

Faculty of Design Advanced Standing Portfolio Requirements

As an advanced standing applicant, you have selected one of the following programs in the Faculty of Design:

Advertising
Environmental Design
Graphic Design
Illustration
Industrial Design
Material Art and Design (Fibre, Ceramics, Jewellery/Metalsmithing)

Portfolio Tips for Applicants:

Your portfolio is a mirror of who you are as a designer. Include a selection of pieces which represent your ideas and your vision, while also demonstrating a range of skills. Quality over quantity of pieces is recommended (between 15 and 25 finished pieces, a portfolio of drawings in a sketch book equals one piece). The organization and appearance of your portfolio will be given due consideration, although content is considerably more important.

You must be able to demonstrate an equivalence of OCAD's First-Year Design Stream. Please include your best projects from the following categories: two-dimensional work, three-dimensional work, digital work, colour, drawing, and modeling. Creative exploration, concept development and application are of primary importance. Please include sketch books, thumbnails, sketch drawings and modeling, as well as well-developed and presented finished pieces.

Explain briefly and articulately your ideas behind each project. In addition be prepared to discuss the reasons for your choice of program.

If you are being considered for the second-year level, it is not expected that you have work that directly applies to the program area that you have selected, however feel free to include any that does.

If you have projects that are too cumbersome to carry, bring photographs, slides or digital images of them. The Faculty of Design prefers that you include as many original pieces as possible.

If you believe you are eligible for placement at the third-year level of study, you must have the equivalent of two years of study at OCAD. It is critical that the majority of work in your portfolio indicates specific knowledge and experience in your selected program. Pieces should demonstrate a maturity in ideas and development, as well as skill in presenting them. Knowledge of relevant media, materials and processes is expected.

Evaluation Criteria:

Creative Problem Solving:

Recognition of issues, creative exploration, working methodology, technical knowledge.

Visual Language Skills:

Colour sensibility, 2D composition, 3D form development.

Design Communication:

Drawing/sketching, rendering, model making, verbal/written skills.

Knowledge/attitude:

Knowledge and enthusiasm for your chosen profession, confidence in artistic abilities, professional goals.

Each program area places a different emphasis on the above criteria, as follows:

Environmental Design and Industrial Design

Emphasis is on three-dimensional exploration, either spatial or object. This may be demonstrated through drawings, models or full-size pieces. Some knowledge of materials and techniques is expected, however most important is the exploration of ideas and form. Two dimensional work and sketch books should complete your portfolio.

Material Art & Design: Fibre, Ceramics, Jewellery/Metalsmithing

Emphasis is placed on explorations in three-dimensions, specifically objects. Applicants are encouraged to select their best drawings, models or original pieces which are relevant but not restricted to the area to which they are applying i.e.: fibre, jewellery or ceramics. Some knowledge of materials and techniques is expected, however most important is the exploration of ideas and form. Work done in other mediums such as drawing, painting, or photography for example is recommended, and sketchbooks or journals are desirable.

Graphic Design, Advertising and Illustration

Demonstration of two-dimensional exploration and development is critical. This includes creative thinking, concept and form development, compositional skills and color sensibility. Fundamental observational drawing skills and the demonstration of the use of a variety of media and techniques are necessary.

Applicants are encouraged to include some three-dimensional pieces if available.