

As you know, to get into most programs in an art & design school, you'll need a really strong portfolio.

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What is a portfolio?

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Your portfolio is a collection of work that represents your individual creative and technical experiences and accomplishments. It is a visual representation of who you are. Keep in mind that when it comes to your portfolio, some of the most important features we look for are skill, passion, curiosity and your ability to think *creatively*.

What is creativity?

Thinking outside the box, being unconventional, using your imagination — you've heard it all before. But what does it mean? It means there are many ways you can train your brain to think more creatively.

A studio in a book!

This book and the creative prompts within it can help you do a lot of things: try a new medium or materials, take risks, envision a new piece for your portfolio... with this book you can push and pull your creativity in many ways.

Look through this book and get inspired to:

- Embrace research and expand your process
- Change and flex your thinking
- Explore new materials and ways of creating
- Talk/write about your work in different ways.

Important: Don't be limited by this book! It's just a starting point.

Did you like an exercise? Keep going! Do it again, but in a different way!

Did you not like an exercise? That's okay, rip those pages out and make some art with them.

Don't think of this as your official sketchbook. It is <u>a</u> sketchbook. One of the many tools in your creative process.

OCAD University portfolio requirements:

Statement of Intent: Explain your interest in the program that you have applied to, as well as what inspires or influences the work that you do.

Process Work: Show your sketchbook, process and concept development skills as part of your portfolio.

Finished Work: Include 8 to 10 examples of your finished original work. Be sure to show some work that is directly related to the program that you are applying to.

Descriptions: Explain in 50 words per finished piece the process, method, media, concept and purpose of each piece.

Parts of this book could fit into any of these submissions or another part of your portfolio!

Visit <u>ocadu.ca/portfolio</u> for complete and up-to-date details on portfolio requirements, submission options, program specific guidelines and assignments.





Make the air visible.

TIP: Work large - Try using your feet, elbows or knees to make a mark.

> , *Scene* e, 2019

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Notice the light: Photograph, perform with it, collaborate, video, animate, trace, paint.

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Ught T Make the visible invisible. Look for or create tracings, shadows, residue, imprints, stamps.

> TIP: Use the negative space around an object.

TIP: Go outside and document: a small change, something absent, a meaningful moment. Collect and create with your findings.

Background:Tetyana Herych, Proof Book, 2016Bottom Left:Charlize-Nhung Nguyen, Grandpa Pa, 2018Above Right:Maryanne Casasanta, Invisible, 2019



Work with an uncomfortable feeling; what unravels you?



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TIP: Use your less dominate hand.

Background: Vibeke Silverthorne, Untitled, 2016 Above: Maryanne Casasanta, How to Work From Home, 2020



Background: Annette Mangaard, Meltdown, 2017 Left: Phillip Sparks, Dome Shirt, 2019 Right: Vibeke Silverthorne, Icebreakers, 2017 Start a project and invite someone to complete it.

TIP: Interpret a song, a sound or a noise.

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Collaborate with your past self by recreating an old project.

What changes?

Background: Jiachen Liu, Untitled, 2017 Above: (Left to Right) Samantha Bertram, Outward Inner Self, 2016; Outward Inner Self Renewed, 2020; One of Them, 2020.

Work with chance: Open a book to a random page, pick a word. Make something.

TIP: Experiment with composition. Work from the centre, the space around the centre, from the floor or upside down.

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Chase a colour or pattern from the world around you.







TIP: Work with a found object or a pattern of your own making.





Reflect on and write about the art you make using the following forms: poetry, found images, colour, a conversation with yourself.

COLORS

JIF I DID DECIDE A

MY WORK AS A WHOLE?

WHY DO I HARDLY USE COLOR ?

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MAYBE D-TIP: Write a letter to your future self. EAN. WALK OF ORSE!

Background: Erin Lougheed, Runaway, 2019 Above: Graham Nhlamba, High Tea, 2018 Bottom: Samantha Bertram, Will of the Wisp, 2020

WHO SAYS I HAVE TO ?.

ABBION



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Background: Misbah Ahmed, Bodega, 2018 Above: Maryanne Casasanta, Compost Studies I, II and III, 2020

Cook a simple meal, research where the ingredients you chose came from. How and where do they grow? Who plants and harvests them? What animals do they come from? How are they bred? What cultures use them? Are they under threat?

Document your finding with notes or photos or drawings.

Research Research Research

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Explore a place: Research the community, streets, neighbourhood, city or town. What is its cultural, social and political history?

Who was there before you? Who will be there after you?

TIP: Document existing objects in the street. Build a collection that entices you. N

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OCAD University Applications

Are you ready to apply to OCAD U? A few things you should know:

* Our recommended deadline is in February

* You apply through the Ontario Universities Application Centre

* We make our admissions decisions based on your portfolio, supplemental material and/or a combination of these and your grades. Your portfolio is important! * When you apply, you'll get instructions on how to submit your portfolio or supplemental material

* All offers of admission to OCAD U are conditional upon meeting the minimum academic requirements and supplying all required documentation

Applicant Checklist:

* Choose your area of study with the help of ocadu.ca/admissions

* Review and understand your academic entrance requirements

* Submit your application at ouac.on.ca

* Add the @ocadu.ca domain to your email 'safe senders' list and check your junk mail regularly

* Receive your email acknowledgement from OCAD U

* Prepare and submit your portfolio and statement of intent (for admission to the Bachelor of Design or the Bachelor of Fine Arts programs) **OR** Submit your writing sample, creative profile and official transcripts (for admission to the BA in Visual and Critical Studies)

* Receive conditional offer of admission and accept it

* Meet all academic entrance requirements and conditions of your offer

* Plan and register for your courses online over the summer, then join us in September!

Visit our website for complete and up-to-date details on portfolio requirements, submission options, program-specific guidelines and assignments.

Visit **<u>ocadu.ca/portfolio</u>** for more information on how you can take your creativity to the next level.

Go to **<u>ocadu.ca/admissions</u>** for more on how to apply. Join us for events and portfolio workshops that will help you put together your best application.

Want more portfolio tips, tricks and creative challenges? Follow us on Instagram: @ocaduadmissions

All creative imagery in this sketchbook is work from OCAD University alumni and students.

The creative tips, design, illustration and other photography was put together with care by the Admissions & Recruitment team.

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Front/Back Cover: the Yellow Staircase - an iconic collaborative interior space on campus, displaying the range of thoughts, feelings, and moods of OCAD U students.

Humans are such an insignificant and small point of the entire galaxy - don 4 think so highly of

yourself

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The Admissions & Recruitment office is just a phone call, email or click of a button away. -50056

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Get in touch with us if you have any questions!

Admissions & Recruitment Phone: 416-977-6000 x4869 Toll-free: 1-800-382-6516 admissions@ocadu.ca



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Babe your hair is in my face. **