ArtWorksTO

Application Guidelines

Program Details

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

ArtWorksTO is a partnership between Toronto Arts Foundation's Neighbourhood Arts Network, City of Toronto, The Remix Project and the Ontario College of Art & Design University (OCAD U).

Am I eligible for ArtWorksTO?

At least one of the following:	☐ I am Indigenous, Black, and/or a Person of Colour ☐ I am 2SLGBTQ+ (Two-spirit, lesbian, gay, bisexual, trans, queer)
All of the following:	☐ I am a resident of the City of Toronto/Tkaronto ☐ I will be between 18 and 29 years of age by the application deadline ☐ I have had work experience as a media artist (videographer, graphic designer, illustrator, photographer, social media communications, User Experience Design (UX) etc.) ☐ I aspire to a career as a professional media-based artist (in the creative industries, or as a creative entrepreneur, freelancer or working professional)

What does ArtWorksTO offer me?

Paid Creative Contracts
A five-month contract valued at $4,000 to complete a media arts project for a client (The City of Toronto, Toronto Arts Foundation, OCAD U, The Remix Project of imagineNATIVE). Selected applicants will be matched with contracts through a Request for Proposals (RFP) process. The paid contract provides successful participants with the opportunity to build a relationship with their client, develop a work plan, and complete project deliverables.

Support from an Industry Advisor coordinated by The Remix Project
The advisors will offer technical advice on your paid contracts and career mentorship through one-on-one and small group supports.

Certificate in Art and Design Professional Skills from OCAD U School of Continuing Studies
(only for Next Stream applicants, see FAQ)
A customized professional skills certificate which includes training in building an engaging portfolio that showcases your skills and unique talents, as well as business and media arts courses led by industry-engaged professionals.
Refer to FAQ for specific courses, etc.
(Please note: this component is only available to Next Stream participants)

Additional Professional Development Opportunities
Creative events and optional contract opportunities coordinated through our core partner networks with The Remix Project, Neighbourhood Arts Network/Toronto Arts Foundation, OCAD U, and the City of Toronto.

Optional employment supports
The City's Toronto Youth Partnerships & Employment (TYPE) program will provide assistance with employment goals, including education, training and wellness supports.

Alumni Pathways with employers and sector partners (*in development*)
Our proposed alumni program will continue to support past participants find new contracts and professional development experiences once they leave the program. Stay tuned – details of the ArtWorksTO Alumni Pathways component will be released in late 2021.

What is the application deadline?

ArtWorksTO Next Stream:
Sunday July 25, 2021 (midnight)

ArtWorksTO Foundations Stream:
Sunday August 22, 2021 (midnight)

When will I be notified?

Next Stream applicants will be notified by email by August 13, 2021
Foundations Stream applicants will be notified by October 22, 2021
For more information on the assessment process, please refer to the FAQ.

When does the program begin and end?

Next Stream applicants will begin August 18, 2021
Foundations Stream applicants will begin October 27, 2021.

The program will end in May, 2022.

Do you want support with your application?

If you would like support with completing your application, please contact
Norma Garcia (norma@torontoarts.org). We would be happy to answer any of
your questions and assist you with completing your application.

If you would like feedback on your portfolio please contact admissions@ocadu.ca.
A representative from OCAD U will offer up to 30 minutes of portfolio critique and
development support.

*Please note that feedback may be subjective and does not guarantee
acceptance into the program. Interested applicants are strongly encouraged to
attend the portfolio development training offered by OCAD U.*

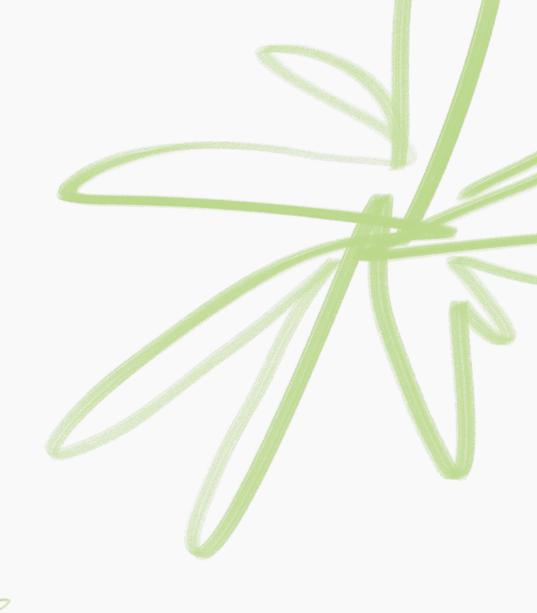# Who can I contact for more information?

