

CRAFTS OF CHARACTER BRANDING PROGRAM PRODUCT EVALUATION CRITERIA

GENERAL CRITERIA

Concept: The product must reflect the uniqueness of the people, culture and character of Newfoundland and Labrador, as interpreted by the person who created it.

Design: The design must be original to the producer, commissioned by the producer for their exclusive use, or a skilful adaptation/rendering of a traditional design or pattern from an acknowledged, authentic pattern source.

It should be evident in the final product that the designer has carefully considered decisions regarding concept, function, technique and materials. The producer must demonstrate a high level of design and technical skill appropriate to the medium.

In addition, items made using moulds, patterns, pre-manufactured components, findings, found objects, or recycled materials, are acceptable if:

- The original model for the mould or the pattern is the design of the producer, or a design commissioned by the producer for his/her exclusive use.
- The commercial component (moulds, patterns, pre-manufactured components, parts or findings) is neutral or subordinate to the overall design of the finished product.
- The found object(s) has been substantively transformed or incorporated, using new materials, into a new product.
- The recycled materials used are in good condition, clean, originally of good quality and are substantively transformed by the producer.

Production Quality and Technique: Whether produced in quantity or as an individual piece, the product must demonstrate a high level of skill and production quality demonstrating production techniques that substantively transform the raw materials into a finished product.

Design and technical proficiency are considered to be of equal value in most cases. However, in those works requiring less design skill (such as traditional products or reproductions of museum artifacts), the requirements for technical expertise are more stringent. In products that are entirely commercially produced (such as reproductions from original artworks), the requirements for original design content are more stringent.

Materials: All materials used must be of high quality and appropriate to the function of the finished product.

Packaging and Presentation: Packaging and labelling should be of high quality and designed to convey a distinct product image, to complement, enhance and protect the product, as well as to provide necessary consumer information (such as ingredients/contents, care & usage instructions). Any products packaged and sold as a unit, such as baskets or boxed sets, are defined as gift packages and must be submitted for assessment combined as such.

Additionally, all products contained in the gift package must also meet all evaluation criteria.

Labelling and Government Regulations: The producer must ensure that all products conform to the relevant regulations of the Competition Bureau, Industry Canada and Health Canada, including labelling requirements.

CRITERIA FOR SPECIFIC PRODUCT CATEGORIES

In addition to meeting the general criteria above, the following products must also meet the following requirements:

Artwork and Reproductions of Original Artwork: The work must demonstrate that the maker has a thorough understanding of design theory and practice, as well as a high level of skill in the materials/medium chosen. A distinct personal style must be evident.

For the purposes of the program, the following definitions of “print” and “reproduction” apply:

Print - a work which has been conceived and executed as a print using traditional printmaking techniques, such as Lithograph, Intaglio, Relief, or Serigraph. The involvement of the artist in the “printing” is essential.

Reproduction - a photomechanical reproduction of a work originally created in another medium. Many different processes may be used to create reproductions including commercial printing presses, giclee, digital scans which are then printed, multiple copies of computer-generated art, etc.

Please note that prints and reproductions must be appropriately labelled in accordance with the definitions above or they will not be considered. All supporting promotional materials submitted with the product must also use the appropriate terminology. Whether it is a print or a reproduction, only the owner of the copyright to the work is eligible for the program.

Photography: The work must demonstrate that the maker has a thorough understanding of design theory and practice, as well as a high level of skill in the medium. A distinct personal style must be evident. Only the owner of the copyright to the photograph is eligible for the program.

Reproductions of Historical/Museum Artifacts: If the product is to be marketed as an authentic reproduction it must be demonstrated that it adheres to the design of the original piece which it reproduces. It may be handmade or commercially produced. The maker must

demonstrate that he/she has the appropriate authorization from the source of the original piece to make and market the reproductions.

Books: Only books that incorporate some element of craft technique can be considered for the brand. This would include books incorporating handmade paper, hand-tooled leather binding/covers, or hand-sewn binding, done by the craftsperson.

Food Products: Only food products that fit the department's definition of a food gift item will be eligible. The product must utilize local ingredients, or where that is impossible it must reflect a traditional recipe that has a connection to Newfoundland and Labrador. The product designer/maker must be directly involved in or take ultimate responsibility for all stages of production. The product must be packaged appropriately to convey a distinct product identity and prevent spoilage or leaks. All labels and production must conform to the specifications of Health Canada and the regulations/licensing requirements of other appropriate government departments as necessary (such as nutrition labelling).

