

BASIC EVALUATION PACK  
FOR YOUNG ARTISTS

# WHY EVALUATION?

EVALUATION IS IMPORTANT TO FIND OUT HOW SUCCESSFUL A PROJECT IS,  
AND WHAT IMPACT IT HAS ON ALL WHO ARE INVOLVED.

SO IF YOU HAVE AN IDEA FOR AN ARTS PROJECT, AND NEED AN IDEA OF HOW TO EVALUATE IT,  
JUMP RIGHT INTO THIS **BASIC EVALUATION PACK FOR YOUNG ARTISTS!**

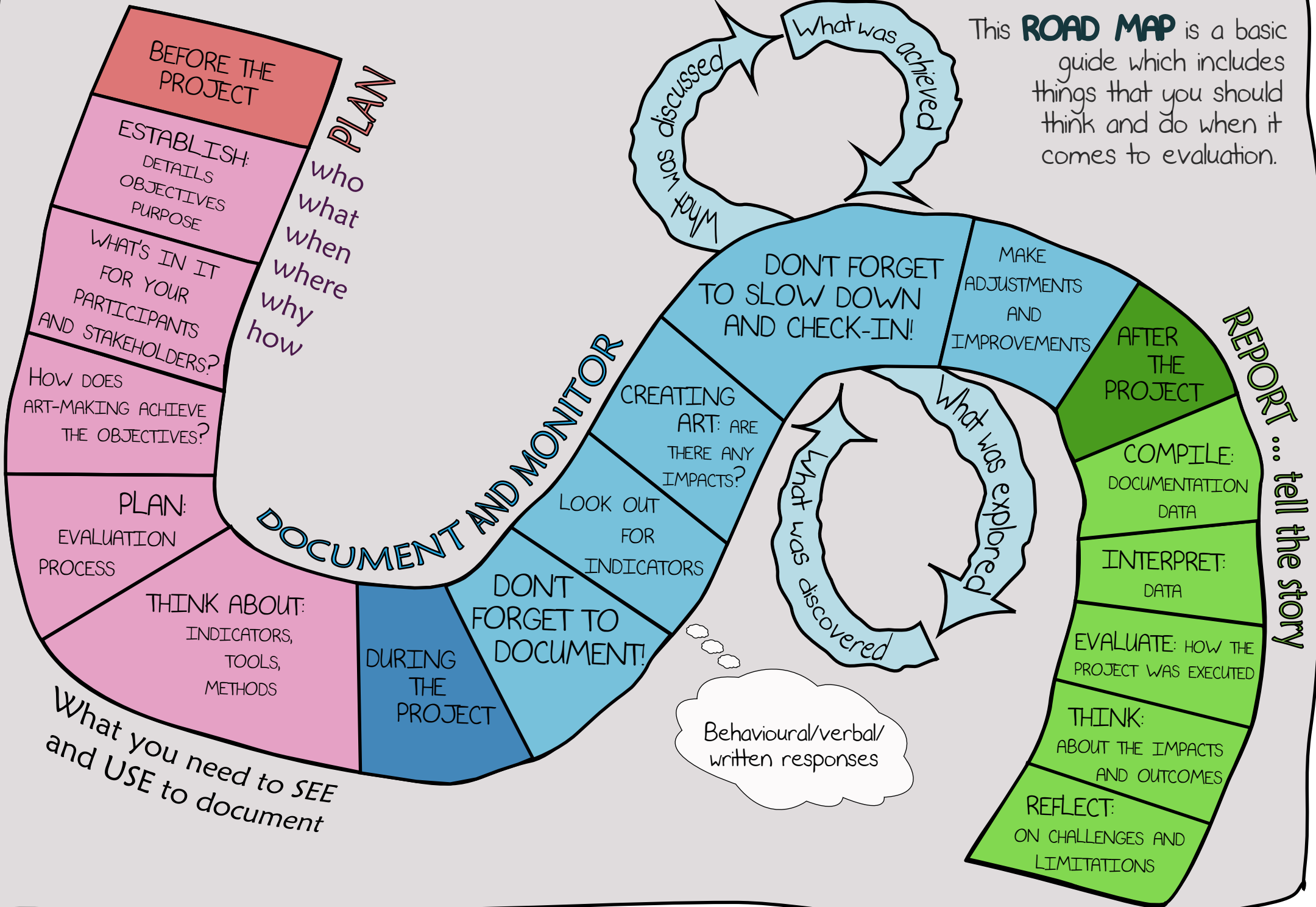
THIS PACK WILL GIVE YOU AN OVERVIEW OF THE PROCESS OF EVALUATION -  
**QUESTIONS, STEPS, AND TIPS**  
TO KEEP IN MIND WHEN IT COMES TO EVALUATING AN ARTS PROJECT.

