The ALUMNI SOCIETY
of School of VISUAL ARTS

2013 ALUMNI SCHOLARSHIP AWARDS APPLICATION INSTRUCTIONS & GUIDELINES

OVERVIEW

Each year several Alumni Scholarship Awards and Named Fund Awards are given to final year undergraduate and graduate students to aid the completion of their final thesis/portfolio projects. These cash awards are intended to cover project expenses, and range from $500 to $2,000, depending on the project budget total (exception: Arkell Award qualifiers can request up to $5,000). Applications are reviewed and rated by an alumni panel whose recommendations are approved by The Alumni Society Board of Directors. A cumulative GPA of 3.0 or higher is required to qualify for these awards. In 2012, 46 projects were funded a total of $57,000.

Who can apply?

- All matriculated students (BFA, MFA, MPS, MA and MAT candidates), in any major, whose final thesis/portfolio project will be completed Spring semester 2013 (or Summer 2013 for all one-year MPS program candidates and MAT Art Education candidates only).
- Applicants must be in good academic standing with a minimum cumulative GPA of 3.0, and planning to graduate in Spring 2013 (or Summer 2013 for all one-year MPS program candidates and MAT Art Education candidates only). If you are graduating earlier, please contact the office to discuss your eligibility.

What can you apply for?

- Support for the direct costs of completing your final thesis/portfolio project.
- All projects must be completed by the end of Spring semester 2013 (or Summer 2013 for all one-year MPS program candidates and MAT Art Education candidates only).

We encourage you to attend one of the HOW TO APPLY workshops:

Location: 136 West 21 Street, 8th Floor, Room 830F

- Wednesday, October 24 - 10am-11am
- Wednesday, October 24 - 4pm-5pm
- Thursday, November 01 - 10am-11am
- Thursday, November 01 - 4pm-5pm
- Thursday, November 29 - 10am-11am

Application deadline:

- **Wednesday, December 5, 2012 – 11:59 p.m. EST**
- The SlideRoom portal will be available beginning October 1, 2012.
- Applicants will receive notification of award status by e-mail in February, 2013.
- Award checks will be distributed in late February/early March, 2013.
- Award recipients' images will be retained for promotional purposes and all award winners will be asked to submit print quality images of their completed projects – evidencing project completion.

Questions:

- Call 212.592.2300
- Email alumni@sva.edu
- Stop by the Alumni Affairs office at 136 West 21st Street, 6th Floor

AWARD INFORMATION

Applications will be reviewed by an independent panel of SVA alumni and scored on the following criteria:

- Clarity and quality of project proposal and budget
- Project inventiveness and originality
- Artistic merit of work samples

Award recipients will receive <u>one award only</u>, from one of the following funds:

1. **Alumni Scholarship General Fund Awards:**
   Award Amounts - $500-$2,000
   Number of Awards - approximately 30 awards available

2. **Named Fund Awards:** *eligible applicants also will be considered for the following awards…*
   - **727 Award**
     All matriculated fourth-year BFA Advertising, Cartooning, Graphic Design or Illustration majors are eligible.
     Award Amount: $1,000
     Number of Awards: 1
   - **William C. Arkell Memorial Award**
     All matriculated fourth-year BFA Film & Video majors, whose final project is a narrative film, are eligible (documentary and animated films are not eligible). Film can be of any length.
     Award Amount: $5,000
     Number of Awards: 1
   - **BFA Illustration and Cartooning Award**
     All matriculated fourth-year BFA Illustration and Cartooning majors are eligible.
     Award Amount: $2,000
     Number of Awards: 1
   - **Robert I. Blumenthal Memorial Award**
     All matriculated fourth-year BFA Graphic Design majors are eligible.
     Award Amount: $1,000
     Number of Awards: 1
   - **Will Eisner Sequential Art Award**
     All matriculated fourth-year BFA students whose thesis work is in sequential art are eligible.
     Award Amount: $1,000
     Number of Awards: 1
   - **Jack Endewelt Memorial Award**
     All matriculated fourth-year BFA Cartooning and Illustration majors are eligible.
     Award Amount: $1,000
     Number of Awards: 1
   - **Amelia Geocos Memorial Award**
     All matriculated fourth-year BFA Fine Arts majors whose work is video and/or performance based are eligible.
     Award Amount: $1,000
     Number of Awards: 1
   - **Bob Guglielmo Memorial Award**
     All matriculated fourth-year BFA Cartooning majors are eligible.
     Award Amount: $1,000
     Number of Awards: 1
   - **Sylvia Lipson Allen Memorial Award**
     All matriculated fourth-year BFA Fine Arts majors are eligible.
     Award Amount: $2,000
     Number of Awards: 1
   - **MFA Illustration as Visual Essay Award**
     All matriculated final-year MFA Illustration as Visual Essay majors are eligible.
     Award Amount: $2,000
     Number of Awards: 1

- **Thomas Reiss Memorial Award**
  All matriculated final-year MFA Photography, Video & Related Media majors, whose thesis project addresses a humanitarian issue, are eligible.
  Award Amount: $1,000
  Number of Awards: 1

HOW TO APPLY

Your application will be submitted through an online application portal hosted by SlideRoom.

