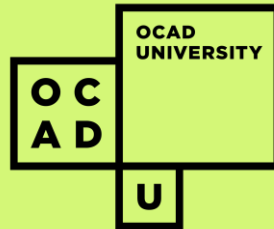


OCAD U GUIDE TO BUILDING A STRONG PORTFOLIO



ACKNOWLEDGING THE LAND

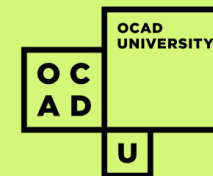
OCAD UNIVERSITY ACKNOWLEDGES THE ANCESTRAL AND TRADITIONAL TERRITORIES OF THE MISSISSAUGAS OF THE CREDIT FIRST NATION, THE HAUDENOSAUNEE AND THE HURON-WENDAT, WHO ARE THE ORIGINAL OWNERS AND CUSTODIANS OF THE LAND ON WHICH WE STAND, LEARN, AND CREATE.

hello!

I'M MARY ANNE

(she/her)

LEAD,
NATIONAL STUDENT
RECRUITMENT
ADMISSIONS & RECRUITMENT
mgarcia@ocadu.ca



AGENDA

- **ARTWORKS TO PORTFOLIO REQUIREMENTS**
- **TIPS FOR PREPARING DIGITAL PORTFOLIOS**
- **WRITING ABOUT YOUR CREATIVE WORK**
 - **CHOOSING PROCESS WORK**
 - **Q&A**

ARTWORKSTO

PORTFOLIO SUBMISSION

REQUIREMENTS

REVIEW THE **PROGRAM GUIDELINES** & DETAILS



*Scan the QR code to
access the Program
Guidelines*

2026 ARTWORKSTO NEWCOMER PROGRAM - MEDIA ARTS

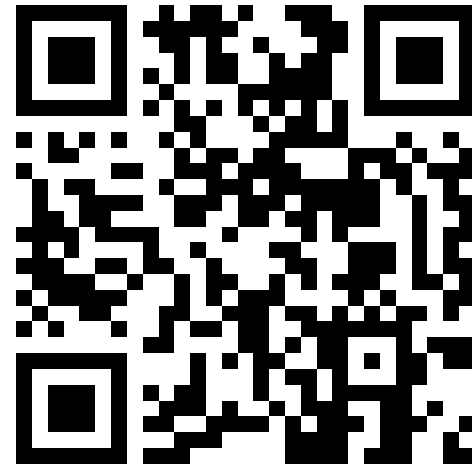


Newcomer Program - Media Arts (Stream 1) - ArtWorksTO - Participant Application Form - 2026

DEADLINE: JUNE 18, 2026 @ 11:59 PM

ArtWorksTO Newcomer Program offers newcomer artists training, mentorship, and paid work opportunities in media arts and arts education. It supports 25 Canadians in developing sustainable careers by providing credentialed education, industry connections, and practical experience.

- Please read the Frequently Asked Questions (FAQ) section in the [ArtWorksTO Newcomer Program site](#) and *make sure you're eligible to apply* before you complete your application.
- Complete the checklist at the end of the form to ensure your submission is complete. Incomplete applications will not be assessed.
- We strongly encourage your participation in the OCAD U Portfolio Development Workshop: [Register Here](#). For more information about this offering, and/or for information about the program, and application process please email ximena@torontoarts.org
- In the context of this program, we use the term 'artist' interchangeably and with openness. The program includes practitioners in Media Arts such as graphic designers, digital media creators and other related disciplines, as well as Art Educators who are also practicing artists. Our definition embraces a broad range of creative practices.



*Scan the QR code to
access the Media Arts
(Stream 1) form*

2026 ARTWORKSTO NEWCOMER PROGRAM - ARTS EDUCATION

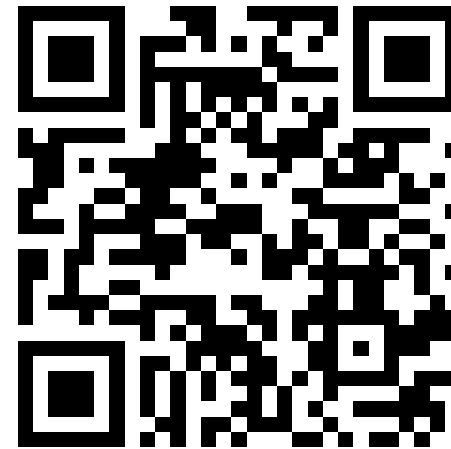


Newcomer Program - Arts Education (Stream 2) - ArtWorksTO - Participant Application Form - 2026

DEADLINE: JUNE 18, 2026 @ 11:59 PM

ArtWorksTO Newcomer Program offers newcomer artists training, mentorship, and paid work opportunities in media arts and arts education. It supports 25 Canadians in developing sustainable careers by providing credentialed education, industry connections, and practical experience.

