



**Artistic Evaluation – Visual Arts**

**Organisation/Venue: TRANSMISSION GALLERY**

**Title of Event: JP MUNRO, ALEX POLLARD, TONY SWAIN**

**Type of Event:** (eg exhibition/workshop/screening/lecture) **EXHIBITION**

**Date of Visit: SAT 6 MARCH 2004**

This report has been commissioned by the Scottish Arts Council to evaluate the artistic quality of the production named below. It has been prepared by either a Specialist Advisor or a Council Officer 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 it is Core Funded by the Scottish Arts Council.

The report may be made available to Scottish Arts Council Officers, Council and Committee members, and Specialist Advisors as appropriate. It will be taken into account in assessing the work of the organisation in relation to applications for funding to the Scottish Arts Council. It may also be used by the Council to report on the overall performance of its Core 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:**

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

**This form is available electronically. Please word process/type response.**

**Assessment will depend of nature of event/exhibition reviewed but we anticipate it should take between 30 - 45 minutes to fill this form in.**

## 1. Artistic Assessment

Please evaluate the **artistic quality** of the event

### 1.1 Vision and Imagination:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		This group exhibition brought together a small selection of work by three artists whose influences and themes worked together well.  The quality of the work was good and was an excellent choice for this venue.
Poor		
Competent		
Good	<b>X</b>	
Excellent		

### 1.2 Clarity of Communication:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		Work of this nature is always a little ambiguous.
Poor		
Competent	<b>X</b>	
Good		
Excellent		

You are also asked to assess the **strengths and weaknesses** of the event with specific reference to the following:

### 1.3 Artist's Work - please include:

- quality of ideas
- skills in execution
- have you seen the work of this artist/these artists before (particularly in relation to new work, or second productions)

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		All the artists showed quality in both skill and ideas. I had seen work by only one of these artist prior to this exhibition.
Poor		
Competent		
Good	<b>X</b>	
Excellent		

1.4 Curatorial Vision/Selection:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good	<b>X</b>	
Excellent		

The artists were appropriate to the venue and the selection of the artists worked well.

The themes in the each artists practice complimented one another.

Please also indicate, as far as you are aware, if the event:

has been originated by the exhibiting organisation **X**

hired  a collaboration

part of a festival  artist led

(Please tick above as appropriate)

1.5 Standards of presentation – please include:

- use of equipment
- use of space
- overall layout/hang

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good	<b>X</b>	
Excellent		

The presentation was very good. The work was all wall based and benefited from a simple, and professional, approach to the hang.

The space was immaculate.

1.6 Please indicate the range, quantity, clarity, tone and level of Interpretative information/material provided at the venue:

- wall panels
- labels
- catalogue
- leaflets
- artists CVs

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent	<b>X</b>	
Good		
Excellent		

There were no wall labels but an A4 leaflet gave a brief introduction to the ideas behind each individual artists work. A map was also provided to identify each artists work. This worked well in relation to the hang of the work but the language in the leaflet was dense and would be inaccessible to all but an informed audience. There was also no text explaining why these artists had been presented together.

1.7 Please indicate the number of visitors/participants at the time of your visit:

Rating for this section (Please tick)		<b>3 – Saturday afternoon</b>
Very Poor		
Poor		
Competent	<b>X</b>	
Good		
Excellent		

1.8 Please indicate the audience reaction – to include:

- time spent
- interest
- activity
- visitors' book comments

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good	<b>X</b>	
Excellent		

People spent approx 10 minutes in the space, with two people approaching staff to discuss future programming.

Interest seemed good.  
I saw no visitors book.

1.9 Please indicate how appropriate you think the work was for the audience:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor		
Competent		
Good	<b>X</b>	
Excellent		

1.10 Please indicate events available and groups targeted:

Rating for this section (Please tick)		Comments and key reasons for rating:
Very Poor		
Poor	<b>X</b>	
Competent		
Good		
Excellent		

- |                   |                          |                    |                          |
|-------------------|--------------------------|--------------------|--------------------------|
| workshops         |                          | pre-school         | <input type="checkbox"/> |
| artist's talks    |                          | primary            |                          |
| discussion groups | <input type="checkbox"/> | secondary students | <input type="checkbox"/> |
|                   |                          | over 18            | <input type="checkbox"/> |
|                   |                          | over 60            | <input type="checkbox"/> |
|                   |                          | other              | <input type="checkbox"/> |

(Please tick above as appropriate)

## 2. Management of Event

Please evaluate the way the event was presented/organised by the organisation and by the venue. Please answer, where relevant, with reference to the checklist below adding any other comments/observations you may have.

2.1 Was the venue suitable for the event?

**YES**

2.2 Information/Interpretive material provided at the venue (e.g. programmes, displays etc) range, quantity and clarity

**COMPETENT - SEE 1.6**

- 2.3 Publicity/Pre-Publicity for the Event (leaflets, posters, etc)
- range, content and when and where available. Please be alert to the publicity available prior to your visit to the event. Please also view and comment on the company's website where one is advertised. Comment on the ease of use, and quality of content and presentation, and currency of information.

**COMPETENT – Website was out of date, but listings for the exhibition were well distributed**

- 2.4 Accessibility of the venue

**GOOD**

- ease of payment (if applicable)

**N/A**

- location

**GOOD**

- external signposting

**GOOD**

- internal directional signing

**GOOD**

- access and provision for disabled people

**COMPETENT**

- opening hours/ timing of event

**GOOD**

- attractiveness for children/families

**POOR**

- 2.5 Customer service

- quality and efficiency of staff (eg welcoming, informed)

**COMPETENT**

**3. Acknowledgement of Scottish Arts Council Funding** (if applicable)

Following is an extract from the Scottish Arts Council's conditions of grant for funded organisations:

*“The company should acknowledge Scottish Arts Council funding in press releases, at launches, on all published materials (including leaflets, brochures, programmes, posters, notices display and exhibition materials, websites and advertising). Acknowledgement of the Scottish Arts Council grant must also be made in any secondary or indirect products arising from the revenue funding such as recordings, publications, video, broadcasts, and computer programmes etc. “*

Please comment on whether the above conditions of grant were met, including use and prominence of the Scottish Arts Council logo on the company's website.

**Good – creditation was on the interpretive material**

**4. Scoring**

Overall Rating. Please rate the event overall, taking into account your ratings for each section. Please state the key reasons for your overall ratings – that is the particular strengths and weaknesses.

<b>Overall Rating</b> <i>(Please tick)</i>		<b>Comments and key reasons for rating:</b>  This exhibition was immaculate, if a little minimal, presentation of the work of three emerging artists based in Glasgow. The work was all of a high quality and worked well both together and individually.
Very Poor		
Poor		
Competent		
Good	<b>X</b>	
Excellent		

**Name:** Elizabeth McLean

**Date:** 10 March 2004

**Advisor** **X**  
*(Please tick above as appropriate)*

**Scottish Arts Council Officer**