend on the specific project. OW's consultant and staff perform a qualitative analysis and assessment of both the applicant and the project, and evaluation parameters include:

- The story. The great idea.
- In some cases, the OW artist's wish is to present other technical skills through the project such as modeling and texturing skills, or other experimental expressive art form, by which the quality of the narrative becomes less significant. However, the overall context of a project is always looked at.
- The visual side of the project.
- How clear and precise the description of the project is, and what the applicant wants to achieve during the residency or with the support from OW.
- How realistic the budget and schedule are.
- Motivation. Since animation is a lengthy process it requires a strong driving force.
- Technical feasibility.
- Experience also comes into play, but OW wants to mix new talent with more experienced animators, so experience is not always a prerequisite for admission.

APPLICATION PROCEDURE

Always keep in mind, that the application you submit will be the only way for the consultant and OW staff to judge your project. If your application is vague, it is most likely that the consultant and OW staff will not understand your idea.

Be clear, specific and concise - also with practical details such as:

- When would you like to begin your stay in OW, for how long, which technical facilities would you need for your project, etc.
- You also need to attach a short CV and/or a filmography (a list of the films you have made, if any).
- If you apply as a professional, you have to include a full professional CV.

PROJECT PACKAGE

- In **1 COHERENT PDF**, you should attach any material you have, that will help to describe your project. It can be artwork, scripts, character sheets, storyboards/animations, references.
- We strongly encourage applicants to include a production schedule and a budget for their project. If the project already has a financial plan, this should also be included.

CONTRACT

- In order to work on a project in OW, you need to accept the contract regarding rights and credits. The contract can be found at the end of the application form. As stated, you will hold all rights to the produced material, but must credit OW in your finished project.
- By signing the conditions, you accept them, and your application can then be submitted to OW.