



## Indiana Arts Commission

### FY26 Vision & Venture Workshop Series Scoring Rubric

**Instructions for Reviewers:**

You will be asked to assign a score of 1 (No) to 3 (Yes) to a single question or group of questions within each criteria section of the application.

**Scoring:**

The scores for an individual question or group of questions in a criteria section are averaged for a score of 1 to 3 for the relevant criteria section. The criteria section scores are then averaged, applying section weights represented by percentages to produce a final score for funding consideration.

**Additional Notes:**

- Do not compare an application to another application. Each grant application should be reviewed on its own merits against the evaluation criteria.
- Scoring on grammar or writing skills is not part of the evaluation criteria. Focus on the information provided.

SECTION 1: ARTIST OVERVIEW (50%)

	QUESTION ASKED: Artist Statement	QUESTIONS ASKED: Participation Description	QUESTIONS ASKED: Why Vision and Venture
3 – YES	The artist statement is satisfactory and provides full detail regarding their discipline, formal or informal training, and unique perspective or approach to their creative work. Based on the statement provided, reviewers gain an understanding of the applicant as an individual artist.	Both an in-depth resume is provided containing information regarding formal and informal education and training, works created and released, teaching opportunities and other integral parts to career development. Clear and coherent images, docs of files of past work demonstrating depth and quality of artistic abilities were provided.	Applicant provides a clear rationale for participation in the program with clear outcomes sought from the experience
2 – SOMEWHAT	The artist’s statement only vaguely describes the artist’s discipline and medium. Reviewers are unable to gain a full understanding of how the artist uniquely approaches their work past their discipline’s technical training.	Either a sparse resume is provided, or only uploaded evidence of past work is provided to display and demonstrate their artistic abilities.	Applicant somewhat provides a rationale for participation in the program with some outcomes sought from the experience
1 – NO	The artist’s statement is overly broad or vague with few to no details provided. Based on description and details, reviewer lacks clarity on the individual artist’s perspective and approach.	A brief list of accomplishments and involvement is provided. Very few or unclear images are uploaded to demonstrate past work.	Applicant does not provide a rationale for participation in the program with no outcomes sought from the experience

**SECTION 2: VISION – WHAT AND WHO? (30%)**

	<b>QUESTION ASKED:</b> Description of Products/Services	<b>QUESTION ASKED:</b> Collaboration + Audience
<b>3 – YES</b>	The artist indicates whether they are interested in offering a product(s) or service(s) in their potential business. The artist is also able to provide a strong description of potential offering(s).	The artist indicates if the potential business will have collaborators and who they will be. The artist clearly identifies and describes their target audience.
<b>2 – SOMEWHAT</b>	The artist indicates a vague understanding if their potential business will offer either product(s) or service(s). The artist provides an ambiguous framework of what they might be.	The artist has a general idea of who they might partner with for business execution. The artist is somewhat aware of who their target audience may be.
<b>1 – NO</b>	The artist does not present a clear explanation of what their potential business offerings will be or miscategorized the offerings as product(s) or service(s).	The artist has no indication or awareness of potential collaborators or partners, or target audience description or demographics.

SECTION 3: VENTURE – WHY? (20%)

	QUESTION ASKED: Business Need	REVIEW: Business Value Proposition
3 – YES	The artist can clearly identify the creative economy gap their potential business vision and concept will aid.	The artist can clearly articulate the potential business’ unique factor that will set them apart from potential competitors.
2 – SOMEWHAT	The artist somewhat demonstrates an understanding of the creative economy’s need and potential acceptance of new business vision and concept.	The artist provides a somewhat clear explanation of the business’ unique factor amongst potential competitors.
1 – NO	The artist is unable to express the gap or need in the local or statewide creative economy that the new business vision can serve.	The artist cannot express a unique factor that sets them apart from identified competitors.