

PDA MEMBERSHIP GUIDELINES AND CRITERIA

1. Unique Creative Response

Members need to

- have their own voice as an artist within **one specific genre**, which should form the basis of the membership application.
- have a unique vision about how and what they create, and can present work with a cohesive 'individual edge'.

2. Development of ideas

Members need to

- demonstrate research into their subject, developing knowledge and ideas through experimentation with resources, techniques and processes. We look for artists who have created a unique product through this focus on their work.
- show that they can evaluate their progress in developing their work and have a clear vision for their future.

3. Skill and Presentation

Members

- are expected to have expertise in their chosen field and demonstrate highly levels of skill in all aspects of production.
- are able to explain their philosophy, reflect on their work and discuss their progress with clarity and confidence.
- are able to present their work to the high standard of professionalism required for any PDA event.

4. Professional and Business Experience

Members

- are expected to have some trading knowledge, experience of exhibiting and selling their work in suitable events or venues, specific to their genre.
- are continually striving to attain their goals through their business plans and projections.

We also take into consideration an applicants education, professional training and any work experience.

5. PDA Reciprocal Expectations

PDA is an energetic collective. We encourage each member to contribute in as many ways as they can. We will try to ascertain what prospective members could contribute to the group in terms of useful skills or past experiences, but we are also interested in what they hope to gain by joining PDA.