Laura Metcalfe
Project Manager, ArtWorksTO City
of Toronto
e: laura.metcalfe@toronto.ca
t: 647-216-2157

Norma Garcia
Youth Liaison, ArtworksTO
Neighbourhood Arts Network
e: norma@torontoarts.org

OCAD U
Mary Anne Garcia
Artist and Recruiter Admissions &
Recruitment - OCAD University
e:mgarcia@ocadu.ca

Application Checklist

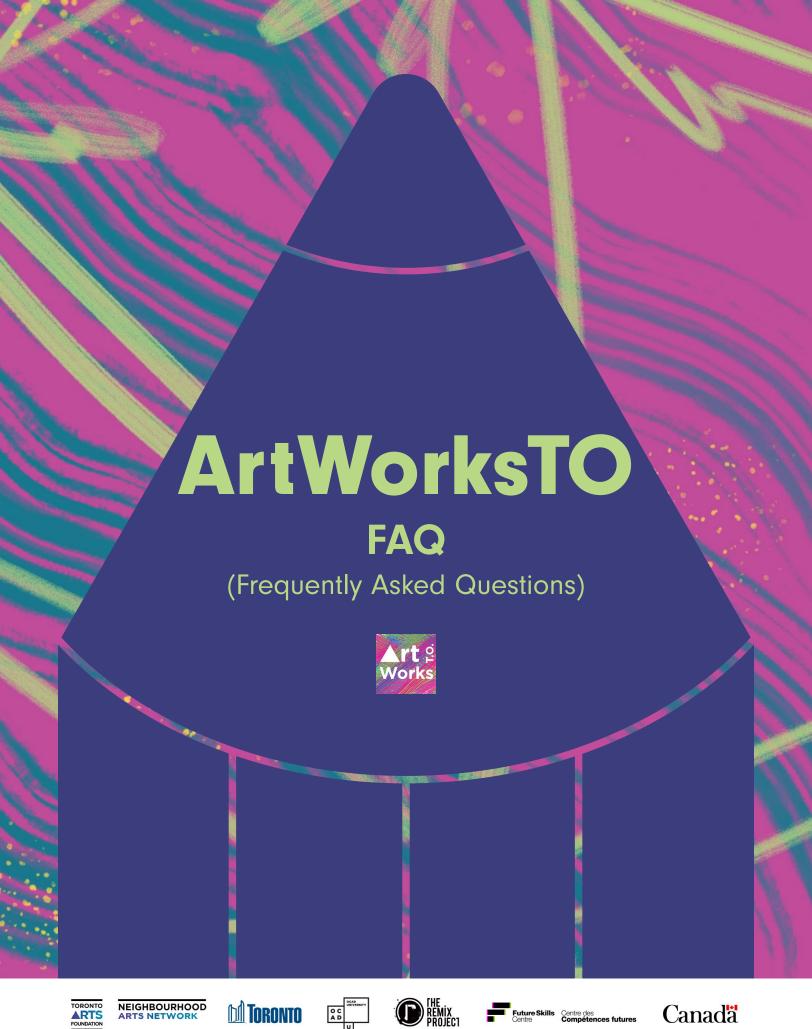| I am eligible to apply:	☐ I am Indigenous, Black, a Person of Colour, and/or Two-spirited, Lesbian, Gay, Bisexual, Trans, Queer ☐ I am a resident of Toronto ☐ I am 18 to 29 years of age
I have read the FAQ:	☐ I understand the application process ☐ I understand I will need to develop one or more proposals in response to contract RFPs ☐ I know who to contact for help completing my application, or for more information

I have completed answers for all questions in the application form:	☐ 1. Applicant information
	☐ 2. Access & Equity
	☐ 3. Tell us about yourself
	    a) Why do you want to be a part of ArtWorksTO? (max 300 words)
	    b) How do you see ArtWorksTO contributing to your creative and professional development? (max 300words)
	    c) What experience do you have as a media artist, including paid and volunteer work? (max 300 words)
	☐ 4. Tell us about your education in the media arts
	☐ 5. I have completed a digital portfolio, and have it ready to upload in PDF format:
	    • Short bio (max 300 words)
	    • Artist statement (max 300 words)
	    • Examples of creative process (2–5 pages)
	    • Examples of completed work (max 5 images; 1–2 minute highlight reel;)
	☐ 6. Additional comments

ArtWorksTO

FAQ

(Frequently Asked Questions)

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(eligibility, timelines, selection process, etc.)