All general application information can be found online at **http://www.sva.edu/after-sva/alumni-society/scholarships-and-awards-how-to-apply.**

To begin your online application, visit **https://svaalumniawards.slideroom.com/.** Open October 1, 2012

The online application portal has 7 steps:

1. **Login to SlideRoom and create an account.**
2. **Fill out ASA Applicant Information form.**
   a. **Student ID #**
   b. **GPA**
      i. Minimum cumulative 3.0 required.
      ii. Students in one-year MPS programs who do not yet have grades write PENDING.
      iii. Students in pass/fail programs write PASS/FAIL.
      iv. All GPA's/academic standing will be verified.
   c. **Degree and Major**
   d. **Is this a collaborative group project?**
   e. **How did you hear about the scholarship opportunity?**
3. **Fill ASA Project Information form.**
   a. **Thesis/Portfolio Project Title**
   b. **Medium**
   c. **Project Budget Total**
   d. **Amount Requested**
      i. Must request in $500 increments up to $2,000 (exception: Arkell Award qualifiers may request up to $5,000).
      ii. Amount requested cannot exceed project budget total.
   e. **Project Summary**
   f. **Project Description**
4. **Group/Film/Animation – REQUIRED FOR ALL GROUP/FILM/ANIMATION PROJECTS.**
   a. **What is your primary role in the project?**
   b. **Please list your partners and their roles.**
5. **Attachments – upload transcript/student grades.**
   a. **Transcript/Student Grades Verification**
      i. This step requires you to upload a copy of your transcript/student grades.
      ii. For more information about how to obtain your transcript or student grades visit **http://www.sva.edu/student-life/registrar**.
      iii. NOTE: You can provide a Student Copy, an Unofficial Copy, an Official Copy, or a screen grab/print out of your grades/transcript from the WEBADVISOR.
      iv. NOTE: Students in one-year MPS programs who do not yet have grades may upload a PDF that states "Grades Pending." Students in pass/fail programs may upload a PDF that states "Pass/Fail." Your GPA/academic standing will be verified later, after the first semester grades are recorded.

6. **Project Budget Form & Media/Work Samples – upload.**
    a. **Project Budget Form**
        i. Project Budget Form is available at **http://www.sva.edu/after-sva/alumni-society/scholarships-and-awards-how-to-apply**.
        ii. Upload as PDF to MEDIA section of application.
        iii. Follow Project Budget Guidelines below.
        iv. Failure to provide a Project Budget will result in disqualification.
    b. **Media/Work Samples**
        i. You may submit up to 10 work samples.
        ii. Follow Media Work Samples Guidelines below.
7. **Complete Submission.**
    a. DO NOT WAIT UNTIL THE LAST MINUTE TO SUBMIT YOUR APPLICATION!
    b. Be sure to review your application carefully prior to submitting.
    c. Please note that after submitting your application you will not be able to go back in and make changes.
    d. IMPORTANT: You should receive a CONFIRMATION MESSAGE after you submit your application. After submitting, you will land on a final confirmation screen and receive a unique ID number. This is your SlideRoom receipt. If you do not receive your receipt, your submission did not go through.
    e. TECHNICAL SUPPORT? Visit SlideRoom's Help Desk: **https://slideroom.zendesk.com/home.**

Application Guidelines & Notes:

- Students who wish to apply for collaborative group projects must apply together on one application. The collaborative group must choose one person to represent the project, and this person must be noted as "Representative" on the application. The group representative cannot apply for a separate individual award.
- Project Summary is a very brief description of your project. Consider this the 1-3 sentence "elevator pitch" summation of your project. Be succinct and to the point! You will expand on this summary in your Project Description. Maximum characters allowed are 300 - including spaces.
- Project Description is a one page proposal/narrative of your project. You are allowed up to 3,000 characters, including spaces. Be concise and specific. Make your case for support stating the purpose, goals or objectives of your project. Include a project timeline and synopsis. Remember that you are explaining your project to a stranger who knows nothing about you or what you do. This is not just your artistic statement. You must include details about what your project actually is.