ALSO, IF YOU ARE IN NEED OF MORE INFORMATION ON EVALUATION OR PROJECT IDEAS,  
WE HAVE A **LIST OF RESOURCES** TO HELP YOU!

AS A QUICK KICK START ON EVALUATION, THIS PACK CONTAINS  
THE **BASIC ESSENTIALS YOU NEED** FOR YOUR PROJECT.

SO WHAT ARE YOU WAITING FOR? YOUR EVALUATION JOURNEY IS JUST AHEAD!

This **ROAD MAP** is a basic guide which includes things that you should think and do when it comes to evaluation.



# CHECKLIST

AS YOU FOLLOW THE JOURNEY THAT THE ROADMAP TAKES YOU THROUGH, USE THIS CHECKLIST TO MAKE SURE YOU DO NOT MISS ANYTHING OUT! A HANDY, SIDE-ALONG COMPANION TO HELP YOU STAY ON TRACK!

## BEFORE THE PROJECT

	<p>I have established the following details of my project :-</p> <ul style="list-style-type: none"><li>• The purpose of my project</li><li>• The relevant stakeholders</li><li>• The budget</li><li>• The target participants</li><li>• The venue</li><li>• Why the project should be funded/supported</li></ul>
	<p>My project objectives include the objectives of:</p> <ul style="list-style-type: none"><li>• Myself</li><li>• Participants</li><li>• Stakeholders</li></ul>
	<p>I have established an evaluation plan.</p> <ul style="list-style-type: none"><li>• My evaluation plans stems from my project objectives</li><li>• My evaluation plan includes tools that I am using to document the process</li><li>• My evaluation plans includes indicators needed to achieve my objectives</li><li>• I have a clear method of how I am going to carry out my evaluation</li><li>• My evaluation plans provides opportunities for reflection, points during the project where thoughts and documentation can be collated</li></ul>

# CHECKLIST

## DURING THE PROJECT

	<p>My indicators include :-</p> <ul style="list-style-type: none"><li>• Participant behaviour (engagement/participation)</li><li>• Verbal responses from participants</li><li>• Written responses from participants</li></ul>
	<p>I have documented the progress of the project using various tools.</p>
	<p>I have allowed myself time to reflect on the progress so far.</p> <ul style="list-style-type: none"><li>• Did I manage to achieve any objectives?</li><li>• Are there any areas for improvements?<ul style="list-style-type: none"><li>• If there are, have I made the necessary improvements?</li></ul></li></ul>

# CHECKLIST

## AFTER THE PROJECT

	<p>I have evaluated how my project was carried out.</p> <ul style="list-style-type: none"><li>• Were the logistics for the project adequate?<ul style="list-style-type: none"><li>• Venue/Materials/Time, etc.?</li></ul></li><li>• Was I able to achieve my objectives?</li><li>• Was I able to meet the objectives of my participants and stakeholders?</li><li>• Was my project able to achieve its purpose?</li><li>• What were the challenges and limitations of the project, and how were they dealt with?</li></ul>
	<p>I have evaluated the impact of my project.</p> <ul style="list-style-type: none"><li>• Were there any changes in behaviours, attitudes, and perceptions of the participants?</li><li>• Did the participants learn and/or discover anything new?</li><li>• Did I learn and/or discover anything new?</li><li>• Is my project worth doing/not worth doing again?</li></ul>

