

The logo for the Nova Scotia Designer Crafts Council (NSDCC) is displayed in white text on a dark blue square background. The letters 'NSDCC' are in a stylized, serif font. The 'N' and 'S' are connected, and the 'D' is a simple vertical bar. The 'C' and 'C' are also connected. There are two horizontal white lines above and below the text.

Deborah Wheeler "Platter" Photo: Steven Kennard

Welcome to the Nova Scotia Designer Crafts Council (NSDCC) Assessment Process. Our family of accomplished craft professionals is growing and we want you to be part of it. Please read the following information carefully and completely – it has been written specifically to assist you in achieving a successful outcome to your application.

INTRODUCTON TO THE NSDCC AND THE ASSESSMENT PROCESS

For over 30 years, the Nova Scotia Designer Crafts Council (NSDCC) has been recognized as the premier provincial organization promoting excellence in fine craft. Our organization is dedicated to representing professional crafts and craftspeople in Nova Scotia. Offering a variety of programs and services designed to assist emerging and established crafts artists and crafts businesses, the NSDCC can assist you in achieving your goals as a crafts-person.

The NSDCC's mandate is broad: to encourage and promote both the fine craft movement in Nova Scotia and the public awareness and appreciation of craft products and activities. In order to achieve our mandate, the NSDCC offers various programs and services including: publications, exhibitions, retail craft markets, workshops and various networking, educational, funding and promotional opportunities. **Membership in the NSDCC is an important step in your development as a crafts professional**, and as an NSDCC member you become part of our network of craft businesses and craft artists, some recognized as the most highly regarded in North America. Our Standards Assessment Process is only one of many ways in which the organization seeks to foster the ongoing development of fine craft, and to nurture the development of the individual crafts-person.

Membership in the NSDCC is open to anyone with an interest in craft. Additionally, the NSDCC offers two levels of juried membership: Juried Status and Master Artisan Status. Juried Status is required for participation in some of the NSDCC's programs, most notably our two annual retail craft markets. The process to achieve Master Artisan Status is more rigorous, involving a personal presentation by the applicant.

If you are interested in applying for Jury or Master Artisan Status, please contact the office for more information.

NSDCC STANDARDS COMMITTEE



Lynn Rotin "Field Study"

The NSDCC Standards Committee is a group of seven well-respected, highly regarded craft professionals, who volunteer to serve on the committee. Many have been recognized for their work provincially, nationally and internationally through awards, award nominations, invitations to teach, participation in exhibitions and inclusion in publications, radio and television shows. Unique amongst NSDCC committees, the Standards Committee members are **elected by the membership of the NSDCC at its annual general meeting**, receiving the yearly approval of the membership to do this very important job. Current Standards Committee members are:

Jeffrey Cowling, Chair - Wood / Multimedia (furniture)

Lisa Drader-Murphy - Fibre (fashion design)

Elizabeth Goluch - Metal (jewellery, sculpture)

Steven Kennard - Wood (turning) and Photography

Maria Rakel - Fibre (weaving, rug hooking, dyeing)

Lynn Rotin - Visual Arts

Deborah Wheeler - Clay

Standards Committee members spend significant time reviewing and discussing the works submitted for their assessment – some assessment sessions can last a full day with individual submissions taking in excess of an hour. Committee members review not only the work submitted, but also the accompanying information provided by the applicant, so it is important that **all** components be complete and **reflect the intention of the applicant**.

Even if selling at one of NSDCC's craft markets is not your objective, going through the Assessment Process provides you with an extremely valuable professional critique of your work.



Elizabeth Goluch "Cicada;
I'll Sing in the Sunshine"
Photo: Steven Kennard

PURPOSE OF THE NSDCC STANDARDS GUIDELINES

The NSDCC General Standards Guidelines and accompanying media specific guidelines were drafted in consultation with the provincial crafts community. Intended to ensure excellence in fine craft, the NSDCC Standards Guidelines were developed in response to a stated need from Nova Scotia's crafts community, and reflect the NSDCC's ongoing commitment to the development of fine craft in Nova Scotia. For more information about media specific guidelines, please contact the office.

THE ASSESSMENT PROCESS – JURIED STATUS

The NSDCC offers two levels of juried membership. Most applicants will apply for Juried Status before applying for Master Artisan Status, but that is not a requirement. The following section covers the steps you'll need to take to apply for Juried Status with the NSDCC.

