

## ADMISSION FOR THE 2018-2019 ACADEMIC YEAR

The Portfolio is your opportunity to display your creativity, expertise and knowledge about fashion. Use your imagination when compiling your portfolio! The content should reflect originality, skill and workmanship. Present all your pieces artfully and professionally, as these elements will also be evaluated.

» **Contact [fashion.admission@ryerson.ca](mailto:fashion.admission@ryerson.ca) with questions about the portfolio.**

### Submission Procedures

**It is important to follow all of these procedures carefully, or your portfolio may not be evaluated.**

- 1** A Ryerson Number is required to submit your portfolio and other non-academic materials. To get one, you must first submit your [application](#) for admission and access your [Choose>Ryerson](#) applicant portal. After doing so, you will receive an acknowledgment email from Undergraduate Admissions and Recruitment to gain access to your portal where you can retrieve your Ryerson Number.
- 2** **If you applied to both options** in the School of Fashion, a separate portfolio submission and Non-Academic Requirement Fee is required for each application as the portfolio guidelines are different for each option.
- 3** **The Non-Academic Requirements deadline** is provided on the [Fashion Communication program page](#) on the Ryerson website, above the Non-Academic Requirements PDF forms. The portfolio deadline is determined by your application submission date.
- 4** Submit the **portfolio contents** in an envelope and label the envelope with your name and **program code FA002**.
- 5** Your portfolio must be accompanied by both the **Applicant Checklist** and **Portfolio Declaration**, or the portfolio will not be evaluated.
- 6** Pay the \$50 **Non-Academic Requirements Fee** online and enclose the completed form with your portfolio. Refer to the [Non-Academic Requirements Fee Payment](#) form for options and instructions.  
If you have questions about fee payment please call 416-979-5136.

Items that are not part of your portfolio submission, e.g. transcripts, supplementary forms, etc. are to be sent to Undergraduate Admissions and Recruitment. **DO NOT** include them in your portfolio submission.

**Ensure that your portfolio submission is complete and that the portfolio guidelines have been followed. You will not be permitted to follow-up with or re-submit missing or incomplete portfolio work.**

Your portfolio will be retained by the School of Fashion for the purpose of verifying authenticity. Your portfolio and any element therein will not be returned to you and will become the property of Ryerson University. There will be no exceptions to this policy. Upon acceptance and admission into the program, if the portfolio is found to be plagiarized (not wholly your own), you may be expelled from the program.

### Submission Options

Whether submitting your portfolio in person, by courier or through the mail, always submit directly to the School of Fashion.

#### IN PERSON

Monday-Friday 10am–12pm, and 2pm–4pm  
Attention: Academic Coordinator  
School of Fashion, Ryerson University  
40 Gould Street, Toronto, Ontario  
Kerr Hall South (KHS 243B)

- » **DO NOT** leave your portfolio under the door, with another person or department!

#### COURIER / MAIL

- » **The envelope must be postmarked on or before your deadline and addressed to:**

Attention: Academic Coordinator  
School of Fashion, Ryerson University  
350 Victoria Street,  
Toronto, Ontario M5B 2K3

### Portfolio Confirmation

**Your portfolio status will not be indicated on the Choose>Ryerson applicant portal.**

If you submit your portfolio by mail, you must ensure that it was postmarked on or before your deadline and that the portfolio is received at the School of Fashion. The school will not follow-up on incomplete submissions or those that did not arrive by the deadline.

**Send a confirmation request** with your name, Ryerson student number, and program code FA001 to  
» [fashion.admission@ryerson.ca](mailto:fashion.admission@ryerson.ca).

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» Contact [fashion.admission@ryerson.ca](mailto:fashion.admission@ryerson.ca) with questions about the portfolio.

» All work submitted must be your own, and submitted in hard-copy only. Email, USB keys, CD's, sketchbooks, and three-dimensional items will not be accepted. Your portfolio contents must be submitted in loose-leaf format, **DO NOT** use any bindings, binders, plastic sheets, covers, etc. of any type.

Submit all of the items listed below in this order:

### 1 Applicant Checklist:

[Non-Academic Requirements](#) form Page 1

### 2 Portfolio Declaration:

[Non-Academic Requirements](#) form Page 2

Items 1 and 2 can be downloaded at:

[http://www.ryerson.ca/undergraduate/admission/programs/fashion\\_design.html](http://www.ryerson.ca/undergraduate/admission/programs/fashion_design.html)

**3 Résumé:** A current resumé outlining your education, work experience and related skills (preferably in the fashion industry), volunteer work, extra-curricular activities, and any special awards (a maximum of two typed pages).

**4 Short Essay:** The curriculum and culture in the School of Fashion are shaped by three guiding principles: heritage, diversity and innovation. Choose one principle and describe your interpretation of it. Discuss how this principle might guide your study of fashion at Ryerson.

- » 1–2 pages typed on 8.5 x 11 inch paper
- » 12 point type Times New Roman or Arial
- » Spacing 1.5
- » 1" margins
- » Bibliography/References on a separate page
- » Cite three sources (do not use Wikipedia) within your paper using the APA style format. No cover page is required. General APA guidelines are available at: <http://owl.english.purdue.edu/owl/resource/560/01/>

**5 Three Portfolio Pieces:** Choose three different categories from the Portfolio Categories list.

- » For each chosen category, develop a portfolio piece.
- » All submissions must be on 8.5x11" pages.
- » Label all portfolio pieces with your name and Ryerson Number on the back.
- » Applicants to Fashion Communication must choose at least one from **E, F, or G**.
- » Fashion Design students applying to transfer to Fashion Communication must submit only **E, F, and G**.

## PORTFOLIO CATEGORIES

### A Sewn Garment

Photograph of one garment you have sewn with a sewing machine, displayed on a human model or dress form. This garment may be your own original design or from a commercial pattern. Format as follows:  
On page #1 present three photographs of the garment (front view, back view & detail). On page #2 include a 2-3 sentence description of the garment and a 2x2" fabric swatch of each fabric used in the garment.

### B Styled Outfit for a Fashion Magazine

Style and photograph an accessorized outfit, displayed on a human model, dress form or on a flat surface. Garments and accessories may be any combination of the following: your own original design, from your personal wardrobe and/or from a retail store. Present the work in the format of a fashion magazine layout, include 2-3 photographs on one 8.5x11" page and include a 2-3 sentence description of the styled garment.

### C Illustration of an Original Garment Design

One hand-drawn fashion illustration using full colour, in any media, and presented on a sheet of paper. The illustration must include two figures; one showing the front view and another showing the back view of the same garment. Each full body figure must include a head, hands and feet. An original illustration or a high quality copy without digital retouching is acceptable.

### D Illustration of a Fashion Accessory

One hand-drawn illustration of a fashion accessory (i.e., Shoes, watch, purse, gloves, necklace) using full colour, in any media, and presented on sheet of paper. An original illustration or a high quality copy without digital retouching is acceptable.

### E Poster Design for a Fashion Event

Design a poster for an existing or made-up fashion event. Present the final poster in colour on a sheet of paper. Also, include two photocopied pages from your sketchbook showing concept development.

### F Logo Design for a Fashion Brand

Design a new logo for an existing fashion brand, company or designer. Show the final logo by itself and in use on a business card. Also, include two photocopied pages from your sketchbook showing concept development.

### G Fashion Event

If you have participated in planning and coordinating a fashion-related event (ie. Fashion show or Fashion exhibition, **DO NOT** include store window displays) provide a description of the event with a focus on your role. Include photographs and any other related material on 1-2 pages. Identify your role and provide visual documentation.