CAM INSTITUTE OF DESIGN

Beginner Portfolio Submission Guide:

For the 2-Year Digital Production Program at CAM

If you're just starting out in digital production or don't have formal training in art or design—don't worry. You're still encouraged to apply! This guide will help you prepare and submit a beginner-friendly portfolio that reflects your interest, potential, and creative thinking.

Documents and Portfolio Overview

To apply for the 2-year Digital Production Program, you'll need to send in a portfolio of your creative work and some basic information about yourself.

You don't need to be an expert—we're looking for students who show creativity, curiosity, and a developing skill set in visual arts or digital media.

If you're unsure whether you're ready, feel free to ask for early feedback. You can send your work to: **studentcoordinator@thecam.ca**
Include a few examples and let us know which program you're interested in.

What We're Looking For

Your portfolio will be reviewed based on four main areas:

1. Refinement – Is your work clean, complete, and thoughtfully done?

2. Creativity – Do you show imagination and originality in your ideas?

3. Relevance – Does your work relate to digital production, design, or visual storytelling?

4. Technical Proficiency – Are you learning the tools and basic art principles?

You don't have to master all four yet—we're looking for growth potential.

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What to Include in Your Portfolio

You should submit 10–15 examples of your creative work. These pieces should reflect your interests, effort, and artistic personality. You can include school projects, personal pieces, or work you've done in your free time.

Examples of what you can include:

- Sketches (characters, environments, props)

- Drawings (digital or traditional)

- Paintings or digital illustrations

- Simple 3D models or renders

- Animation exercises (even basic ones)

- Graphic design (logos, posters, layouts)

- Motion graphics or edited videos

- Sculptures or mixed-media art

- UI/UX or app design mock-ups

Tip: It's totally okay to include early or unfinished work—as long as it helps us see your thinking process.

Show Your Process

We love seeing how you think and create. Alongside your final pieces, consider including:

- Concept sketches or early drafts

- Notes or ideas that led to your design

- Versions or variations of a piece

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- Before-and-after comparisons

How to Label and Present Your Work

Every piece should include:

- A title or short description

- The software or materials you used (e.g. "Drawn in Procreate", "Blender 3D")

- The date you made it

- Whether you used a reference image (please credit your sources)

Important: Don't include work copied directly from tutorials. We want to see your original thinking.

Portfolio Format

Please submit your portfolio in one of these formats:

- A personal website or digital portfolio link (no social media pages)

- A PDF document with images and descriptions

- Video links (hosted on YouTube, Vimeo, or Google Drive)

If you're submitting traditional artwork, take clear photos or scans. Make sure images are well-lit and cropped neatly.

How to Submit

Send your complete portfolio and personal details to: **studentcoordinator@thecam.ca**

Or to your assigned Admissions Advisor (if you have one).

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If your files are large, use a file-sharing service (like Google Drive, Dropbox, or WeTransfer).

Final Checklist for Beginners

- 10–15 creative works

- A mix of sketches, finished work, and possibly digital media

- Labelled with titles, dates, software/materials used

- A short sentence or two about what each piece is

- Optional: process work or early drafts

- Presented clearly and neatly

Still Unsure?

That's okay! You're welcome to send a few pieces for early feedback. We're here to help you grow and find your path in digital media and design.

Got questions? Reach out to us anytime: **studentcoordinator@thecam.ca**

THE END

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