The applicant should first contact the NSDCC and reserve a spot at one of the Standards Committee's scheduled assessment dates. Please note that sessions held immediately prior to craft markets tend to fill up quickly and therefore we may not be able to accommodate your request for an assessment if you wait until the last minute. The Standards Committee treats the assessment process very seriously; **make your best efforts in order to achieve the best results.**

The application for Juried Status **MUST** consist of the following:

- current NSDCC membership
- three (3) and no more than six (6) examples of your work (please be sure to include the type of work you wish to sell at the market)
- application form completed in full (please be sure to identify any aspect of your work that might be seen as unfinished or unintentional)
- Curriculum Vitae
- \$10 assessment fee
- arrangements for retrieval of works from NSDCC office

Current Membership – The Standards Assessment Process is open to NSDCC members in the following membership categories: General, Student, Senior, Market and Group. Group members have access to the Standards Assessment Process as a group only and all members work must be successfully juried. An example of a Group member would be single media guilds, artists' cooperatives, etc.

Works Submitted – The Standards Committee requires at **least three (3) and no more than (6)** examples of your work. The applicant is asked to identify which three (3) objects he/she considers as the best examples of his/her work, but the Committee members will determine which three objects on which they will specifically comment. It is important that applicants submit not only their very best work for consideration, but also examples that show the range and scope of their work; if you work in multiple media or employ a variety of techniques it is important to provide examples of each. **If you intend to participate in an NSDCC craft market, then it is essential to select examples that are representative of what you will want to sell at our markets.** The Committee members also welcome supplementary photos to obtain a clear idea of the full body of work being proposed.



Steven Kennard "Lost Orchard Box - An Elegy"
Photo: Steven Kennard



Maria Rakel "Scarf" Photo: Steven Kennard



Sanna Rahola & Douglas Drdul "Springtime in Finland" Photo: Steven Ken-nard

Application Form – Be clear, careful and concise in the information you provide. **The Standards Committee assesses submissions based on what you include in your application form as well as the work submitted. Applicants making design choices that go outside the confines of our written guidelines should make their choices very clear to the Committee in the information that accompanies their work.** Your application is only as good as the least professional component – excellent work may not be accepted if the accompanying information is unclear or incomplete. Applicants are asked to select the category under which they wish their work to be assessed, bearing in mind that the standards of that particular category will be the ones applied to their submission. If you are uncertain about which category best suits your work, please contact the office.

Curriculum Vitae – Your CV should be a maximum of two pages and should include information about your craft training (i.e., formal education, self-taught, apprenticeship); any markets, shows, shops, exhibitions or galleries that have carried/featured your work; any awards, grants, prizes or special commissions you may have received; any public or private collections that may include your work; any publications that may have featured your work; and/or any press/media coverage you may have received.

THE ASSESSMENT PROCESS – NEW PRODUCTS FOR EXISTING JURIED MEMBERS

Even if you already hold Juried Status, any new products that involve techniques, tools and/or materials that radically differ from those works originally assessed **MUST** be approved by the Standards Committee at a regularly scheduled meeting prior to being offered for sale in an NSDCC retail market.

If you are unsure as to whether or not your New Product requires assessment, please contact the NSDCC office – staff will be pleased to assist you.

Example #1: A weaver who was successfully assessed for woven scarves need not seek New Product approval for a line of placemats that utilizes the same materials and techniques used in the making of the scarves. However, if the same weaver starts making a line of felted scarves, he/she must make an application to have that new product assessed as it utilizes different techniques, even though the materials may be identical.

Example #2: A woodworker who was successfully assessed for furniture made using traditional cabinetry techniques need not seek New Product approval for a line of boxes made utilizing the same techniques as in the construction of his/her furniture. However, if that same woodworker wishes to introduce a line of turned boxes, he/she must make an application to have that new product assessed as it utilizes different tools and techniques.

Example #3: An artist who has been successfully assessed for hand-painted clay tiles must seek New Product approval if he/she decides to begin painting on canvas. The techniques may be similar, but the materials used differ.

