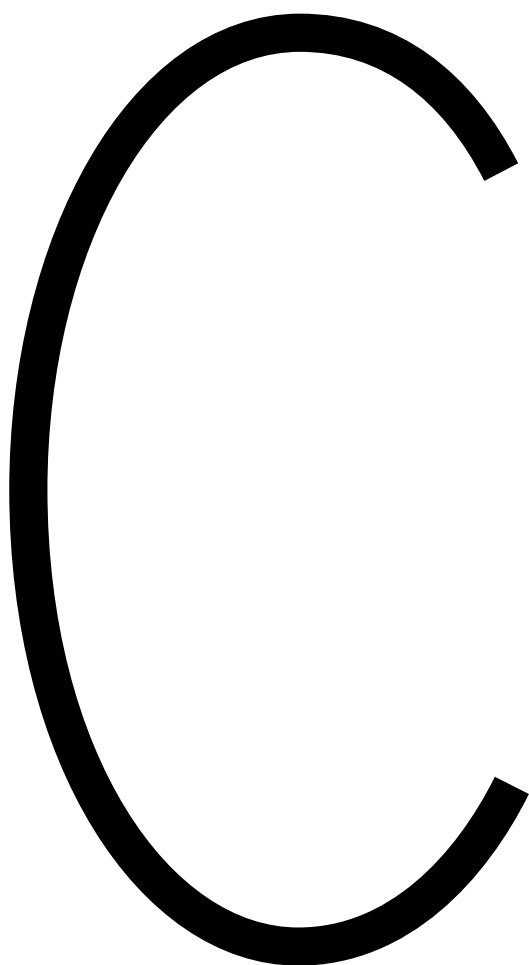


# Grant Application Guidelines Development plan - Talent Development 2022



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**You have been selected to draw up a development plan for the Talent Development Grant Scheme. In these guidelines you will find a step-by-step plan for and tips on drawing up a professional and artistic development plan, based on which the Talent Development advisory committee will make a final selection using the Talent Development Grant Scheme and assessment criteria as a guide.**

## Step 1 Getting prepared

**Before you draw up and submit your development plan, it is useful to know how it will be assessed.**

- The [Talent Development Grant Scheme](#) advisory committee makes the final selection based on your development plan. So make sure you read the conditions, criteria and objectives set out in the Talent Development Grant Scheme carefully.
- The criteria that apply to the final selection in the second round are explained in more detail in the appendix at the end of this document.
- The deadline for submitting your development plan is **18 May 2022** at the latest.
- If you have a question, contact the Fund via [talentontwikkeling@stimuleringsfonds.nl](mailto:talentontwikkeling@stimuleringsfonds.nl).

## Step 2 Draw up the requisite documents

**For this follow-up application, we would like you to upload four documents:**

- 1. development plan**
- 2. portfolio**
- 3. planning**
- 4. budget**

**You can read more about the requirements for each document, and the tips we have for you, below.**

### development plan

The development plan gives insight into how you think you can best develop yourself artistically and professionally within 15 months (from 1 September 2022 to 1 November 2023).

In your development plan, you should describe, as clearly as possible, the substantive steps you want to take in the coming year. Describe the form and content of your research, experiment, methodical development or substantive understanding and explain what you want to achieve with that. You could describe a specific project you want to work on, or several projects.

**You could discuss the following questions:**

- What is your artistic practice like now and how do you want to develop yourself in the coming year? Describe the deeper understanding you intend to achieve of your practice as clearly as possible. Also outline your intrinsic and artistic principles or questions.
- Which activities are you going to develop?

- Which theme or themes do you want to address? Explain why and how you relate to these themes.
- What skills do you want to develop and why?
- Which method or working method are you going to use?
- Indicate who you are going to collaborate with, or from whom you want to obtain (substantive) expertise. Motivate your choices. Why do you want to involve these people or organizations?
- Why are these steps important now to further develop your practice?
- Where and how do you intend to present your work? And why have you chosen this particular form of presentation?
- How do you expect this year to contribute to your long-term substantive development?/s.

