



ARTISTIC EVALUATION

It should be noted the views expressed in this evaluation are intended to represent, as far as possible, an objective aesthetic judgement. Specialist advisors and officers should avoid making judgements based on their own personal tastes and preferences.

Artist/Company:	Portfolio Magazine issue 46	
Venue:	n/a	
Title of Event:	n/a	
Type of Event:	Publication/journal	
Date of Visit:	n/a	
Overall Rating:	5 - Excellent	
	<ul style="list-style-type: none"> - Produced to a high visual and editorial standard. - Offers stimulating insight, and a diverse range of subject matter, relating to the current theme - the cultural, economic and social landscapes of Europe - Through longstanding experience, the magazine demonstrates clear understanding of audience - Excellent exploitation of partnership opportunity through the Jerwood Prize. - The Portfolio website is rich in content and offers the potential to be developed and perhaps have its role expanded. This, in turn, may generate new audiences. 	
Name: Maureen Finn	Date: 11/2/08	
Specialist Advisor	Scottish Arts Council Officer	<i>Please circle the relevant title</i>

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named above. It has been prepared by either a specialist Advisor, or an officer of the Scottish Arts Council, as indicated at the end of the form. The report will be circulated to the organisation which produced the work and to the management of the venue, if the venue is core funded by the Scottish Arts Council.

The report will form evidence for the Artistic Leadership and Public Engagement sections of the Quality Framework and be taken into account in assessing the work of the producing company in relation to applications for funding to the Scottish Arts Council. It may also be used by the Joint Board to report on the overall performance of its funded organisations.

Evaluators should enter their rating under each section, explaining briefly their reason for the rating with reference to their comments under each section. Ratings should be given in accordance with the following:

- 1 - Very Poor** – standard falls well below what is acceptable.
- 2 - Poor** – not attaining acceptable standards of conception or presentation.
- 3 - Competent** – routine rather than especially interesting.
- 4 - Good** – well conceived and executed
- 5 - Excellent** – conceived and executed to a high standard.

1. Artistic Assessment

Please evaluate the artistic quality of the event, with particular reference to the strengths and weaknesses of the following:

Artform	Criteria	Rating	Comments and key reasons for rating
All	Vision and imagination of work - Quality of ideas, skills in execution; if you've seen the work of this artist(s)/ company before, please comment on the comparison.	4	As Portfolio is a journal rather than a one-off exhibition/performance there are two strands, distinct but closely bound together: <ul style="list-style-type: none"> The overall editorial direction of the journal The artistic aims of the work contained therein Issue number 46 retains Portfolio's familiar and resilient format. The basic structure is a suite of photographs reproduced to a high standard similar to a photographic publication, with a commissioned essay accompanying each one. This particular version also highlights this year's Jerwood Photography Awards, focussing on 5 recent graduates selected from 500 applicants.
All (if relevant)	Curatorial/ programming vision/ selection Please indicate how the event originated eg from the exhibiting/ producing organisation, artist-led or commissioned. If the event is part of a Festival, please say how it contributes to the overall programme.	5	Eight bodies of work have been selected and, whilst the subject matter is diverse, most of the artists appear to be working within the high-end gallery photography realm, ranging from the portraiture work of Michelle Sank to the historical landscapes of Tomoko Yoneda. Strong, established writers are each commissioned to produce around 600 words parallel to the artistic selection. For example, the exemplary short essay by Pavel Buchler on Dinu Li's suite of photographs 'Press the Star...' articulates complex ideas using incisive language devoid of jargon. He pulls in historical comparisons (illustrated) and also manages to make a set of high level points about photography and geographical distance in general whilst drawing on firsthand knowledge of the Manchester communities alluded to in Li's work.
All	Success of event against stated aims - in the programme or other printed material, including how well it communicated the artistic themes. Education events – see ¹ below for guidance	4	The editorial clearly states the editorial direction, namely 'The cultural economic and social landscapes of Europe'. Whilst being very broad, it allows for a stimulating breadth of contributions on the theme. This edition has the second aim of presenting the Jerwood Prize, providing a timely commentary on some of the newer work to emerge onto the scene from recent graduates.
All	Performers/tutors - technical standard, performance skills and ability to communicate and engage. Where performers are not trained, please reflect this in your comments.	5	Technical standards excel for a magazine of this type.
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc		
Theatre	Script – particularly in relation to new work or second productions. Relevant to classics where the original has been substantially changed.		

¹ Education is a bridge between artform excellence and increased access and participation, and it is people centred. Providing opportunities for learning and progressing in an artform or using an artform to address other, non-artistic, outcomes are equally valid; in either case a high quality strategic approach is required in order to benefit the participants and the organisation. Delivery can be through workshops, post/pre-show discussions, outreach work, etc aimed at any age group.