The Standards Committee conducts a review prior to each craft market and has the authority to remove works that do not meet our Standards Guidelines or which have not been appropriately assessed by the Standards Committee. This is not a matter of the Standards Committee being arbitrary – if you bring in New Products that have not been assessed, they will not be eligible for sale in your booth.

AFTER THE ASSESSMENT PROCESS

What happens when you are successful with your application?

First of all, congratulations on a successful assessment! The Standards Committee will notify you of the results of your assessment in writing.

Having achieved Juried Status, you have joined a growing network of craft professionals and can now:

- participate in the NSDCC's retail craft markets upon upgrading to a Market Membership;
- identify yourself as a Juried Status member of the NSDCC in your portfolio, on your website, brochures and other print materials;
- identify yourself as a Juried Status member of the NSDCC when applying for other retail or wholesale shows.

Once you have achieved Juried Status, your work does not require reassessment unless: you have not participated in an NSDCC craft market for five (5) or more consecutive years and/or; you have allowed your NSDCC membership to lapse for five (5) or more years and/or; you have developed new work that differs from the work for which you were originally assessed in terms of materials, tools and/or techniques used (see New Product Assessment).

What happens if you're not successful with your application?

We hope to minimize the number of unsuccessful applications by encouraging applicants to read all the information and follow all the instructions contained in this package. However, there will always be some applicants who are not successful in their first attempt to achieve Juried Status with the NSDCC.

Most often, unsuccessful applications are due to works not meeting the requirements of our Standards Guidelines. **Did you select your best work to put before the Committee? Were the works well-finished, in good condition, and presented in a ready-for-sale state?** Please note that works that might have been acceptable 20 years ago may no longer be acceptable today as standards within the provincial crafts community continue to mature and develop.

Sometimes unsuccessful applications are due to information being incomplete and/or confusing. **Were you explicit when describing your design choices if they include unconventional or non-traditional forms, techniques or materials?**

Unsuccessful applicants are encouraged to resubmit. Resubmissions need to address the comments made by the Standards Committee. These comments were made in the spirit of **constructive criticism** and are intended to **assist the applicant in the further development of his/her work**. The only time an applicant will not be encouraged to resubmit is if the works originally submitted for assessment are determined not to be craft.

Decisions of the Standards Committee are made in private. Occasionally, the Standards Committee may request additional information/samples of work from the applicant before making their final decision. If, for any reason, you wish to contact the Committee regarding your assessment please do so in writing directed to the NSDCC office.

NSDCC GENERAL STANDARDS GUIDELINES:

The purpose of these Guidelines is to ensure excellence in fine craft and reflect the NSDCC's ongoing commitment to the development of fine craft in Nova Scotia. Assessments are made with the following in mind:

1. **DESIGN:** A successful object is the result of careful designing with obvious thoughtfulness and rationale used in determining proportions, structural integrity, materials, intended use, finishes, colours and decoration. For the works you have submitted, please briefly describe your design process, including whether or not works are intended to be functional or decorative. If some stages of design/production are carried out by others, please indicate this.
2. **PRODUCTION QUALITY AND TECHNIQUE:** Whether produced in quantity or as an individual piece, the object **must reflect excellent skill and production quality and be expertly executed and finished**. Describe your stages of production and reasons for selecting a "one of a kind" or "production" approach for your work.
3. **SOURCE OF INSPIRATION:** Here we refer to the inspiration behind the object's design. The object must demonstrate the creativity of the maker and **reflect an individual identity of design**. Strict reproductions of heritage designs are permitted, but where there is no new design input by the maker significantly higher emphasis will be placed on the technical execution of the work submitted. Please indicate if your designs are original, significant adaptations of traditional designs, or significant adaptations of commercially available designs. Please describe how/where the designs originated and identify sources if relevant.
4. **MATERIALS USED:** The object must be constructed of materials which are of a quality appropriate to the structural integrity of the object. Please explain your choice of materials and how they are appropriate to the intended finished object (i.e., food-friendly glazes on functional dinnerware, washable fabrics for baby clothes.) **New forms and innovations, alternative and recycled materials will be considered by the Standards Committee.**
5. **COMMERCIALY FABRICATED CONTENT: Commercially fabricated elements must be subordinate to the overall design of the object.** Gift packages must be submitted for assessment in a ready-for-sale state. Please list the commercially fabricated elements (if any) present in your work and why you consider them necessary.
6. **IDENTIFICATION/LABELLING:** All work must be identified with the maker's name/mark and, where applicable, pertinent instructions to the consumer concerning care and maintenance, as well as any information to the consumer required by law. You must provide samples of your labelling (i.e. sewn-in labels, business cards, signature on work), or clearly describe the labelling you have chosen to use if samples are not available at the time of the assessment.
7. **SPECIFIC EXCLUSIONS:** Currently, specific exclusions that are unacceptable for NSDCC craft markets include: unfinished items, kits for consumer assembly and photomechanical reproductions. **If you have any questions regarding exclusions please contact the office.**

