



# Alberta Craft Council

*Culture in the Making*

## ADVISORY COMMITTEE QUESTIONNAIRE

The Alberta Craft Council Advisory Committee exists to provide professional feedback to craft artists in regards to their craft product and business. Another goal of the Advisory Committee is to facilitate a system where by the quality and marketability of the crafts offered for sale within the Alberta Craft Gallery and Shop maintain a consistent standard that will benefit everyone - the buyer, the seller and you, the craft artist. In order to best serve your needs, we require as much information as possible. Please take the time to fill out this form as accurately and concisely as you are able. If you need more space to write information, please attach a separate sheet to this form.



The Advisory Committee accepts or declines work for the Shop based upon a number of criteria, which have been developed to best assist you, both with your present and future marketing needs and also with our ability to successfully promote you and your product. These criteria include: design which includes originality, creativity, use of colour and suitability of materials; craft skills such as finishing details, technical skills and experience with materials and function; and saleability or marketability, pricing and product presentation. The Alberta Craft Council assumes that CRAFT does not generally involve: hobby patterns or kits and manufactured products by industrial or fashion designers that are produced industrially.

This service is available to all members for no additional charge. It is recommended however, that only those craft artists serious about developing their skills and/or career submit a portfolio to the Advisory Committee.

Please note that although your craft product might meet all of the criteria at an acceptable level, the Committee reserves the right to refuse work based on suitability to the atmosphere of the Craft Gallery Shop, the number of consignors we have working in the medium and available space.

THE ADVISORY COMMITTEE DOES NOT REVIEW APPLICATIONS IN NOVEMBER OR DECEMBER.

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Phone: (780) 488-5900 or toll free in Alberta 1-800-DO CRAFT

# CHECK LIST

Please ensure that all items on the checklist has been addressed before submitting to the Advisory Committee.

1. Are you a member in good standing with the Alberta Craft Council?  YES
2. Have you completed the Advisory Questionnaire?  YES
3. Have you included your CV - Artist Resume?  YES
4. Have you included your Artist Biography?  YES
5. Have you included an Artist Statement?  YES
6. Have you included an Artist Portrait?  YES
7. Have you included current physical samples of the work that you would like to be represented or critiqued by the ACC?  YES
8. Have you included a digital images of your work?  YES
9. Have you included a corresponding retail price list to your samples?  YES

Date Submitted: \_\_\_\_\_

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# THE CRAFT ARTIST

Name: \_\_\_\_\_ Studio: \_\_\_\_\_

Address: \_\_\_\_\_  
(street, box #, city, province & postal code)

Home: \_\_\_\_\_ Studio/Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

1. I would like the Advisory Committee to look at my work because:

- Representation in the Craft Gallery Shop
- Full Product and Marketing Critique

2. I have included with my submission on disc or via email:

- Current CV/Resume
- Artist Statement
- Artist Bio
- Artist Portrait

3. How would you currently describe yourself as a craft artist?

- Full-time Professional
- Developing Skilled Hobbyist - some sales
- Part-time Professional
- Developing Skilled Hobbyist - no sales
- Beginner
- Expanding Production & Expanding Sales

4. Do you have any formal craft training? Where and When?

5. Have you had any craft business training? Where and When?

6. What are your expectations of the Alberta Craft Council?

7. Briefly explain your interest in working with the Alberta Craft Council.

8. Why do you feel your craft product should be sold through the Craft Gallery Shop?

## LIST OF SAMPLES WITH RETAIL PRICES

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

## ORIGIN OF DESIGNS

1. Briefly explain the origins of your designs.  
Example: original, traditional/heritage,  
adaptation of a traditional medium to a  
contemporary design.

2. If you are adapting a preexisting design  
and design elements, explain what you do  
to make it uniquely yours.

3. Please describe the source of inspiration  
for your work.

## FEATURES OF YOUR CRAFT

1. What raw materials do you use to make your craft?

2. Is there anything significant about the raw materials used? (For example: local woods, recycled parts, Alberta clay, antique beads, etc.)

3. Describe what you believe to be the distinctive, unique features of your work.

4. If the designs you use are traditional (historic/heritage), please describe the source of these designs and the relationship of your work to these designs. (For example: are your works skillful renderings of a traditional craft still in production; replicas of historic crafts that are no longer in production; contemporary interpretations of traditional, historic, heritage or cultural crafts?)

5. Describe your method of production. (For example: processes, tools and equipment used to make your work)

6. Do you employ other people to help produce your work? (If yes, how many? Describe what tasks they perform in the design and/or production of your work and who supervises their work?)

7. Are there any other unique features about your work that will assist the ACC in marketing your work? (regional themes, historical context, traditional connections, etc.)

## MARKETING BACKGROUND

1. Are you currently selling your work?  Yes  No

2. How long have you been selling your work?

3. What craft products are your best sellers?

4. Where are you currently selling your work? (Self Selling - craft fairs, studio sales, markets, word-of-mouth, etc; Consignment; Wholesale, Other)

5. Who are your typical customers? (male/female, average age, etc.)

6. Where do you hope/expect to be in sales of your work in the future?

(For example: if you were to sell \$40,000/year, what percentage would you like to sell in.)

% Self Sales  % Consignment  % Wholesale

Other (describe)

7. On average how many hours per week do you spend on your craft production?

8. On average how many hours per week do you spend on your craft marketing?

9. What are your annual craft production sales?

Less than \$5,000  \$5,001 - \$10,000  \$10,001 - \$20,000  
 \$20,001 - \$40,000  \$40,001 - \$60,000  Over \$60,000

10. What are your annual craft sales goal three years from now?

Less than \$5,000  \$5,001 - \$10,000  \$10,001 - \$20,000  
 \$20,001 - \$40,000  \$40,001 - \$60,000  Over \$60,000

11. What percentage of your annual income do you hope to come from your craft production?

Less than 25%  26% - 50%  
 51% - 75%  76% - 100%