

YOUR
WORK

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Handwritten-style text in black, appearing to be a stylized or abstract representation of the word 'LEARN'.

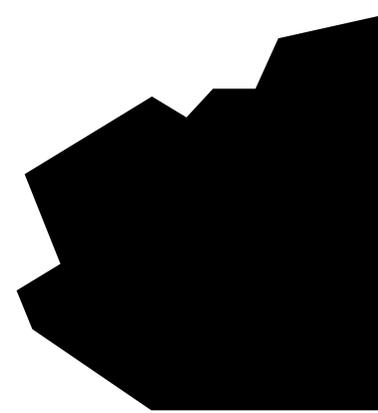
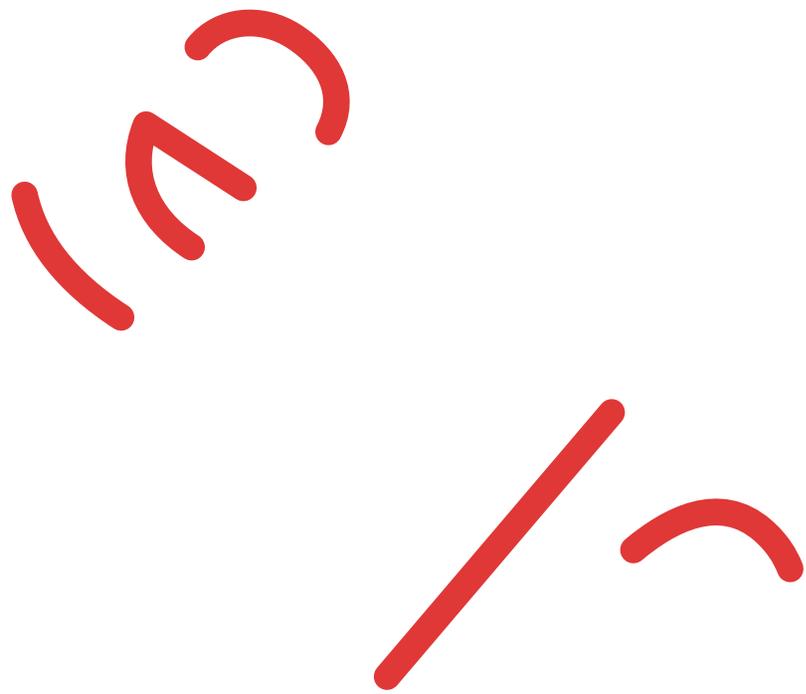
A guide to
making the
most of GradEx

The stress.
The deadlines.
The rules and regulations.
The work.

There is so much that is asked of students in the lead-up to GradEx that it's easy to lose sight of the opportunity it offers. In a sense, like flipping a switch, GradEx is the moment where your career as a student ends and your professional one begins.

Once those doors open to the public, it's no longer about what your faculty, program or OCAD U wants: it's all about you.

That's where this resource comes in. We will outline some essential tools and skills that will help you to leverage GradEx to suit your individual professional goals.



What does
OCAD U

offer you
in relationship

to GraEX?



Facilitation

Facilitator

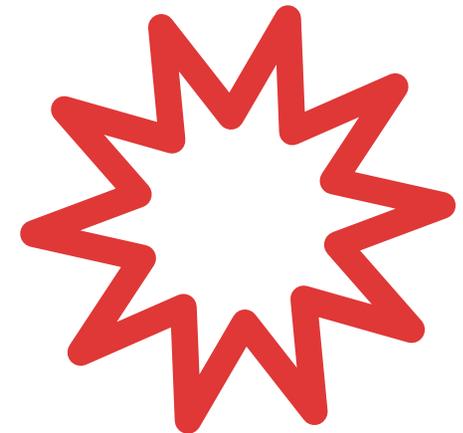
Facilitator

Free online portfolio services.

Exclusive 30% discount on business cards and other marketing tools.

Topical career advising and workshops.

Experienced faculty guidance. OCAD U wants to make it easier than ever before for students to represent themselves and their practice.



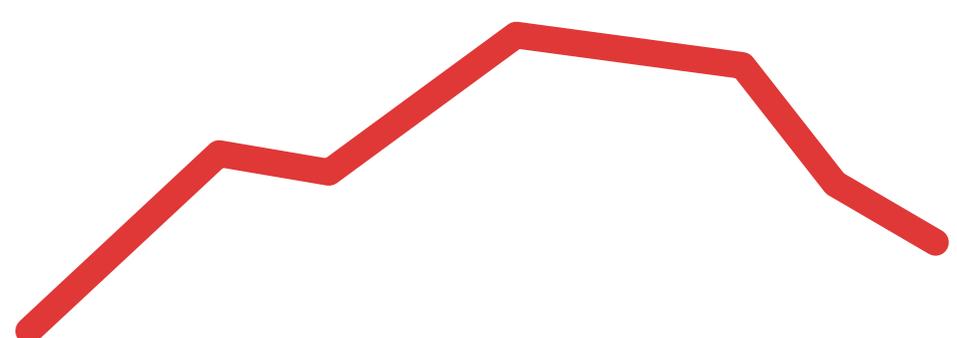
Activation

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The University devotes a lot of time, people and resources into transforming campus into a showcase of exceptional student work...because we know GradEx is a big deal.