#### **Explanation of those questions:**

- Motivate your choices and plans. For example, if you are going to go abroad, describe how and why this trip is important for your development at this time.
- Consider the vision and position from which you make your work and explain them in more detail in your development plan. Show how you want to strengthen and develop this position. Make sure that your working method and activities are in line with this.
- To develop certain knowledge, you might, in your development plan, propose taking a course or masterclass or participating in an artist-in-residence programme. You could also hire professionals to reflect on your work or to guide you in respect of a certain aspect of your development.
- Consider the knowledge you need and the mentors/coaches/experts/advisers who could help you with that. Look outside your existing network or your own area of expertise for this as well. Motivate why you think that they are the right people to help you.
- For collaborations, look beyond your immediate environment and (professional) discipline. Try to place your practice and development in a wider (social) context.
- If you are going to enter into a collaboration or organize activities for specific target groups, then describe your approach to this collaboration and the values that are important to you. You can draw inspiration for this from the [Fair Practice Code](#).
- Writing a business plan for your start-up company is explicitly not intended.

**Tip:** Take your time in writing your motivation letter.

**Tip:** Be brief and to the point. Try to avoid repetition of text fragments. You can add images to your development plan if you want.

**Tip:** Ask questions if you are not sure about something. Be honest about what you do not know yet but want to investigate. The committee is mostly curious about your approach. Do not feel the need to use big words - the committee can easily see through that.

**Tip:** If you use terms such as ‘sustainability’, ‘inclusion’ or ‘feminism’, please explain what you mean by them and in what way you relate to them. You could also write that you do not yet know where you stand and wish to investigate this further.

**Tip:** Ask others for feedback to hone your development plan.

**Tip:** Do not upload more than the maximum number of pages, if indicated.

**Tip:** Make sure the text is clearly legible, also when displayed on screens.

*Your development plan must not be longer than six pages (portrait layout, A4). The file (PDF) must not exceed 4 MB in size.*

## portfolio

The advisory committee previously assessed your portfolio and motivation letter. In order to see the interconnection between your development plan and your work, we ask you to show us (some of) your work, covering no more than two pages. Add a title, year and short explanation of no more than 100 words to each of your images. Is the project part of a collaboration? Clarify your role within the project.

**Tip:** A portfolio can contain projects that have not yet been finished or presented, such as sketches, models or photographs of an experiment.

**Tip:** Do not exceed the maximum number of words per explanation.

**Please note:** It is possible to add a link to an online platform (Vimeo, YouTube or suchlike) to show moving images. The maximum duration for this is 10 minutes. If you want to show several films, then make a compilation of no more than 10 minutes long.

Make sure that the committee has access to your film and that it is not digitally locked. You can test this using somebody who is not logged in to the platform in question. If you use a password, then clearly state the password in the application form.

*Your portfolio must be no more than two pages long (portrait layout, A4). The file (PDF) must not exceed 12 MB in size.*

**Extra:** It is possible to send in physical material for viewing during the committee meeting. This can also be a USB stick with video and/or audio work. Physical material can be delivered to the offices of the Creative Industries Fund NL up to 20 June 2022. Please make an appointment for this via [talentontwikkeling@stimuleringsfonds.nl](mailto:talentontwikkeling@stimuleringsfonds.nl).

## planning

In your planning, indicate how much time you want to spend on each component of your development plan. This is a good way to see whether you want to do too much in one year or whether you could be a bit more ambitious with your activities. The grant period runs from 1 September 2022 up to and including 1 November 2023.

*Your planning must be no more than one page long (portrait layout, A4). The file (PDF) must not exceed 4 MB in size.*

**Tip:** You can find a couple of examples on drawing up a planning via [this link](#).

## budget

The grant that you are applying for with your development plan is € 25,000. You can spend € 15,000 of this freely; this means that you can use this money as you see fit, for materials, for example, or to pay for your working hours.