## GROUP DISCUSSIONS

Free and easy, and opens up a dialogue about the project's impacts

The art that is being produced can show how objectives are fulfilled

Art

## REFLECTION

EMPHASIS ON THIS BRINGS DEPTH AND MEANING TO YOUR DOCUMENTATION PROCESS

## Journals

A documentation process from the participant's perspective

# D.A.T.A

DOCUMENTING ALL THE ACTION

When actions speak louder than words video recordings come in handy

Videos

NEED TOOLS FOR EVALUATION?  
HERE'S SOME FOR YOU TO GET YOU STARTED! READ THE DESCRIPTIONS AND SEE HOW THEY CAN BEST DOCUMENT YOUR PROJECT.

A picture paints a thousand words - capture significant moments through photos

Photos

QUANTITATIVE DATA helps to quantify the impact of your project

## INTERVIEWS

USUALLY ONE-ON-ONE, AND CAN BE MORE FORMAL THAN GROUP DISCUSSIONS

QUALITATIVE DATA can showcase impacts of the project that numbers cannot truly represent

## SURVEYS

A SYSTEMATIC AND DIRECT TOOL TO HELP YOU BE SPECIFIC ABOUT THE FEEDBACK YOU ARE COLLECTING

# JUST A FEW TIPS...

HAVE THESE AT YOUR FINGERTIPS FOR A SOLID EVALUATION!

1. OBJECTIVE- KEEP THEM SHORT AND SIMPLE, THEY ARE THE KEYSTONE TO YOUR EVALUATION.
2. HOW YOU PLANNED YOUR PROJECT CAN BE EVALUATED AS WELL - IT WILL HELP YOU IMPROVE FOR FUTURE PROJECTS.
3. A PICTURE PAINTS A THOUSAND WORDS, AND IT LASTS LONGER. NEVER FORGET TO DOCUMENT YOUR PROJECT.
4. GET A RANGE OF PERSPECTIVES ON THE OUTCOME OF YOUR PROJECT.
5. EVALUATION BENEFITS EVERYONE - STAKEHOLDERS, PARTICIPANTS, AND YOU.
6. ALWAYS FIND THE TIME TO SLOW DOWN AND REFLECT ABOUT HOW YOUR PROJECT IS GOING.
7. THINK ABOUT HOW THE CONCERNS OF YOUR PARTICIPANTS AND STAKEHOLDERS CAN HELP TO ENHANCE YOUR PROJECT EVALUATION.
8. BE OPEN ABOUT THE OUTCOMES OF YOUR PROJECT WHEN REPORTING BACK ABOUT IT.
9. UNINTENDED OUTCOMES - SOMETIMES YOUR PROJECT ACHIEVES MORE THAN YOU EXPECTED. IF IT DOES IT IS WORTH NOTING.
10. ETHICS - BE AWARE OF THE VARIOUS LIMITATIONS THAT YOUR PARTICIPANT GROUP MAY ENTAIL (SUCH AS CONFIDENTIALITY, ANONYMITY, ETC.), AND HOW YOU CAN WORK YOUR DOCUMENTATION WITHIN THESE LIMITATIONS. IF YOU ARE UNSURE, ASKING FOR PERMISSION CAN HELP YOU DETERMINE THE LIMITATIONS YOU MAY HAVE TO WORK IN.