Part 2: ArtWorksTO program content
(certificate program, paid contracts, industry advisors, etc.)

Part 1: Application Process

1. **How do I apply to ArtWorksTO? Is there an application form?**
   To apply for ArtWorksTO please review this Frequently Asked Question and complete the online application form, which includes a few questions about your eligibility, your experience as a media artist and your online portfolio. The online application form is available on the Neighbourhood Arts Network website: NeighbourhoodArtsNetwork.org/Artworksto .

2. **Is ArtWorksTO right for me?**
   ArtWorksTO is designed for youth (18-29 years) with experience (*self-taught, through community-based or formal training*) as a media artist and young artists with career aspirations in the creative industries as media-based artists or entrepreneurs.

   Media artists include artists working as videographers, graphic designers, illustrators, photographers, social media communications consultants, and User Experience- UX designers.

3. **Are people living outside of Toronto able to apply to ArtWorksTO?**
   To be eligible for ArtWorksTO, participants need to be residents of Toronto. If as a result of COVID-19, you have had to move out of the city but you are planning to return, you are eligible to apply.

4. **What is the difference between the Next Stream and the Foundations Stream?**
   The Next Stream and Foundations Stream offer participants the same programming, with the only difference being that the Next Stream includes the OCAD U School of Continuing Studies Certificate in Art and Design Professional Skills.

5. **Can I apply to both the Next and Foundations Streams?**
   No. If you are interested in the OCAD U School of Continuing Studies Certificate Program, apply to the Next Stream. Next Stream applicants who are unsuccessful will be automatically invited to apply for the Foundations Stream. Feedback will be provided to unsuccessful Next Stream applicants, so that it can be incorporated into your application for the Foundations Stream.

6. **Do I have to complete the OCAD U Portfolio Training to be eligible to apply for ArtWorksTO?**
   The Portfolio Training offered by OCAD U is not a requirement to apply for ArtWorksTO. The Portfolio Training is strongly encouraged for all applicants to help you develop a strong portfolio as part of your application.

7. **What is the selection process?**

   An ArtWorksTO panel of staff and industry professionals will review and shortlist applications. Shortlisted Next Stream 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 August 5 and 11, 2021. Shortlisted Foundations Stream candidates will be invited to participate in a Request for Proposals (RFP) process. Proposals will be reviewed by the ArtWorksTO review panel and the client you will be working with.

   Applicants will be selected based on:

   • Eligibility
   • Career aspirations (i*s ArtWorksTO well suited to your career goals?*)
   • Portfolio (*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)
   • Skills fit with available contracts
   • Need – will this program make an impact on the applicant's career goals?

8. **What is a Request for Proposals (RFP) and why is it being used in ArtWorksTO to match participants to paid contracts?**

A Request for Proposal, or RFP, is a document that a client (ie. business, non-profit, or government agency) creates to outline the requirements for a specific project to seek proposals from qualified applicants. Proposals are reviewed to select an applicant to complete the project.

Requests for Proposals (RFPs) are widely used in the media arts industry. ArtWorksTO offers training to selected Next Stream participants and shortlisted Foundations Stream participants on the RFP process and how to write successful proposals. This training is designed to support participation in the ArtWorksTO RFP process, but also to develop skills that could be applied when seeking other paid contracts. Equity concerns have been identified related to the RFP process. ArtWorksTO aims to address these concerns through:

- Guranteeing all selected Next Stream participants are matched with a paid contract through the RFP process

- Shortlisting Foundations Stream applicants prior to responding to the RFPs so that there is a reasonable chance of being awarded a paid contract through the RFP process

- Providing honorariums to shortlisted Foundations Stream applicants who are not selected for ArtWorksTO through the RFP process, to compensate for time spent on writing the proposal

- Ensuring content of all proposals remains confidential and remains the intellectual property of the applican. Providing free training for selected and shortlisted participants on the RFP process and writing effective proposals to build industry standard skills

- Working with a diverse panel made up of ArtWorksTO alumni, Advisory members and project partners to review proposals and award contracts

9. What should I include in my portfolio?

Short bio: (*300 words maximum*)
What's your story?