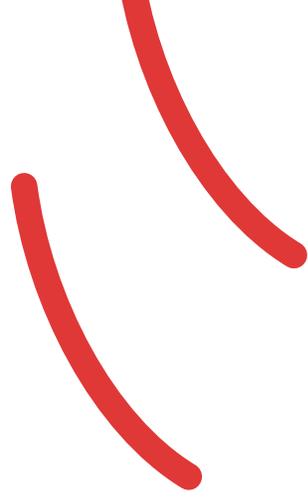
It's not a routine experience to benefit from marketing efforts which will draw **40,000 visitors** to see your work.



Motivation

motivation

motivation

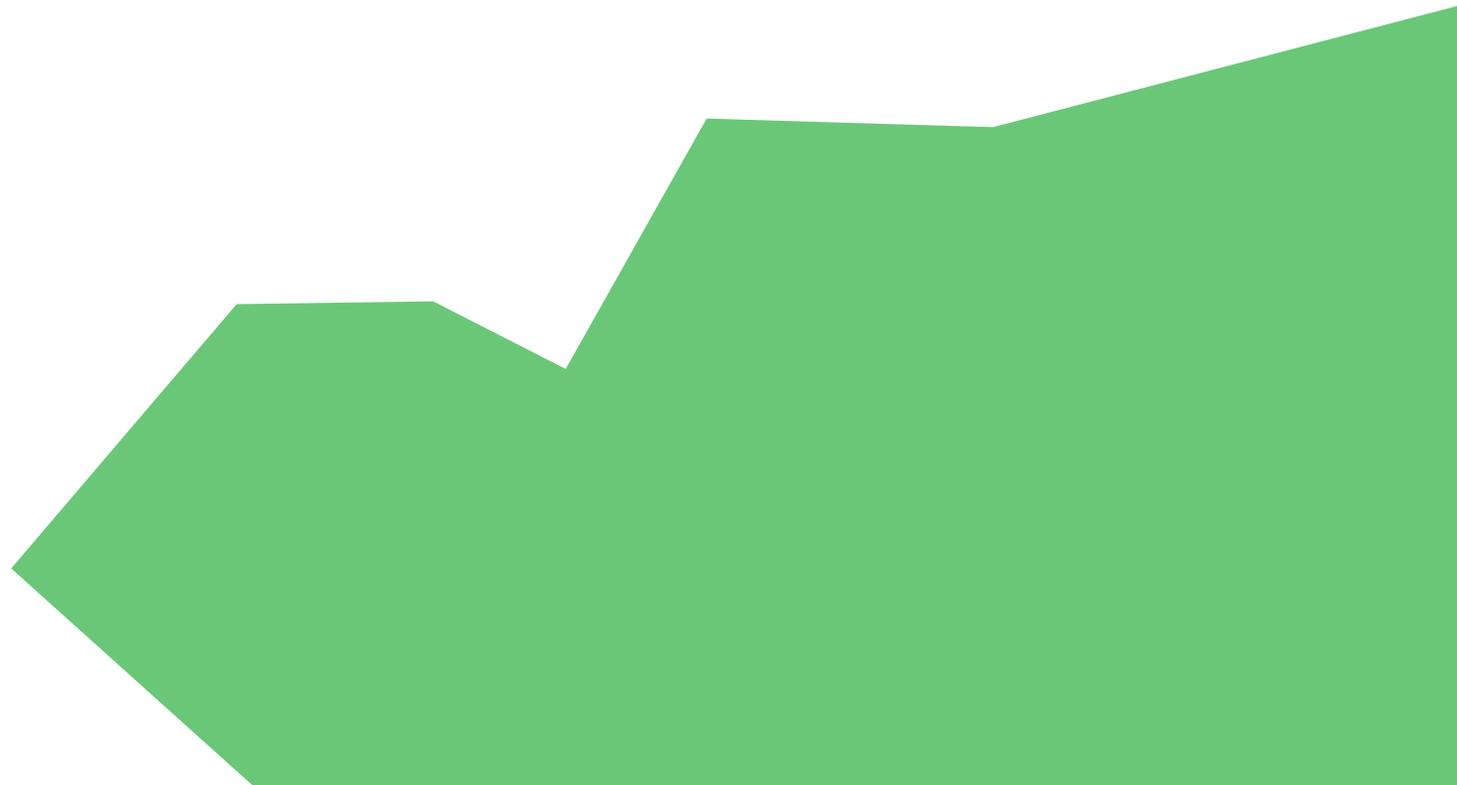


There are going to be
thousands of new,
outside eyes looking at
your work that
first weekend in May.

Whether they've been invited for a special guided tour or prefer to be incognito, expect that *talent recruiters, creative industry leaders and design influencers* will be roaming the exhibitions at GradEx.



What can I do
to professionalize
my participation
in GradEx?



Content

It is worth considering that how you present your work is often as important as the work itself.