MASTER ARTISAN STATUS



Dawn MacNutt "Sentinel"
Photo: Steven Kennard

The process to achieve **Master Artisan Status** is significantly more rigorous than that for Juried Status. Applicants for Master Artisan Status should have a mature understanding of their craft including its historical context, technical foundations, and contemporary influences and inspirations, and work by Master Artisan applicants should be of such a quality as to encourage, stimulate, instruct and inspire others. Applicants for Master Artisan Status will be assessed not only on the quality of their work and their achievements in their field, but also on the contributions the applicant has made to the crafts community through teaching, volunteering, mentoring, etc.

Master Artisan applicants should contact the NSDCC office to book time for their presentation at one of the Committee's scheduled meetings.

It should be clearly evident from the presentation that the calibre of work is of the finest quality, exhibiting excellence in design competence, philosophical approach, use of materials and originality in the creative process.

The application for Master Artisan Status must consist of the following:

- portfolio
- minimum of three (3) works & current works
- personal presentation to the Standards Committee

Portfolio - The portfolio should consist of: biography, artist's statement, CV/resume, contact information, and any additional information regarding craft related experience or activities that the applicant thinks relevant. Please see above for more information about the content of the CV/resume. The manner of presentation is indicative of the applicant's level of development and commitment to his/her craft.

Works Submitted – The Standards Committee requests that applicants for Master Artisan Status submit a minimum of three (3) current works. Mastery of their craft will be demonstrated in the skilful handling of tools used in the process, the range of techniques and processes utilized in the creation of the work, and clear evidence of the highest calibre of design and craftsmanship.

Personal Presentation – The applicant must make a 30-45 minute-long presentation of slides or digital images detailing their development in their craft, beginning with early work and progressing to present day. The presentation will assist the Standards Committee to accurately view the present level and development of the applicant's work, and to gain a clear understanding of their overall maturity in their craft.

Master Artisan Status carries with it all the benefits of Juried Status. From time to time, the NSDCC may offer special opportunities only to those members with Master Artisan Status.

NSDCC Dates and Events Calendar 2011

Standards Assessment Date

March 11

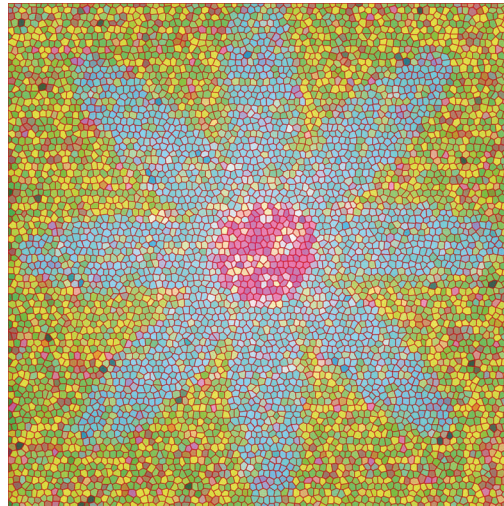
April 8

May 13

June 10

September 9

October 14



Aestival Festival June 17, 2011

St. Mary's Boat Club, Halifax
NSDCC Annual Fundraiser
Tickets on sale March 2011
Contact the NSDCC office for
details and tickets

Retail Craft Shows 2011

NSDCC Summer Craft Show
July 22-24, 2011. Location TBA

NSDCC Christmas Craft Show
November 18-20, 2011
Cunard Event Centre, Halifax water-
front.



