

## Beginner Portfolio Submission Guide:

### For the 2-Year Industrial Design Program at CAM

Are you passionate about designing physical products, vehicles, or everyday objects? Whether you're coming from a creative background or just starting out in design, this guide will help you prepare a beginner-friendly portfolio that shows your passion, potential, and problem-solving skills.

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#### Documents and Portfolio Overview

To apply for the 3-Year Industrial Design Program, you'll need to submit a portfolio of creative or design-related work along with some basic information about yourself.

You don't need formal training in design to apply—we're looking for applicants with strong curiosity, creative problem-solving instincts, and a desire to improve.

Not sure if your portfolio is ready? You can request early feedback by sending a few samples and your intended program to: [studentcoordinator@thecam.ca](mailto:studentcoordinator@thecam.ca)

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#### What We're Looking For

Your portfolio will be reviewed using four key criteria:

1. Refinement – Are your ideas presented clearly and with care?
2. Creativity – Do you show originality and innovative thinking?
3. Relevance – Is your work connected to form, function, and user experience?
4. Technical Proficiency – Are you exploring basic design tools and principles?

You don't need to check every box perfectly—we're interested in your growth and creative thinking.

## What to Include in Your Portfolio

We recommend submitting 8–12 pieces that show your interest in product design, furniture, or transportation. You can include school projects, personal experiments, sketches, mock-ups, or models—anything that reflects your eye for design, curiosity, and problem-solving.

### Examples of beginner-friendly work:

- Concept sketches of products, furniture, or vehicles
- Drawings showing form exploration or different design views (top, side, perspective)
- Basic CAD models (e.g., in Fusion 360, Rhino, Tinker cad, SketchUp)
- Physical prototypes or models (foam, cardboard, clay, etc.)
- Simple renderings or mock-ups (even done by hand or using Canva/Figma)
- Design thinking projects (problem > research > solution sketches)
- Mechanical or functional diagrams
- Packaging design or ergonomic studies
- Reimagined everyday products (e.g. a new type of chair, bottle, phone case)

**Tip:** It's okay to include early-stage or experimental work—as long as you show how you think and what you're trying to improve.

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## Show Your Process

We want to see how you think as a designer, not just the final results. Include:

- Initial sketches or thumbnails
- Iterations and variations of one idea

- Notes, research, or inspiration references
- Material/ergonomic studies
- Before-and-after versions or rough vs refined views

Showing your design journey helps us understand your approach and creativity.

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## How to Label and Present Your Work

Every piece should include:

- A title or project name
- The type of work (e.g. sketch, CAD model, prototype)
- The date of creation
- A brief description (1–3 sentences explaining the idea, problem, or concept)
- Tools or materials used (e.g. pencil, SolidWorks, foamcore)

If you were inspired by an existing design or image, credit the source.

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## Portfolio Format

You can submit your portfolio in one of the following formats:

- **PDF document** (recommended for sketches and static images)
- **Personal website or digital portfolio link**  
*(No social media pages please)*
- **Short video or slideshow walkthroughs**  
*(Hosted on YouTube, Vimeo, or Google Drive)*

Make sure everything is easy to access and clearly organized.

## How to Submit

Email your portfolio and contact details to: [studentcoordinator@thecam.ca](mailto:studentcoordinator@thecam.ca)

Or send it directly to your assigned Admissions Advisor.

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

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## Final Checklist for Beginners

- 8–12 creative projects or design explorations
  - Each piece labeled with title, date, medium/tool, and short description
  - A mix of sketches, drawings, models, or mock-ups
  - Some process work or iterations shown
  - Presented clearly in PDF, web link, or video format
  - Organized and easy to follow
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## Still Unsure?

That's totally okay! If you're just starting out, we encourage you to send a few examples for early feedback. We're here to support you as you develop your skills and ideas.

Got questions? Reach out to us anytime: [studentcoordinator@thecam.ca](mailto:studentcoordinator@thecam.ca)

**THE END**