

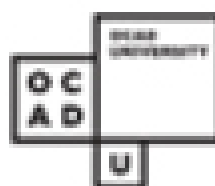


# ARTWORKSTO

## Program Guidelines

ArtWorksTO provides opportunities for IBPOC and/or 2SLGBTQ+ youth to gain professional experience, skills, and networks in the media arts industry.

ArtWorksTO is a partnership between the Toronto Arts Foundation - Neighbourhood Arts Network (NAN), the City of Toronto, The Remix Project, and the Ontario College of Art & Design University (OCADU).



# Am I eligible for ArtWorksTO?

ArtWorksTO is open to:

- Residents of Toronto
- Youth 18-29 (by the application deadline)
- Youth who identify as:
  - Indigenous, Black, People of Colour (IBPOC) and/or
  - Two-spirited, lesbian, gay, bisexual, trans, queer (2SLGBTQ+)
- Media artist, either self-taught or through community-based or post-secondary training (videographer, graphic designer, illustrator, photographer, social media communications, User Experience -UX design, etc.)
- Youth artists with career aspirations in the creative industries as a media-based artist, entrepreneur, freelancer, or working professional

# What activities does ArtWorksTO offer participants?

**ArtWorksTO is delivered through 2 streams:**

## 1) **ArtWorksTO Foundations Stream:**

For emerging early and mid-career creative professionals who want to grow their independent enterprises and boost their professional profile through paid work and creative networking experiences.

### **This stream includes:**

- Skills to Work: a guaranteed, paid creative contract with an industry partner
- NetWorking: industry networking, masterclasses, and panels offered by the Remix Project, Neighbourhood Arts Network, and the City of Toronto
- Industry Insider: industry mentorship provided by the Remix Project

## 2) **ArtWorksTO Next Stream:**

For emerging early-and mid-career creative professionals who want to broaden their options as creative professionals through paid work, creative networking, and business and professional skills training experiences.

### **This stream includes:**

- ArtWorksTO Foundations(including Skills to Work, NetWorking, and Industry Insider as described above), plus
- Education to Work, Certificate in Art and Design Professional Skillsdelivered by OCAD U to develop creative business skills



ArtWorksTO  
Foundations  
Stream

ArtWorksTO  
Next Stream

# ARTWORKTO 2020-2021



## Education to Work

**OCAD U's Continuing Studies Certificate in Art and Design Professional Skills (October 2021 to June 2021)** will provide selected participants with:

- A stipend of \$200 per course for a total of up to \$800 to assist with costs to facilitate learning, such as hardware, software, childcare, travel, etc.

The certificate program includes

- Portfolio Workshop**
- Monthly group check-ins**
- Professional Practice for Emerging Artists and Designers (Continuing Studies)**
- Three (3) elective courses (Continuing Studies) from the following:**
  - [Social Media Marketing for Creative Professionals](#)
  - [Introduction to Entrepreneurship for Artists and Designers: Turning Your Idea into a Viable Business](#)
  - [Ecommerce Photography Workshop](#)
  - [The Cost of Creative Work: Pricing Products and Service](#)
  - [Accounting for Creative Professionals](#)
  - [Introduction to Design Thinking](#)
  - [Basic Design Principles](#)
  - [Editorial Design Studio](#)
  - [The Art of Type](#)
  - [Colour Theory for Digital Design](#)
  - [Documentary Photography Studio](#)
  - [Inclusive Design for Digital Media](#)
  - [Introduction to Visual Analytics](#)
  - [Introduction to User Interface \(UI\) and User Experience \(UX\) Design](#)
  - [Introduction to Web Analytics](#)



# ARTWORKTO 2020-2021

|   | ArtWorksTO Foundations Stream | ArtWorksTO Next Stream |
|---|-------------------------------|------------------------|
| <p><b>Skills to Work</b></p> <p><b>Paid contracts (February to May 2021)</b> with the City of Toronto and partner organizations (OCADU, Toronto Arts Foundation and The Remix Project) to create communications products (videos, photographs, brochures, posters, websites, social media campaigns, etc.).</p> <ul style="list-style-type: none"> <li>• Contracts will be awarded through a selection committee made up of project staff, industry professionals and ArtWorksTO alumni.</li> <li>• The average amount of each contract will be \$4,000 per participant.</li> </ul> | ✓                             | ✓                      |
| <p><b>Industry Insider</b></p> <p><b>Mentorship with industry professionals (February to May 2021)</b></p> <p>Selected participants will be matched with Industry Advisors from The Remix Project. The advisors will offer:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> technical advice on your paid contracts</li> <li><input type="checkbox"/> career mentorship through one-on-one and small group supports</li> </ul>  | ✓                             | ✓                      |
| <p><b>NetWorking</b></p> <p><b>Professional development activities</b> (February to May 2021)</p> <p>Professional development through continuous learning and engagement opportunities including:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Master Classes</li> <li><input type="checkbox"/> Industry panels</li> <li><input type="checkbox"/> Peer networking events</li> <li><input type="checkbox"/> Branded Youth Entrepreneurship Conference (2022)</li> </ul>   | ✓                             | ✓                      |
| <p><b>Optional:</b> Employment support (November 2021 to May 2022) through the City's Toronto Youth Partnerships &amp; Employment (TYPE) program, to provide:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Assistance with employment goals, including education, training and wellness support</li> </ul>   | ✓                             | ✓                      |