# RESOURCES

HERE ARE SOME LINKS AND OTHER RESOURCES THAT COULD BE USEFUL FOR PROJECT IDEAS AND OTHER METHODS OF EVALUATION IF YOU WANT TO FIND OUT MORE:

- [HTTP://WWW.ACTIONFACTORY.ORG/HTML/ABOUTUS\\_468.HTML](http://www.actionfactory.org/html/aboutus_468.html)  
ACTION FACTORY COMMUNITY ARTS USES THE ARTS TO WORK WITH PEOPLE OF AGE GROUPS IN A PARTICIPATIVE WAY. THEY PROVIDE A WIDE RANGE OF WORKSHOPS IN A VARIETY OF ART FORMS TO CATER TO THE NEEDS OF THEIR CLIENTS, WHO RANGE FROM SCHOOLS TO COMMUNITY GROUPS, NON-PROFIT ORGANISATIONS TO GOVERNMENT AGENCIES. THEIR WEBSITE IS A GREAT EXAMPLE OF THE POWER OF DOCUMENTATION, ESPECIALLY THROUGH QUOTES AND PHOTOGRAPHS.

## THIS WEBSITE INCLUDES:

- USING QUOTES AND PHOTOGRAPHS TO SHOW WHAT THE PROJECTS ARE ABOUT AND THEIR IMPACTS
- COMMUNITY ARTS DONE WITH A VARIETY OF COMMUNITY GROUPS AND ART FORMS
- CONSISTENT DOCUMENTATION OF PROJECTS THROUGH PHOTOGRAPHY

# RESOURCES

HERE ARE SOME LINKS AND OTHER RESOURCES THAT COULD BE USEFUL FOR PROJECT IDEAS AND OTHER METHODS OF EVALUATION IF YOU WANT TO FIND OUT MORE:

- [HTTP://WWW.AUSTRALIACOUNCIL.GOV.AU/ARTISTICREFLECTIONKIT/ABOUT](http://www.australiacouncil.gov.au/artisticreflectionkit/about)

THIS KIT IS DESIGNED TO PROVIDE ARTS ORGANISATIONS EASY ACCESS TO RESOURCES THAT COULD ASSIST THEM WITH THEIR EVALUATION PROCESSES FOR VARIOUS PROGRAMMES AND PROJECTS. IT WILL HELP YOU WITH EVALUATING AND REPORTING ON YOUR PROJECTS, AS THE KIT CHALLENGES YOU TO LOOK AT YOUR PROJECT FROM A RANGE OF PERSPECTIVES.

## THE KIT INCLUDES:

- A VISUAL REPRESENTATION OF THE EVALUATION PROCESS
- FURTHER DETAILS ON WHAT EVALUATION ENTAILS
- ELEMENTS OF EVALUATION THAT INVOLVE ARTISTIC REFLECTION
- OTHER TOOLS AND EXAMPLES OF DIFFERENT EVALUATION PROCESSES THAT YOU CAN USE, WITH IN DEPTH EXPLANATIONS
- VARIOUS PROJECT REPORTS SPAMMING A VARIETY OF ART FORMS AND SUBJECTS
- EXAMPLES ON HOW TO STRUCTURE QUESTIONS TO RECEIVE FEEDBACK FROM DIFFERENT INDIVIDUALS INVOLVED IN A PROJECT

# RESOURCES

HERE ARE SOME LINKS AND OTHER RESOURCES THAT COULD BE USEFUL FOR PROJECT IDEAS AND OTHER METHODS OF EVALUATION IF YOU WANT TO FIND OUT MORE:

- [HTTP://WWW.DISSEMINATE.NET.AU/](http://www.disseminate.net.au/)

IF YOU ARE INTERESTED TO FIND OUT MORE METHODS AND TOOLS FOR EVALUATION, THIS IS A WEBSITE THAT WOULD BE USEFUL FOR YOU. IT PROVIDES EXAMPLES OR INSPIRATION ON HOW TO START PLANNING A COMMUNITY ARTS PROJECT, AND KNOW HOW TO INCLUDE YOUR PROCESS OF EVALUATION. NUMEROUS RESOURCES ARE AVAILABLE FOR YOU TO READ ABOUT VARIOUS COMMUNITY ARTS PROJECTS, AND PERSPECTIVES AND METHODS OF EVALUATION.