Artform	Criteria	Rating	Comments and key reasons for rating
Theatre, Dance	Direction - Concerns issues of interpretation, casting and presentation.		
Dance, Theatre	Use of music – appropriateness and effect of sound or music (whole/part, live/recorded) to the production.		
Dance, Theatre	Design – costume, set, lighting. Take into account how appropriate the design is in relation to the venue and, where appropriate, the touring schedule.		
All	<p>Quality of Presentation/Engagement</p> <p>Performing Arts - technical presentation of the production (eg lighting and sound cues, etc).</p> <p>Crafts/Visual Arts - Use of equipment, space and overall layout/hang</p> <p>Education events - relevance/ appropriateness of presentation and teaching methodology (one to one, group, child centred); details of participant group and activity, including genre.</p>	5	<p>The publication and its production is now well-established. It appears to be a successful formula with its own unique identity that is well-received by its audiences.</p> <p>Portfolio is produced to an extremely high visual and editorial standard.</p>
All	<p>Audience</p> <p>Performing Arts - appropriateness of the production for the audience/participants; estimate the size and reaction</p> <p>Crafts/Visual Arts – time spent, interest, activity, and visitors' books comments, number of visitors/ participants at the time of visit</p> <p>Education/learning – pre-event involvement, participants/ schoolteachers reaction, understanding, commitment, enthusiasm, number involved, etc</p>	4	<p>The publication demonstrates an understanding of audience and market. It will appeal to art- and photography-specialist readers on account of the inspiring thematic selection, while providing an easy-to-reference overview for students and general readers.</p> <p>The valuable partnership with Jerwood will clearly have impacted on the breadth of student appeal.</p>
All	<p>Additional Interpretative activity – what activities were available to enhance the experience of the event eg workshops, artist's talks, discussion groups? Please indicate age-groups targeted.</p>		
All	<p>Outcomes of education activity – what learning/skills development took place? What did participants take away with them? Are education resources being provided for follow up work? Is it strategically linked to the curriculum (formal or informal)?</p>	4	<p>The magazine and website provide a comprehensive reference resource for students throughout the UK.</p>

2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and the venue, with reference to the checklist below, including additional comments/observations. Please try to view the venue and the services, and interpretative material as though you had never visited it before eg if you did not know the venue's location, how easy would it be to find your way there, and to find your way around once you had arrived?

Criteria	Comment
Suitability of the venue for the event	
Information/ interpretive material at venue - programmes, displays etc.	
Publicity/ pre-publicity – leaflets, posters, websites, etc. What is produced, is it easy to understand and where can you get the information? Please be alert to the publicity available prior to your visit to the event and comment on the company/organisation's website.	The website holds an archive of current and past editions. The information is arranged by publication and by exhibited artist, through a – z selection. In the assessor's view this is an important educational resource. However, it would be interesting to know whether the site is under-used, and whether it is being promoted actively enough. The design is rather basic and has a somewhat dated feel. Although rich in visual and critical content it would also benefit from more introductory and contextual information/sections.
Ease of booking and payment	Both website and magazine contain clear guidance on subscriptions. The website also encourages multiple purchases through special package offers.
Location of venue – eg is it easy to find? Is it on a main transport route?	
External signage and signposting	
Internal directional signage	
Access and provision for disabled people – what can you see?	
Timing of the event – was the length appropriate? Did the start and finish time seem to be appropriate for the audience?	
Customer service - quality and efficiency of staff (e.g. box office, front of house, bar and/or catering)	
Acknowledgement of Scottish Arts Council Funding ²	Scottish Arts Council is acknowledged at the foot of the contents page.

² In press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, company's website, notices display, exhibition materials, websites and advertising, recordings, publications, video, broadcasts, computer programmes etc.) Where the event is publicised in the

3. Organisation's Comments (optional)

This is the organisation's opportunity to respond to points raised within this assessment. Please do not feel obliged to fill this section in. In the spirit of the Quality Framework, we would ask that any comments are self-evaluating, providing an insight as to why, if there is, a major disagreement of response between the organisation and the evaluation, in a constructive way.

This will not alter the rating given by the assessment, but will allow the organisation the opportunity to give their opinion/feedback. The Scottish Arts Council reserves the right to edit comments if they are deemed to be libellous or defamatory.

As the Scottish Arts Council implements the Quality Framework internally, we intend to publish artistic evaluations on organisations that we support regularly on our website. The final artistic evaluation, including the organisation's response will be published on a quarterly basis on our website.

Please keep your response to max **500 words**. If we do not hear from you in 15 days, we will assume that you do not want to respond.

programme brochure of another organisation (eg venue, gallery, etc) then SAC acknowledgement should appear against the particular programme entry for this event.