- Please read the [Frequently Asked Questions \(FAQ\)](#) section in the ArtWorksTo Newcomer Program site and *make sure you're eligible to apply* before you complete your application.
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- In the context of this program, we use the term 'artist' interchangeably and with openness. The program includes practitioners in Media Arts such as graphic designers, digital media creators and other related disciplines, as well as Art Educators who are also practicing artists. Our definition embraces a broad range of creative practices.



*Scan the QR code to
access the Arts Education
(Stream 2) form*

FOLLOW GUIDELINES CLOSELY AND ADJUST ACCORDINGLY

3. TELL US ABOUT YOURSELF

What do you hope to gain from ArtWorksTO Newcomer Program? How will this program support your goals as a creative/artist educator? *

0/250

What challenges have you faced as a creative/artist educator, and how do you hope this program can help you overcome them? *

0/250

5. ARTISTIC PRACTICE


Regarding your artistic practice, what are your primary art disciplines? Select all that apply *

- Visual Arts
- Music
- Theatre
- Dance
- Literary Arts
- Media Arts (e.g. film, digital art, animation, etc.)
- Interdisciplinary Arts
- Other

Tell us about your art practice *

Describe your background, inspirations, and current work as an artist. 0/250

Upload your digital portfolio as a single PDF *


Browse Files
Drag and drop files here

6. PORTFOLIO

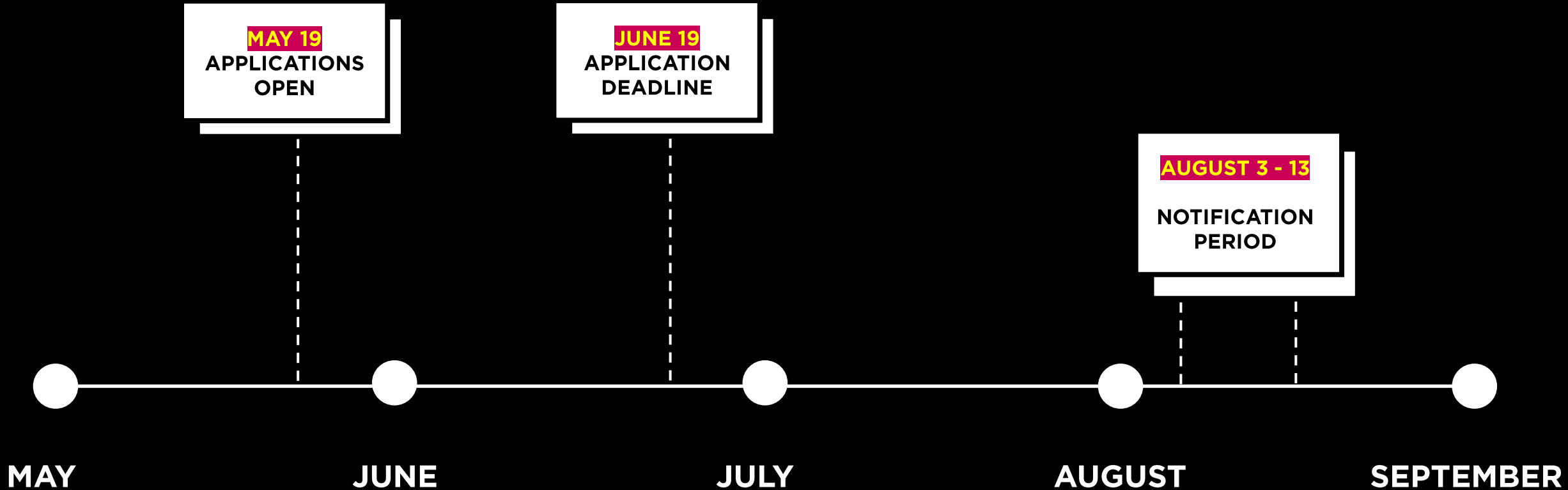
Please upload your digital portfolio in PDF format. (Please refer to our FAQ on our [website](#) to see what should be included if you are applying for Stream 2: Arts Education).

Interested applicants are strongly encouraged to attend the portfolio development training offered by OCAD U through the "Portfolio Workshop". The Live session will take place on May 27 from 5:00 to 6:00 (Toronto time). To register, please visit our program website.

For those unable to attend the live session, the recorded workshop will be available here after June 1st.

Please note that applications that do not include a portfolio (submitted in accordance with the guidelines) will not be considered.

