

FAQs for GradEx/Students

Why is this different from Format?

ePortfolio is an exclusive, OCADU-branded offering, only available to our students and alumni. As such, it immediately distinguishes and associates you with our university's brand and prestige.

Furthermore, ePortfolio is more than just a website; as explained below, ePortfolio is also a content management, repository, and multi-channel presentation service that aggregates access analytics.

All the content you define in your ePortfolio can be automatically presented using a variety of ways. For example, you could use pre-generated short URLs, QR Codes, and NFC tags in your business cards, smartposters, or other promotional materials, as well as in email and ad campaigns. Or you may choose to present a dynamically curated collection in a digital sign or computer screen in a show or gallery, by simply launching a URL that automatically displays a list, a rack, a carousel/slider, or a live 3D display. And if you want to use your content in a website or a mobile app, you can very easily pull the data and use it as needed.

Why should I do this?

ePortfolio is designed to be your master content repository for all phases of your career, as a student, graduate, job/grant applicant, show/gallery exhibitor, employee/contractor, and business person.

ePortfolio collects richer metadata than other tools, both for your Artist/Designer Profile as well as your Artworks/Designs details. And you can easily choose what content is displayed to the public, whether it is veiling some of your personal details, or curating your works for a specific purpose.

Also note that some OCADU courses use ePortfolio as part of the syllabus.

How do I use it?

To start using ePortfolio you must first receive an email invitation from OCADU, which will contain a link to the web page where you confirm your **user id** and create your password.

Once you have your ePortfolio credentials, you will first define your **Artist or Designer Profile**, as applicable to your program. You can choose what information you want to include in your profile and present to the public, as well as define a *passcode* that *unveils* information you choose to obfuscate (e.g. phone number or email address).

The next step is to define one or more **Artwork/Design Details**, where you again have the option to enter as much or as little information as you choose.

Finally, you can create **Collections** of Artworks/Designs, so you can target their use for different purposes. For example, you can create a Collection for a show, and a different Collection for a grant or job application. By default, all your works will be under your *All Works* collection.

Later you can go back at any time to add, remove or change any information in your Profile, work Details, and Collections.

To actually use your content and present it to the public, you can use the URLs and QR Codes that are automatically created by ePortfolio, thus pointing directly to your Profile, a Collection, or a specific Artwork/Design. When you use a Collection URL you will also be choosing which presentation format to display, e.g. a list, rack, carousel, 3D float, etc.

[I already have Format, Behance, etc. – why another one?](#)

If you are already using Format, Behance, or other similar website creation tools, you may choose to continue using and link to them from your ePortfolio.

ePortfolio allows you to define externally hosted content and still manage all the richer metadata, and benefit from the additional presentation vehicles and analytics aggregation of ePortfolio.

Alternatively, you may choose to transition to use only ePortfolio, since it is more than just a website; as explained below, ePortfolio is also a content management, repository, and multi-channel presentation service that aggregates access analytics.

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