

# SEED NEW PROJECTS GRANT

## Further details to assist applicants in providing correct information

On application form:	Drama (Fiction) and Documentary (Non-Fiction)	Digital (Interactive/Non-linear/Multiplatform)
Producer's statement	<p>In this statement you may wish to elaborate on:</p> <ul style="list-style-type: none"> <li>the potential of the proposed project to reach its target audience; and</li> <li>the viability of the project in terms of the development plan, estimated production budget and financing strategy.</li> </ul>	<p>In addition, for interactive/non-linear/multiplatform projects:</p> <ul style="list-style-type: none"> <li>Rationale for choice of target platform/s.</li> </ul>
Statement of creative vision	<p>This statement is intended to be completed by the director (where attached). If a director is not attached, it should be completed by the current team with consideration of the style of the proposed/intended director.</p> <p>A statement demonstrating:</p> <ul style="list-style-type: none"> <li>understanding of the themes of the script and the journeys of its characters;</li> <li>intent and approach in relationship to tone, performance style, visual style (including approach to design, camera and editing) and treatment of sound and score;</li> <li>personal response to the material, and how this response will shape the next draft/iteration.</li> </ul>	<p>In addition to the standard statement of creative vision (see left) for interactive/non-linear/multiplatform projects please also include:</p> <ul style="list-style-type: none"> <li>choice of platform, creative rationale for platform and how it enhances user experience/project;</li> <li>intended balance between interactive and narrative elements.</li> </ul>