In addition to this there is a budget of € 5,000 reserved for acquiring knowledge related to professionalizing your practice. For example, you can use this budget to hire a coach for artistic and/or professional guidance or to pay for masterclasses or a study trip. Lastly, there is a budget of € 5,000 reserved for presentation purposes. Describe how and where you plan to present your work and the costs intended for this.

Your budget must be no more than one page long (portrait layout, A4) and must not

exceed 4 MB in size.

**Tip:** You can find a couple of examples on how to draw up a budget via [this link](#).

## Step 3 Submit your development plan

When you are ready to submit your development plan, you can do so through the Fund's application environment. You fill in the application form here. You need a personal account for this.

An application consists of the following documents:

### first selection round

- application form
- development plan: maximum 6 pages, including any images, 4 MB, portrait layout, A4 format in PDF
- relevant portfolio: maximum 2 pages, 15 MB, portrait layout, A4 format in PDF
- planning: maximum 1 page, 4 MB, portrait layout, A4 format in PDF
- budget: maximum 1 page, 4 MB, portrait layout, A4 format in PDF
- extract from the Chamber of Commerce, no more than one year old
- representative image of your work, for publication on the [Talent Platform](#)
- optional: deliver physical material to the office
- optional: letters of intent from external cooperation partners

**Please note:** These are strict requirements. If you do not meet them, your plan will not be processed.

**Tip:** Do not wait to submit until the last possible moment. We strongly advise you to submit your application before 17:00 hours on the closing date. We can be reached during office hours if you need help, should something go wrong.

## result & second selection round

You will receive the committee's advice through the digital application system no later than 10 weeks after the closing date of the second round. The final selection will be announced in early August 2022.

# Appendix I Assessment & criteria

The Talent Development Grant Scheme advisory committee makes the final selection based on your development plan. In this phase, the advisory committee reviews how you turn your artistic principles and ideas into activities and designs (varying from doing research and travelling to coaching and taking courses) which will contribute to the further development and strengthening of your artistic and professional skills.

The assessment is made on the basis of these criteria:

## **a. Quality of the objective and setup of the development plan**

When assessing the quality of the development plan, the advisers assess the maker's artistic principles and how they have been turned into activities which contribute to the maker's personal artistic development. Does the described direction of the development year fit the personal principles? Which method(s) or working methods will be used and do they fit the objectives set for the development year? Is the setup realistic? Is the planning feasible?

## **b. The practice's environmental awareness and positioning within the area of expertise and in the social context**

When assessing this criterion, the advisers scrutinize how the maker relates to a wider social context in the development plan. In doing so, the advisers take into account the design practice that is linked to the various disciplines/sub-disciplines and the circumstances in which the applicant works.

The advisers could ask the following questions about this: Which theme/themes or issues does the applicant relate to and have they been approached from a (socially) relevant point of view? How does the applicant present his/her practice?

Which collaborations are going to be entered into and are they organized equally and inclusively enough? Is the applicant aware enough of his/her own position and outlook?

## **c. Development capability**

The advisers appraise the applicant's potential for artistic and professional development based on the development plan. They look at the steps the applicant is going to take, the skills that will be developed and the underlying motivation. Is the applicant challenging him/herself enough? Does the applicant have the relevant knowledge or is he/she going to look into this?

## **d. The degree to which the development plan and proposed activities contribute to the development of a distinctive and meaningful practice within the creative industry.**

Based on the development plan, the advisers scrutinize how the applicant's practice is positioned with respect to existing knowledge and practices within the area of expertise. Is the theme or working method sufficiently distinctive?

If, based on the average final score, applications in round 3 end up on the priority list with the same score, and the grant ceiling is reached with these applications, then these applications with the same score will be prioritized as follows:

**a.** The equally scored proposals will first be prioritized based on the score given to the criterion 'Development capability';

**b.** The then equally scored proposals will subsequently be prioritized on 'the extent of the contribution to more diversity and inclusivity within the field of design'.