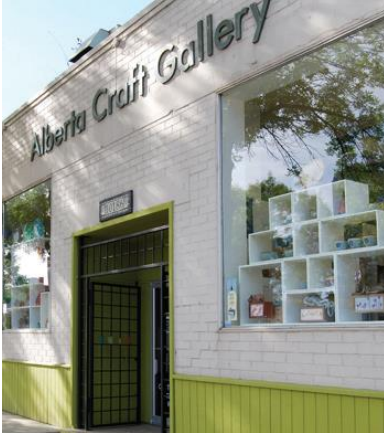




Alberta Craft Council

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. The Advisory Committee facilitates a system where by the quality and marketability of the craft 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.

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 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.

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.

Please return completed the form along with your CV, artist bio, statement, samples, digital images and portrait (on disc, printed or via email):

Alberta Craft Council, 10186 - 106 Street, Edmonton, AB T5H 1H4

Phone: (780) 488-6611 / toll free in Alberta 1-800-DO CRAFT / Email: linda@albertacraft.ab.ca



Portfolio Check List

In order to best serve your needs, the ACC Advisory Committee requires as much information as possible. Please take the time to fill out this questionnaire as accurately and concisely as you are able. If you need more space to write information, please attach a separate sheet to this form.

NOTE: The Advisory Committee does not review portfolios in November or December.

Please ensure that all items on this checklist have 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 you would like to be represented and/or reviewed by the ACC Advisory Committee? YES
- 8. Have you included digital images of your work? YES
- 9. Have you included a corresponding retail price list of your physical samples and digital images? YES



Portfolio Submission Date

I, _____, am submitting to the ACC Advisory Committee, my portfolio of original fine craft for review. I have included all items requested on the Portfolio Checklist.

Signature of Submitting ACC Member

Date of Submission



The Craft Artist

Name: _____

Studio Name: _____

Street Address: _____

City: _____ Province: _____ Postal Code: _____

Home Phone: _____ Studio/Cell: _____

Email: _____ Web: _____

1. I would like the Advisory Committee to look at my work for (mark all that apply):

- Representation in the Craft Gallery Shop Product and Marketing Critique

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

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

3. Do you have any formal craft training? If yes, where and when?

4. Have you had any craft business training? If yes, where and when?

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

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

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



List of Physical Samples with Suggested Retail Prices

	Title / Description	Medium	Suggested Retail \$
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			



List of Additional Images with Suggested Retail Prices

	Title / Description	Medium	Suggested Retail \$
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			



Origin of Design

1. Briefly explain the origins of your designs.

(e.g. original, traditional/heritage, adaptation of a traditional medium to a contemporary design)

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

3. 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 material?

(e.g. 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 (historical/heritage), describe the source of these designs and the relationship of your work to these designs.

(For example, are your works: 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.

(e.g. processes, tools and equipment used to make your work)

6. Do you employ other people to help produce your work? YES NO

6b. If yes, how many? Please 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 can assist the ACC in marketing your craft? (Regional themes, historical context, traditional connection, etc.)



Marketing Background

1. Do you have experience in marketing/promoting your craft?

- YES NO

2. Are you currently selling your work?

- YES NO

3. How long have you been selling your work?

4. What craft products are your best sellers?

5. Where are you currently selling your work? (Mark all that apply)

- Self-Sales Consignment Craft Fairs Studio Sales
 Wholesale Word-of-mouth Markets
 Others (describe):

6. Who are your typical customers? (male/female, ages, economic demographic, etc.)

7. What are your annual net craft production sales? Approximate where you hope/expect your net sales to be in the future.

	Self-Sales	Consignment	Wholesale
Annual Sales now:	\$_____ /yr.	\$_____ /yr.	\$_____ /yr.
Projected Sales in 1 year:	\$_____ /yr.	\$_____ /yr.	\$_____ /yr.
Projected Sales in 3 years:	\$_____ /yr.	\$_____ /yr.	\$_____ /yr.
Projected Sales in 5 years:	\$_____ /yr.	\$_____ /yr.	\$_____ /yr.

8. On average, how many hours per week do you spend on your:

Craft Production: _____ hrs/week Craft Marketing: _____ hrs/week

9. What percentage of your annual income do you currently earn from your craft production?

- Less than 25% 26% - 50% 51% - 74% 75% - 100%

10. What percentage of your annual income do you hope to earn from your craft production?

- Less than 25% 26% - 50% 51% - 74% 75% - 100%

 **Your Questions to the Advisory Committee**

1. Let us know if you have any questions you would like the Advisory Committee to address.

Thank you for the opportunity to review your submission. The ACC Advisory Committee hopes that you find their feedback informative and supportive.