# What is the application deadline?

**ArtWorksTO Next Stream**      **Friday October 16, 2020**

**ArtWorksTO Foundations Stream**      **Friday December 18, 2020**



## ASSESSMENT CRITERIA



### ArtworksTO Foundation

Applications will be reviewed by an ArtWorksTO panel of staff and industry professionals to match applicants with potential contract opportunities.

Eligible applicants will be invited to submit proposals for specific contract-based projects in January 2021. Applicants may be invited to a conversation-style interview to get to know you, explore your fit with the program, answer any questions you may have, and discuss your proposal in more detail.

Applicants will be selected based on:

- Eligibility
- Career aspirations (Is the program well suited to your career goals?)
- Portfolio (reviewed for creative exploration, technical skills, expression of ideas, context, motivation, written skills, and passion)
- Proposal review (Reviewed for technical skills, fit of project ideas with clients vision, creativity)
- Fit with available contracts
- Diversity within the group among our priority populations (IBPOC, 2SLGBTQ)
- Applicants will be notified of the status of their proposals by email in early February 2021.

### ArtWorksTO Next Stream

An ArtworksTO panel of staff and industry professionals will review and shortlist applications.

Shortlisted candidates will be invited to a conversation-style interview to get to know you, explore your fit with the program, and answer any questions that you may have. Interviews will take place between November 2-5, 2020.

Applicants will be selected based on:

- Eligibility
- Career aspirations (Is the program well suited to your career goals?)
- Portfolio review (reviewed for creative exploration, technical skills, expression of ideas, context, motivation, written skills, passion)
- Artistic discipline representation among the group
- Diversity within the group among our priority populations (IBPOC, 2SLGBTQ)

Applicants will be notified of the status of their application by email (November 2021).

# WHAT SHOULD I INCLUDE IN MY PORTFOLIO?

**1 SHORT BIO** | What's your story? 300 words max!

**2 ARTIST STATEMENT** 300 words max



**3 COLLECTION OF WORK** that represents your individual creative and technical experiences and accomplishments

- Examples of your creative process
- Finished work with description



## WHAT IS A PORTFOLIO?

A **portfolio** is a collection of work that represents your individual creative and technical experiences and accomplishments, and it should be a visual representation of **who you are**. You need to demonstrate that you are a visual communicator and that you are well-equipped to succeed in the ArtWorksTO program.

**An Artist statement** should explain your specific interests and passions as well as what or who inspires and influences the work you do. This is your opportunity to introduce yourself as an artist and provide context so we can better understand your work.

**Creative process:** Include up to 10 pages of images/drafts of your process, and concept development skills. You can document your creative process as a storyboard, creative journal, concept/idea book, or a digital document. The examples you provide will demonstrate your creative process and should link to several of the finished pieces included in the portfolio.

**Finished Work:** Include up to 5 examples of your original finalized work that demonstrates creativity, technical skills, range, and expression of ideas.

- **Descriptions:** Explain in 50 words per finished piece the process/making method/media/concept and purpose of each piece. Please include the details of the collaborators and clients you worked with if applicable.

# TIPS

- Works a portfolio can be presented in a series –we recommend limiting 3-5 works for a series
- Works can be video –we recommend a highlight reel (1-2 mins), understanding that reviewers may skim through longer videos
- Include links to your professional website and/or social media pages

## **DO YOU WANT SUPPORT WITH YOUR APPLICATION?**

If you would like support with completing your application, you may book a one-on-one 30 minute session (online or by phone) with one of our program staff.

We would be happy to answer any of your questions and assist you with completing your application.




# WHO CAN I CONTACT FOR MORE INFORMATION?

## **Laura Metcalfe**

Project Manager, ArtWorksTO

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## **Norma Garcia**

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