Your portfolio: Your portfolio is a collection of work that represents your creative and technical experiences and accomplishments and is 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. This can include experimentation in both traditional and digital media or any combination. Your portfolio should include:

– **Artist statement:**
(300 words maximum) Your artist statement should explain your specific interests and passions as well as who or what inspires and influences the work you make. This is your opportunity to introduce yourself as an artist and provide context so we can better understand your work.

– **Examples of your creative process:**
Include examples/pdf/images/ drafts of your sketchbook, process and concept development skills as part of your portfolio submission. You can document your creative process as:
• a storyboard
• creative journal
• concept/idea book
• digital document.

The process work you provide, should link to several of the finished pieces included in your portfolio. These can range from:
• Experimentation
• photos of development
• Drawings
• Mark-making
• Writing
• research and inspirations

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

– **Descriptions**:
For each finished piece, include in 50 words or less, the process/ making method/mediaconcept and purpose of each submission. Please include the details of the collaborators and clients you worked withif applicable.

Tips:
• Works can be presented in a series:
  we recommend limiting 3-5 works or 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.

10. What is offered through OCAD U School of Continuing Studies as part of the Art and Design Professional Skills Certificate Program included for participants of the Next Stream?
OCAD U School of Continuing Studies, Certificate in Art and Design Professional Skills (October 2021 to June 2022) will provide selected participants with:

• A payment of $150 per course for a total of $750 to assist with costs to facilitate learning, such as hardware, software, childcare, travel, etc.

• Monthly group check-ins

• One (1) mandatory course – Professional Practice for Emerging Artists and Designers (School of Continuing Studies)

• Four (4) elective courses (School of 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
- Another elective course from subject areas such as media production, graphic design,design software training, or studio art

11. Is there a cost to Next Stream participants for the OCAD U School of Continuing Studies Certificate Program?

There is no cost for participants accepted into the ArtWorksTO Next Stream for the OCAD U School of Continuing Studies Certificate in Art and Design Professional Skills. Participants will be provided with a payment of $150 per course to cover any costs to facilitate learning (software, child care, etc.).

OCAD U School of Continuing Studies offers ArtWorksTO Next Stream participants a 50% discount on additional Continuing Studies Courses taken within 12 months of starting the program.

12. How long will the certificate course take to complete for Next Stream participants?

Each 6 week course has 18 hours of online lectures and tutorials and students can expect to work on assignments for an average of 3 additional hours per week, for a total of 6 hours a week per course.

There is flexibility to complete courses until the end of the semester (June, 2022). Students can complete the courses in a flexible timeline, for example students can take more than one course at a time, or take a few weeks off between courses.

13. What do the paid contracts involve? How much do selected participants get paid?

Paid contracts will involve completing communications projects (such as short films, posters, flyers, videos, social media campaigns, etc.) for programs and services offered by our project partners, including the City of Toronto, Toronto Arts Foundation, OCAD U and the Remix Project. This work will include completing a contract with deadlines and deliverables, meeting with clients, preparing concepts, completing work and providing revisions.

ArtWorksTO Foundations & Next stream participants will be awarded a contract valued at approximately $4,000 per participant. The contract amount should include all associated costs with completing the projects, including equipment rental, transportation, artists' fees, etc.

14. Are contracts inclusive of HST?

Yes, contracts are inclusive of HST, as well as other costs associated with completing the project (see question 13 for examples of other costs).

15. What does The Remix Project offer participants?
   The Remix Project provides participants with support from industry advisors through a mix of group and one-on-one activities designed to share tips from professionals working in the media arts industry. Industry advisors can also provide you with technical advice on your paid contracts.

16. What are the program timelines?
   Key program dates for the 2021/2022 cohort are:

Aug. 18, 2021	Next Stream Orientation
Sep. 7, 2021	OCAD U Certificate Program coursework begins (Next Stream)
Oct. 3, 2021	RFP deadline
Oct. 22, 2021	Notification of paid contract
Oct. 27, 2021	Foundations Stream Orientation
Nov. 2021 - Apr. 2022	Contract work, support from industry advisors
May 2022	Branded Youth Entrepreneurship Conference
May 2022	Program Completion Celebration