



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: Street Level
Venue: web
Title of Event: Dotcrawl
Type of Event: website resource
Date of Visit: 4 December 2007
Overall Rating: Good - 4

(Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – i.e. the particular strengths and weaknesses. If the management of the event affects the overall enjoyment of the event, please comment, but the overall rating should be based on the artistic merit of the event.)

Dotcrawl is a new archive; information and programming resource which is attempting to chart the history and establish the relevance of an area of experimental visual arts practice which might otherwise be lost. The website – although still early on in its development - is professional, ambitious and informed and lays firm foundations for development. It is clear that this project has benefited from the commitment and dedication of those involved. As the project develops, it is my opinion that the project needs to appeal to a wider audience as there is a sense, currently, that it mainly addresses those already 'in the know'. This tendency could be 'corrected' by a more formal and objective editorial process - as presumably it represents a 'teething' problem rather than an intention.

Name: ___Kate Tregaskis_____ Date:13/12/2007

Specialist Advisor

Scottish Arts Council Officer

Please circle the relevant title

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.	5	Dotcrawl is a new website resource which makes available information about video and new media art since the 1970s, focusing on the 'Scottish context'. The website contains important information, critical perspectives and documentation of events not otherwise available. In so doing it has begun the process of charting the history of Scottish video art and experimental film – a history which might otherwise be lost.
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	Dotcrawl was initiated by Street Level and is being developed by the organisation's Director Malcolm Dickson and by Lindsay Perth. The idea for the website emerged from a number of recent projects – in particular two conferences 'Video Art Scotland' in 2005; 'The Work of Media Art in the Age of Digital Reproduction' in 2006 and 'Timeloop' a series of talks focusing on video art in Germany hosted by Street Level.
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 aims of Dotcrawl are 'to be a website resource for artists, curators, students, critics and facilitators of 'media art' within a Scottish context and to be a 'platform for information dissemination, critical clarity and dialogue'. It also serves the purpose of archiving material related to Scottish video art and experimental film during the 70s, 80s and 90s and provides a presentation space for new work which will be programmed on a quarterly basis. The project is in the early stages of development but already goes some way to achieving these aims. Personally I would have liked to have seen more examples of artists' work. The resource felt more like an archive of critical opinion than an archive of work. The balance of what is available to be looked at will no doubt change as more material is added.
All	Performers/tutors - technical standard, performance skills and ability to communicate and engage. Where performers are not trained, please reflect this in your comments.	4	The website is easy to use.
Dance, Theatre	Choreography/Use of choreography - originality, use of space, number and use of dancers, length of piece, etc		n/a
Theatre	Script – particularly in relation to new work or second productions. Relevant to classics where the original has been substantially changed.		n/a

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.		n/a
Dance, Theatre	Use of music – appropriateness and effect of sound or music (whole/part, live/recorded) to the production.		n/a
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.		n/a
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>		n/a
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>		<p>I spent a couple of hours on the site.</p> <p>I am not aware of how well the site is currently being used.</p> <p>Dotcrawl aims to be a resource for 'artists, curators, students, critics and facilitators of 'media art''. Even though these groups represent a specialist audience, in places the information reads as if it is only communicating to those already 'in the know'. Examples of this tendency are that there is no information about what Street Level is or who Malcolm Dickson and Lindsay Perth are. Events are listed without explicit information about which organisation initiated the events. If the site's intentions are to demonstrate the relevance of a particular area of experimental practice to the wider visual arts today then it needs to be more aware of the needs of an audience who do not already know the personalities, organisations, events and projects involved.</p>
All	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.		Dotcrawl brings together documentation of a number of different events; it also provides critical comment and opinion from different experts in the field. The site itself performs an archiving and interpretation function.
All	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)?		n/a

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	It is appropriate that the information being made available takes the form of a website as it allows a diversity of types of information (video clips, essays, images) to be made available to a wide audience 'on demand'. The website also allows this information to be regularly updated.
Information/ interpretive material at venue - programmes, displays etc.	n/a
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.	I received some information about Dotcrawl via the Street Level mailing list.
Ease of booking and payment	n/a
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?	I am not aware of any particular provision made by the site for people with disabilities.
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	I couldn't find any acknowledgement of Scottish Arts Council funding (or any other funding) on the website. Although Street Level is mentioned as the initiating organisation there is no information about what Street Level is or who its funders are.

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

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.