Nova Scotia Designer Crafts Council Staff

Executive Director: Susan Hanrahan - susan@nsdcc.ns.ca

Programs Coordinator: Julie Rosvall - programs@nsdcc.ns.ca

Member Services Coordinator: Wendy Shirran - office@nsdcc.ns.ca

Accounts: Catherine Beck - accounts@nsdcc.ns.ca



Tourism, Culture and Heritage

The NSDCC recognizes the support of the Province of Nova Scotia through the Department of Tourism, Culture & Heritage. We are pleased to work in partnership with the Culture Division to develop and promote our cultural resources for all Nova Scotians.

How to reach us...

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www.nsdcc.ns.ca

Every attempt is made to check Market applications and information for accuracy, that being said, we are human so please accept our apologies if an error slips by us. Suggestions from members and other readers are gladly received, contact us with your ideas on how the applications can be made more user friendly.

PLEASE COMPLETE THIS FORM IN FULL.

Please refer to the complete Standards Guidelines package before completing this form.
All information recorded herein will be kept strictly confidential and used for NSDCC jurying purposes only.

Name: _____
Business Name: _____
Mailing Address (Please include county):

- Medium/Media: Books, Cards, and Music Metal
 Clay Wood
 Decorative Arts Organic
 Fibre Stone & Bone
 Food Visual Arts
 Glass Other (specify)
 Leather

Telephone: Home: _____
Other (cell): _____
E-Mail: _____
Website: _____

Work: _____
Fax: _____

Please check:

- First submission
- Re-submission
- New/Revised Product
- Standards Committee Recall

Do you:

- Work Alone
 - Work with a partner Number: _____
 - Work and supervise the work of others Number: _____
- If you indicated that you supervise the work of others, please outline your procedures for inspecting and maintaining quality control in production.

How long have you been working at your craft? _____

Business Clarification

Please check:

- Maker: 1-3 full-time employees (including applicant). Maximum 120 person hours per week.
- Producer: 4-9 full-time employees (including applicant). Maximum 360 person hours per week.
- Manufacturer: 10 or more full-time employees (including applicant). More than 360 person hours per week.

Note: New applications will not be accepted in the Manufacturer category. Manufacturers must have entered the market membership in the Maker or Producer category.

Work Retrieval Arrangements

Please check:

- Authorized pick up for NSDCC office
- C.O.D. courier (specify) _____
(Note: arrangements for C.O.D. to be made by applicant)
- Payment for return postage or shipping enclosed

Checklist:

- NSDCC membership paid in full
- At least 3 items submitted (max 6)
- \$10 Viewing fee included
- Photo, sketch or description of booth display
- Application form completed in full
- Supporting documentation included
- Work retrieval arrangements made
- Insurance in place for items while in the possession of NSDCC

Declaration: I understand that my work may be photographed by the Standards Committee for a visual record, and that the photographs will be used by the Standards Committee for reference ONLY.

Signature: _____

Date: _____

Using the general and specific guidelines in the Standards Assessment package, the Standards Committee reviews all submissions carefully, accepting work on the merits of good workmanship. With this in mind, the level of excellence NSDCC is known for can be maintained. Complete the following for each item submitted. Use a separate sheet if necessary.

1. **DESIGN:** A brief description of design process, including whether or not works are intended to be functional or decorative should be included for each piece of work submitted.

2. **PRODUCTION QUALITY AND TECHNIQUE:** A description of stages of production and reasons for selecting a “one of a kind” or “production” approach should be included.

3. **SOURCE OF INSPIRATION:** Descriptions of how/where the designs originated and identification of sources if relevant.

4. **MATERIALS USED:** An explanation of choice of materials and how they are appropriate to the intended finished object should be included.

5. **COMMERCIALY FABRICATED CONTENT:** Commercially fabricated elements (if any) present in work and why they are considered necessary should be included.

6. **IDENTIFICATION/LABELLING:** Samples of labeling (i.e. sewn-in labels, business cards, signature on work), or a clear description of the labeling chosen to use if samples are not available at the time of the assessment should be included.

7. **SPECIFIC EXCLUSIONS:** Currently, specific exclusions that are unacceptable for NSDCC craft markets include: unfinished items, kits for consumer assembly and photomechanical reproductions.

Please describe your typical production process from beginning to end, outlining the raw materials used, stages of production, individual skills required, who performs the specific tasks involved, what tools are used and the degree of mechanization involved.