Project Budget Guidelines & Notes:

- **Please review these guidelines carefully.**
- You must download and complete the Project Budget Form and upload it to your application in the Media/Work Sample section. The Project Budget Form is available at **http://www.sva.edu/after-sva/alumni-society/scholarships-and-awards-how-to-apply**.
- There is a sample budget available at the same link for reference.
- **The Project Budge Form must be uploaded as a PDF to the Media Work Sample section of the application. Failure to do so will result in disqualification.**
- Only include the expenses you will incur in the creation of your final thesis/portfolio project.
- You may list expenses that you have already incurred, as well as those you anticipate prior to graduation.
- Listing exact amounts is recommended if possible.
- If you have a quote from a vendor include it – if you don't then estimate costs.
- Be sure to review expenses that are considered eligible versus ineligible – see below for more details.
- Please note that the **amount requested cannot exceed your total budget**
- Arkell Award qualifiers include fourth-year BFA Film and Video majors only (working in narrative film of any length – NOT documentary or animation). You can request up to $5,000 – not to exceed your total budget.
- It is okay to have project income – see below for more details.

- **Eligible Expenses**
    - **General:** Art/Design supplies including: paint; gesso; brushes; materials; canvas; stretcher bars; framing; film; processing; photo paper; paper; ink cartridges; printing; studio fees for sound mixing/editing (if that service is not available at SVA); equipment rentals (video projectors, speakers, lights); cable; fees for actors and crew; local car/van rental (only to transport cast, crew and equipment to location); sets, props, costumes, makeup; location fees; insurance; advertising (in reasonable cases); postage for promotional mailings (if you are launching a project or product); marketing materials (i.e. posters, packets for investors for films); documentation of the project; DVDs, CDs, digital audio tapes, etc.
    - **Equipment:** DVD players and external hard drives may be included only if they are necessary for the execution and display of your thesis/portfolio project (don't include high-end machines).
    - **Software:** only if it is highly unusual, essential to the completion of your project, and cannot be found in SVA computer labs. For example, you may not include $400 for standard applications such as Adobe Design Suite.

- **Ineligible Expenses**
    - Rent for studio space; travel (except as noted above); commuting to and from school; computer equipment that will last beyond the life of the project (no Mac Pros, cameras, monitors, scanners); regular costs of attending SVA (tuition fees, room, board, etc.).

- **BFA Visual and Critical Studies, MAT Art Education, MPS Art Therapy, MFA Art Criticism & Writing, MFA Design Criticism, MA Critical Theory and the Arts candidates only-**
    - Local travel expenses are eligible only if it is absolutely necessary for the execution of your thesis (i.e. specific travel for research and/or interviews); commuting to and from school is not an eligible expense. Research materials such as books that are NOT available in the Visual Arts Library are also allowable expenses.

- **Income**
    - If you anticipate that there will be income associated with your project, include that in your budget. Income might include grants, fellowships, awards and sales. If you have investors, such as for a major film project, you may list them here but be sure to notate them as such. Do NOT include personal income. Having income for a project is a GOOD thing, but don't worry if you have none.

Media Work Samples Guidelines & Notes:

- **Please review these guidelines carefully.**
- **NOTE: The Project Budge Form must be uploaded as a PDF to the Media Work Sample section of the application.**
- You may include past work, but it is highly recommended that you submit in-progress work samples of your thesis/portfolio project if possible.
- You can submit up to 10 images/work samples.
- For film/video footage you are allowed up to 5 minutes of footage – do not submit longer.
- If applicable, provide titles and brief descriptions of your work samples.
- Film and Video submissions: DO NOT submit trailers – work must be from your film. It is also highly recommended that you submit a typewritten script, treatment, storyboard, and/or mood board in PDF format. If you do NOT have current work samples from your film, it is recommended that you submit a sample of past work.
- BFA Visual and Critical Studies, MAT Art Education, MPS Art Therapy, MFA Art Criticism & Writing, MFA Design Criticism, MA Critical Theory and the Arts candidates only may submit one or more writing samples, totaling up to 15 pages, in PDF format. You may include images.
- MAT Art Education candidates only may submit a student teaching portfolio and one or more writing samples, totaling up to 15 pages, in PDF format. You may include images.
- Complete details about accepted file types are available online in the Add Media section of the SlideRoom application process. You also may link to media from You Tube, Vimeo and Sound Cloud.

NEED HELP?

For general questions about your application and the Alumni Scholarship Award process:

- Call 212.592.2300
- Email alumni@sva.edu
- Stop by the Alumni Affairs office at 136 West 21st Street, 6th Floor.

For technical support with your online submission visit:

- **https://slideroom.zendesk.com/home**