APPLICATION TIMELINE



Portfolio: Media Arts (stream 1)

WHAT TO INCLUDE:

- **SHORT BIO (300 WORDS MAX)**
 - What's your story?
- **ARTIST STATEMENT (300 WORDS MAX)**
 - Explain your interests, influences, and the ideas that shape your practice. This is your opportunity to introduce yourself as an artist, describe what defines your work, and provide context for how and why you create it.
- **CREATIVE PROCESS (OPTIONAL BUT STRONGLY ENCOURAGED)**
 - Include examples/images/drafts of your sketchbook, process and concept development skills as part of your portfolio submission. You can document your creative process.
- **FINISHED WORK**
 - Include up to 5 examples of finished original work that demonstrates creativity, technical skills, range and expression of ideas
- **DESCRIPTIONS (50 WORDS MAX)**
 - Briefly explain process, method, media, concept, and purpose. Include collaborators or clients if applicable.

Portfolio: Arts Education (stream 2)

WHAT TO INCLUDE:

- **SHORT BIO (300 WORDS MAX)**
 - What's your story?
- **ARTIST STATEMENT (300 WORDS MAX)**
 - Explain your interests, influences, and the ideas that shape your practice. This is your opportunity to introduce yourself as an artist, describe what defines your work, and provide context for how and why you create it.
- **CREATIVE PROCESS (OPTIONAL BUT STRONGLY ENCOURAGED)**
 - Document your artistic and/or teaching process. Process work should connect to either your creative work or your teaching practice
- **FINISHED WORK**
 - Up to 2 examples of creative work
 - Up to 3 examples of arts education practice (e.g. lesson plans, workshop facilitation, syllabus, or sample activities)
- **DESCRIPTIONS (50 WORDS MAX)**
 - Briefly explain process, method, media, concept, and purpose. Include collaborators or clients if applicable.

How does your portfolio change?

YOU WILL HAVE MANY VERSIONS OF YOUR PORTFOLIO SO
CONSIDER: WHAT YOU ARE SUBMITTING IT FOR?

EMPLOYMENT VS EDUCATION
PHYSICAL VS DIGITAL
PERSONAL VS SOCIAL

Tips for Preparing a Digital Portfolio

- **Consider the way your viewer will navigate and experience your PDF**
- **Choose an orientation that is ideal for the way it will be viewed**
- **Choose photos or screenshots that give the most insight into the finished piece**
- **Make sure the PDF is easy to navigate and flip through**
- **Compress large files**

- **Your PDF portfolio shares more about you than you realize:**
 - **Your template should be consistent with your brand identity as a creative**
 - **Your template should have minimal visual noise/ornamentation – only keep what is relevant to the submission**
 - **Make sure your ideas and write-ups are clear and concise – be straight to the point**

WRITING ABOUT YOUR CREATIVE PRACTICE - SHORT BIO

- **The artist bio is about identifying your story**
- **You are creating a narrative around your journey as an Artist/Designer/Creative**
- **You can include:**
 - **Where did/do you go to school?**
 - **Write about a particular focus in your studies (art, dance, science, music, robotics, sports, etc.)**
 - **Write a sentence or two about any volunteer/internship work or employment related to your interest in art/design**
 - **Have you shown your artwork? If so, where? Note dates.**
 - **Have you always lived where you are now? If not, write a sentence about where you've lived and/or studied before**

WRITING ABOUT YOUR CREATIVE PRACTICE - ARTIST STATEMENT

- **Sometimes called an “Artist Statement” or “Statement of Intent“**
- **Clarifies the intentions behind the work you make**
- **Introduces who you are as an artist/designer**
- **Often a requirement for applying to school, creative industry jobs or, for art exhibitions/artist grants and residencies**
- **It is helpful to reflect on your creative process before writing about it:**
 - **Consider what you’ve made recently**
 - **Think about what your goals and intentions were behind it**
 - **Simply describe what you have made**
 - **Spend time making notes in your sketchbook or creative journal**

PROCESS WORK

- **For the ArtWorksTO submission, process work is optional but highly recommended**
- **What can be considered as process work?**
 - **Sketches/drawings**
 - **idea development**
 - **Research references**
 - **Process documentation**
 - **Found photos**
 - **Notes/lists/quotes**
 - **Storyboard/mindmaps**
 - **Free thinking**
 - **Creative journal**
 - **Social media**

PROCESS WORK - WHY IT MATTERS

- **Allows you to observe how you develop your ideas**
- **It demonstrates the way research informs your practice**
- **It shows how your technique is evolving**
- **Encourages a willingness to experiment and discover new things**
- **Highlights the way that you are creatively engaging with the world around you**
- **It is a learning tool for yourself**

Q & A



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