Kits (to be assembled by the consumer): The design must be original to the producer. The kit must have been stringently tested to prove workability. All kits must include complete and clear instructions for working and finishing. All kits must be appropriately packaged and labelled in a ready for sale state.

Processed Raw Materials: These must be from local NL sources and be able to stand on their own merit as a product with traditional craft origins (hand-dyed fabric, yarn, cabochon stones, etc).

High Quality Stationery and Souvenir Items: All designs must be original to the producer and all production must occur in the province.

Soap, Bath and Body Products: Raw ingredients must be substantively transformed by the producer for the product to be eligible. Simply repackaging bulk product will not be considered an eligible product. Producers must include a full description of their production process for each product submitted in this category. Producers must supply a copy of their Cosmetic Notification Form for each product, acknowledged by Health Canada (producer must request this acknowledgement from Health Canada as they are not automatically sent out), with their application for the brand.

Aboriginal-themed Products – Products using/depicting the following authentic Newfoundland and Labrador aboriginal themes/images will only be considered if they are made by Newfoundland and Labrador aboriginal makers. All the other criteria for eligibility must also be met.

- The Innu and Inuit Tea Dolls (Innu Nation, Labrador and Labrador Inuit).
- The Talking Stick (Federation of Newfoundland Indians).
- Legend, spiritual and shamanistic figures associated with the Labrador Inuit, such as the drumdancer and Sedna.

Other images such as the inukshuk or the dreamcatcher, which are not exclusively associated with local aboriginal groups, are not restricted to aboriginal producers when being considered.

INELIGIBLE PRODUCTS/PRODUCT CATEGORIES

The following specific products are ineligible for the Crafts of Character brand:

- Products that could be interpreted as demeaning to the intent, image or reputation of the brand (examples include, square rolling pins, mugs with handles inside, “Newfie” joke products, etc.).
- Prototypes, preliminary designs or sketches.
- Food products which would normally be sold in a supermarket.
- Products made from commercial kits.
- Products made solely from purchased moulds.
- Products copied from another person's designs or a published pattern/design, without authorization.
- Products made solely by assembling purchased or found objects, unless the elements of design have been applied by the producer to create a highly distinctive product.
- Products made by repackaging bulk contents with no application of skill/design or transformation by the producer.
- Music recordings or video recordings – tapes, CDs, DVDs, etc.
- Literature – commercially printed books, magazines, etc.
- Taxidermy.
- Products made by decorating commercially purchased objects, unless the purchased object is neutral or subordinate to the overall design of the finished product.
- Products made using liquid embroidery, embroidery transfers, plastic canvas, popsicle sticks, scrap-booking, string art, decoupage, or paper tole.
- Products incorporating tole painting using commercially published patterns/designs.
- Products which incorporate clip art or public domain images/verses as part of the design.
- Products that are actually supplies used in the making of other products, such as scrap-booking supplies, paper, threads, fabric, paints, etc. The only exception to this will be if the product fits the definition of “processed raw materials” as outlined under “Criteria for Specific Product Categories” above.

GENERAL CONDITIONS

Producers

1. The department reserves the right to make the final decision on eligibility. New forms and innovations will be considered by the committee on an individual basis.
2. All applicants to the Crafts of Character Branding Program must submit product samples for Product Review.
3. Approved Crafts of Character Branding Program applications do not imply approval or acceptance for any other program offered by the department.

4. Producers are entitled to exhibit tags and stickers on only those products for which they are approved. If a producer wishes to use the Crafts of Character brand on other products they produce or on new products introduced, they must submit those products to the department's Product Review for assessment. For their convenience, producers should include in their submission all products they want to be considered for the brand at the time they apply.
5. If a producer's work falls below acceptable standards, or the producer fails to observe the Terms and Conditions of brand use, the brand will be revoked and the producer may be asked to re-submit the product or meet other conditions before brand approval will be reinstated.

Retail Outlets and Galleries

1. Retailers/galleries interested in applying to become a designated Crafts of Character Retailer must submit a Retailer Application form to the Department of Innovation, Business and Rural Development.
2. The department will confirm with producers listed on the application that the retailer consistently stocks their product. (Consistent stocking is regarded as placing an order with the producer at least once a year)
3. Retailers are not permitted to apply to the program for individual products, nor are retailers permitted to associate the point of sale brand materials with non-approved products in their shop.
4. If a retailer fails to comply with the Terms and Conditions of the program, the approval to use the Crafts of Character point of sale materials in the shop will be revoked until such time as the retailer is in compliance with the Terms and Conditions.