

EVALUATING APPLICATIONS FOR MEMBERSHIP IN ARTPOINT GALLERY & STUDIOS SOCIETY

Applications for membership in Artpoint Gallery & Studios Society are reviewed once a month by a panel of five jurors elected by the membership of the Society. Jurors are all active members of the Society.

You should submit the following:

- A portfolio, which should normally include not less than ten and not more than 20 examples of your most recent work. Slides, photographs and prints of digital images are all accepted. These should be professionally displayed in a binder or folder. Images on a website can also be submitted. For each work the following information should be provided:
 - title of the work
 - size
 - media employed
 - date completed
 - price
- A curriculum vita outlining details of your artistic education and experience, workshops and other professional development activities, previous exhibitions, and professional memberships and activities.
- An artist's statement describing your development as an artist and your present orientation in your work.
- A written statement indicating how you feel that you could contribute to the work of the Society.

Jurors will use the attached rating scales to independently evaluate your portfolio, c.v., and artist's statement. After all jurors have independently completed the evaluation of each candidate, the jury will meet and decide on their collective decisions.

On occasion, the jury may request that you bring samples of your actual work to the Society office when this is necessary to help the jury to reach a decision.

You will be advised of the jury's decision within two weeks, at which time they will be given copies of the jurors' ratings.

CRITERIA FOR EVALUATING APPLICATIONS

We have not weighted the value of each scale in the assessment. Obviously, candidates who receive high ratings on all scales from all jurors will likely be successful in their applications, and candidates who receive universally low ratings will likely be less successful. In the case of applications that receive a more mixed response, the jury will have to reach a consensus as to the suitability of the candidate where each juror's assessment is weighed and taken into consideration.

Evaluating works of art is an inherently difficult and subjective process that resists scientific analysis and quantitative description. Nonetheless, we believe that requiring each juror to commit their evaluations to a written numerical scale will result in clearer judgements about the suitability of each application. In addition, making each juror evaluate the applications independently should ensure that jurors are not influenced by each others' opinions in their initial appraisals. We believe that this is a fairer process than simply allowing the jury to engage in a free-for-all debate where the opinions of strongly persuasive or articulate jurors have the potential for unduly influencing the final decisions.

Evaluating applications is especially difficult given that applicants use various media and approach their work from perspectives and orientations that are likely to vary widely. As far as possible, jurors are expected to suspend their own personal likes and dislikes, and to apply criteria that are appropriate to the individual applicant's choice of media and to evaluate the work from within the paradigms and perspectives of the individual applicant.

The following comments are meant to flesh out the criteria as they appear on the rating scale.

IMPACT OF WORK

Obviously, successful works of art must attract and hold the attention of the viewer, and stimulate the viewer to involve others in discussing and appreciating the work. Work that is unoriginal or unimaginative is unlikely to provoke the viewer's engagement, regardless of whatever purely technical skill is exhibited in the work.

COMPOSITION/DESIGN

The work has to show evidence that the artist has paid attention to the selection, arrangement and presentation of elements in the work. While it is impossible to give a complete and exhaustive definition of what comprises a work of art, and the fuzzy boundaries of the definition are constantly being pushed, we believe that any definition of a work of art has to include evidence that it was "work"—that is, that the artist intended to and actually did manipulate the elements of the composition (or, in other words, that the work was actually designed or composed) and that the work required "art", in the sense that it required the application of skill to achieve an aesthetic result.

TECHNICAL MASTERY

How the artist manipulates and employs their chosen media has to be evaluated from within the paradigms, intentions and orientations of the individual artist. Naive art or abstract expressionist works clearly should not be judged using the same criteria as would be employed in evaluating a piece of photo-realism. As far as possible, jurors are invited to suspend their own preferences and to approach their evaluation of the technical skill of the artist from within the artist's own framework. The question is, how skillfully does the artist employ the media to achieve their own intentions?

SERIOUSNESS/COMMITMENT

We are interested in supporting the work of established artists and in helping emerging artists to develop their careers. Indications that the applicant is seriously committed to working in the field (as evidenced by a substantial or growing body of work), that the artist has engaged over time in a process of experimentation and artistic growth, and that the artist has formed the capability to critically evaluate their own work are important criteria here.

ASSESSMENT OF POTENTIAL TO CONTRIBUTE TO THE SOCIETY

The Society is a self-governing cooperative association of artists. Maintaining and operating the galleries and studios, and carrying out the business of the society requires commitment and energy from our members who willingly volunteer their time and skills in support of our collective endeavours. Members also contribute to their fellow artists' development by bringing new and interesting art into our community and by supporting and encouraging members in their own artistic activities. Evidence of existing involvement in the artistic community is an indication that the applicant is also likely to become actively involved in supporting the work of the Society.

JUDGEMENT AND RECOMMENDATION

In this final category, jurors are asked to report their overall personal assessment and to make a recommendation about whether the candidate should be accepted at the present time. This is not just a numerical average of the other scores on the assessment, but an attempt to capture the jurors' subjective responses to the application.