## THIS WEBSITE INCLUDES:

○ CASE STUDIES

○ REPORTS

○ EVALUATION METHODS AND THEORIES

○ EVALUATION TOOLS

○ APPROACHES TO EVALUATION

○ USING ARTS TO DEAL WITH A VARIETY OF COMMUNITIES AND DEALING WITH DIFFERENT SUBJECT MATTER

# RESOURCES

HERE ARE SOME LINKS AND OTHER RESOURCES THAT COULD BE USEFUL FOR PROJECT IDEAS AND OTHER METHODS OF EVALUATION IF YOU WANT TO FIND OUT MORE:

- [HTTP://VIMEO.COM/25195431](http://vimeo.com/25195431)

THIS IS A VIDEO ABOUT A COMMUNITY ARTS PROJECT DONE BY SAM KANG LI. KANG LI WAS INSPIRED TO BRING THE COMMUNITY LIVING IN HIS HDB BLOCK TOGETHER, TO BE MORE BONDED AND INTERACTIVE AMONGST EACH OTHER. "AT OUR DOORSTEPS" IS AN AWARD WINNING PROJECT THAT HAS INSPIRED SINGAPOREANS, SPARKING A CONVERSATION ABOUT WHAT COMMUNITY REALLY MEANS TO US. IT IS AN EXAMPLE OF HOW EVALUATING A PROJECT CAN ALSO FOLLOW A NARRATIVE, FROM START TO END, AS YOU RECOUNT AND REFLECT ON A PROJECT.

## THIS VIDEO SHOWS:

- A CREATIVE EXAMPLE OF HOW AN ARTS PROJECT EVALUATION IS PRESENTED
- AN EXAMPLE OF HOW VIDEO IS A USEFUL TOOL IN DOCUMENTATION AND EVALUATION
- A LOCAL EXAMPLE OF AN EVALUATED ARTS PROJECT
- INCLUDES ESSENTIAL POINTS TO CONSIDER WHEN REFLECTING ON AND EVALUATING YOUR PROJECT
- THESE POINTS CAN HELP TO INFORM ON WHAT SORT OF CONTENT TO INCLUDE WHEN REPORTING ABOUT YOUR PROJECT

# RESOURCES

HERE ARE SOME LINKS AND OTHER RESOURCES THAT COULD BE USEFUL FOR PROJECT IDEAS AND OTHER METHODS OF EVALUATION IF YOU WANT TO FIND OUT MORE:

- [HTTP://WWW.INSIGHTSHARE.ORG/](http://www.insightshare.org/)

INSIGHTSHARE IS AN ORGANISATION THAT USES A UNIQUE METHOD TO HELP RAISE AWARENESS AND PROMOTE CAMPAIGNS FOR VARIOUS CAUSES AND DISADVANTAGED COMMUNITIES - PARTICIPATORY VIDEO. THEY AIM TO USE THIS METHOD TO BUILD CONFIDENCE IN VARIOUS DISADVANTAGE COMMUNITIES TO STAND UP AND HAVE A VOICE FOR THEMSELVES, AND INITIATE ACTION FOR POSITIVE CHANGE IN THEIR COMMUNITIES. WITH THEIR NUMEROUS CASE STUDIES, REPORTS, AND PHOTO STORIES, THIS WEBSITE PROVIDES MANY EXAMPLES OF HOW VARIOUS PROJECTS HAVE BEEN EVALUATED.

THIS WEBSITE INCLUDES:

- PROJECT IDEAS
- USING VIDEO FOR DOCUMENTATION AND EVALUATION
- USING PHOTOGRAPHS FOR DOCUMENTATION AND EVALUATION
- CASE STUDIES
- WRITTEN REPORTS OF PROJECTS, USING VARIOUS DOCUMENTATION TOOLS

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