



**CENDANA SENI UNTUK SEMUA ONLINE PROGRAMME
(FOR ARTISTS, ARTS EDUCATORS, ARTS TEACHERS AND ASSISTANTS ONLY)**

FREQUENTLY ASKED QUESTIONS (FAQ)

Q: What is the CENDANA Seni untuk Semua Online Programme?

A: The **CENDANA Seni untuk Semua Online Programme** is a showcase of arts class video tutorials conducted by experienced Malaysian arts practitioner, arts educator, arts teacher or arts teacher assistant teaching hosted on CENDANA's BASKL digital platform.

Q: What is the aim of the Seni untuk Semua Online Programme?

A: It aims to promote arts education among the wider public and instil an appreciation for Malaysia's arts and culture as well as love for the arts.

Q: How is Seni untuk Semua Online Programme different from the Seni untuk Semua Programme in Collaboration with RTM?

A: Seni untuk Semua Programme in Collaboration with RTM is the programme under the PRISMA initiatives where the arts classes are featured on RTM's educational channel. There are only 16 episodes featuring 16 artists for this programme. Seni untuk Semua Online Programme is an initiative under PEMULIH Recovery Initiative and the arts classes will be featured on CENDANA's consumer website, www.baskl.com.my.

Q: Who is the audience for the Seni untuk Semua Online Arts Video Classes?

A: This programme is targeted towards the general public across all ages and their families making artwork taught through easy step-by-step instructions.

Q: Who can apply as tutors to curate and develop the arts class video tutorials?

A: Artist(s)/ arts educators/ arts teachers and assistants who are:

- Malaysian citizens;
- Pleasant and engaging, and are able to communicate effectively in Bahasa Malaysia (BM) and/ or English;
- Anybody active and critical in the development of performing arts, visual arts, independent music and crafts. This may include but is not limited to artists, choreographers, composers, dancers, directors, producers, musicians, writers and crafters;
- Applications can be made by individuals or groups collectively. However, the lead applicant for the group **MUST** be the lead instructor for the arts class. Organisations and/ collectives **MUST** identify in the application form the person who will be the lead instructor should it be different from the person who is applying;
- Possess a wide knowledge of the art form specifically in CENDANA's key sectors; performing arts, visual arts, independent music and craft. This can be illustrated by a good track record of a minimum of two (2) years of experience in having conducted arts classes for online audiences or have undergone training with a training provider in the teaching of the arts in the specified art forms above; and
- Those with experience carrying out shows on television or online may have an added advantage.



Q: How many artists/ arts educators/ arts teachers and assistants will be selected?

A: Only fifty (50) will be selected.

Q: Who will select the successful applicants?

A: The applications will be reviewed by CENDANA's Industry Advisory Panel comprising industry advisors, experts, and practitioners.

Q: How long does one have to wait before knowing if they are selected?

A: Applicants will be notified if their application is successful/ unsuccessful via email confirmation no later than **1 September 2021**.

Q: What is expected from successful applicants of the programme?

A: Applicants are expected to:

- Be prepared to attend meetings, and other related briefings for the proposed arts class;
- Provide a curated arts class content relevant to their core expertise either in performing arts, visual arts, independent music or crafts;
- Attend the online workshop on how to do recording for an online video tutorial at home.
- Record the curated arts class at home and send the pre-recorded curated arts class as outlined in the application to CENDANA;
- Agree to allow CENDANA to edit the pre-recorded video to streamline the quality and presentation of the final video prior to publishing;
- Agree to allow CENDANA to feature the arts class on CENDANA's digital platforms or other relevant platforms under the purview of Ministry of Communications and Multimedia;
- If applicable, agree to provide CENDANA authority to edit the activities within the episodes to individual standalone segments for distribution to public primary schools under CENDANA's Arts Education Schemes; and
- Agree to provide CENDANA the intellectual property for all the content from the production of this programme (artistic work will be credited to the successful applicant).
- Indicate willingness to provide feedback and overall review for the programme's enhancement;

Q: Can we apply for CENDANA's other funding programmes if we are selected for CENDANA's Seni untuk Semua?

A: Yes, you can as this programme is not a funding programme.

Q: What is the timeline for the production of the TV programme?

A: The duration of the programme is three (3) months beginning from **October – December 2021**.

Q: When will the recorded videos of the arts classes be published online?

A: The recorded art classes are tentatively scheduled to be published in November and December 2021 on CENDANA's consumer website, www.BASKL.com.my.

Q: When is the date/ timeline for the actual recording for each art class?

A: The recording will take place in October and November 2021 and all arts classes will be recorded by the respective applicants within an agreed timeline determined by CENDANA.

Q: Do I have to attend the online workshop?

A: **Yes.** Successful applicant **MUST** attend a compulsory online workshop on how to record and produce an online arts class video tutorial organised by CENDANA. This is to support the design, curation, and recording done by applicants based on the guidelines given by CENDANA.

Q: What support does CENDANA provide?

A: CENDANA will cover the following:

- An all-inclusive fee amounting to RM3,000 for individuals and RM4,500 for arts collectives/ arts organisations for the curated arts class video tutorials. The fee is to cover all costs related to production/ recording of the arts class videos;
- Provision of a digital backdrop and branding for the recording of the arts classes;
- Collating feedback from the wider public and the artists on the impact of the programme; and
- Publicity and marketing for the artists/ arts educators/ arts teachers and the programme via CENDANA's digital assets.

Q: How will the payment be provided to the Successful Applicant for the CENDANA Seni untuk Semua Online Programme?

A: A mobilisation of fifty percent (50%) of the approved amount will be given up-front upon receipt of the signed acceptance of the agreement by the Successful Applicant;

The subsequent disbursement will be done in a second (2nd) tranche of fifty percent (50%) upon submission of the following deliverables:

- Recording of the arts class has been completed and submitted to CENDANA;
- The recording of the arts class is cleared by CENDANA to be posted online;
- Submitted a post event report using the report template given;
- Completed the CENDANA Economic Monitoring Survey;
- Completed CENDANA's Artist Profile Sheet (template will be provided); and
- Satisfactory response to any queries or requests for further particulars and information in a format requested by CENDANA.

Q: Do selected applicants have to sign a commitment agreement with CENDANA?

A: Yes, applicants who have been selected will have to sign an agreement with CENDANA **agreeing to the provided terms and conditions** of the **CENDANA Seni untuk Semua Online Programme** including Acknowledgement and Disclaimer and Duties to Keep Confidentiality and Indemnity.

Q: What if I cannot complete the programme and have to leave half way?

A: All participants selected will have to sign an agreement with CENDANA prior to the start of the programme. If a participant leaves half-way through the programme, the terms and conditions of the agreement will be in effect and there is a possibility that the participant will have to refund the fee provided as well as the costs incurred for the pre-production of



the episode, as well as other costs involved in his/her selection and participation in the programme.