Discrete elements of your exhibition, such as *space utilization, stands/plinths/supports, framing, lighting, technology, didactic information* and even *pricing*, communicate a great deal about how you value your work and the broader role you want it to play.

Keywords

Exhibition design
Installation features
Language
Experience
Pricing artwork
Freelance availability
Artist/design statement



*"We notice everything.
Everything you present
is a signal of value."*



Bob Hambly, of the design firm
Hambly & Woolley, at the RGD
Creative Directions Conference 2017

Presence

When you are adjacent to your work, what kind of engagement are you prepared to have with visitors?
Have you considered how you might talk about your work with a potential employer?

If it isn't possible to be with your work for significant periods, ask yourself how the public can "interact" with you: for example, *business cards* or other takeaways, copies of *resumes/CVs*, a *sign-up sheet* to join your *mailing list*, the handle to an *instagram feed* that people can follow, and a simple, memorable website *URL*.

Keywords

Body language

Elevator pitch

Follow-up

Personal brand

Commercial sales

Recruitment

MOO.com

Format's Online store feature

Square and Shopify

Image Lists

"People are going to be coming in [to GradEx], so you need to be opportunistic and I mean that in a positive way. The story is part of it for a lot of people; they don't know how to talk about the work, but if they can talk about how they went down to OCAD U and they met this interesting young artist who was passionate [...] that's important."

**Jamie Angell, of [Angell Gallery](#),
in the [Toronto Star](#), April 23, 2015**

Audience

However you define your practice, whether that of a performance artist, a product designer or a creative technologist, everyone's work at GradEx will have an ideal audience. Do you know yours? How are you activating them?

This is the moment to invite the people with whom you aspire to share your work to come and get a deeper sense of your professional intentions, and to build your own community of practice. An engaged, activated audience will follow your work and development for years to come.

Keywords

Research

Reflection

Database

Outreach

Mailing list

Social media

Community

Networks



**GradEx:
Where
Art Fair
Meets
(Reverse)
Job Fair**

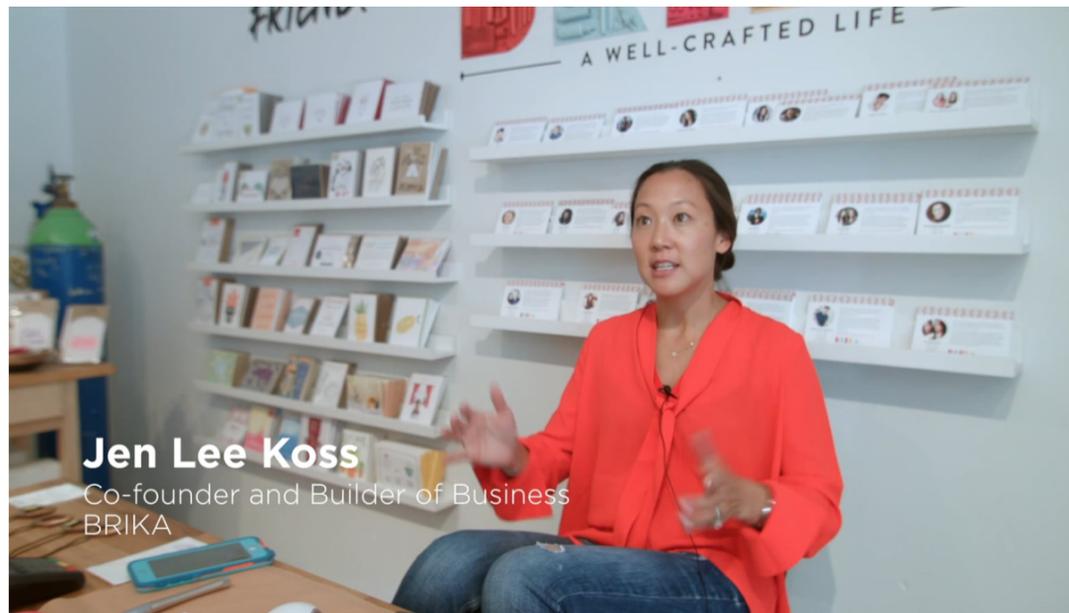
“Tell me more about your work...”

- Artist/Design statement
- Brief informational wall-panel
- Your personal “elevator pitch”
- Concept, materials, process, technique
- How you set yourself apart

“How do we get in touch/work with you/hire you?”

- Website or portfolio site
- Copies of your resume/CV
- Business cards/other marketing assets (1,000)
- Request that visitors might share their contact details with you

Additional Online Resources



Your Work Here:
Insights on GradEx from the Design Community

Format's free online portfolio services for OCAD U students and faculty

MOO's 30% discount for OCAD U students on business cards, postcards, stickers and more.

The Centre for Emerging Artist & Designers (CEAD) one-page guide to building your online portfolio.

The CEAD's guide to building your resume and CV

Format's Guides to Creative Businesses and Great Portfolios

"How much should you charge for design work?"

Creative Earners: Canadian National Salary Survey

Toronto Design Directory

The Design Kids