



# EMERGING ARTIST MEET-UPS

## PREPARING YOUR DIGITAL PORTFOLIO FOR ONTARIO ARTS FESTIVAL



Thursday, June 13, 2024 | [OntarioMuseum.org](https://OntarioMuseum.org)  
Rebecca Ustrell, Event Coordinator | [rustrell@ontarioca.gov](mailto:rustrell@ontarioca.gov)  
Ontario Museum, Arts & Culture

# AGENDA

Introductions

Ice Breaker

Portfolio Checklist

Portfolios We Love

Digital Portfolio Best Practices

Q & A



# INTRODUCTIONS



## Rebecca Ustrell

### **Event Coordinator**

Ontario Museum, Arts & Culture

**Multidisciplinary Artist** working out of Upland, California

**Volunteer** for Ontario Art Walk and the annual Padua Hills Art Fiesta with the Claremont Lewis Museum of Art

**Founder** of Curious Publishing – A small press supporting BIPOC and Queer Artists in the Inland Empire

**Instructor & Lecturer** Independently working with the colleges throughout Southern California

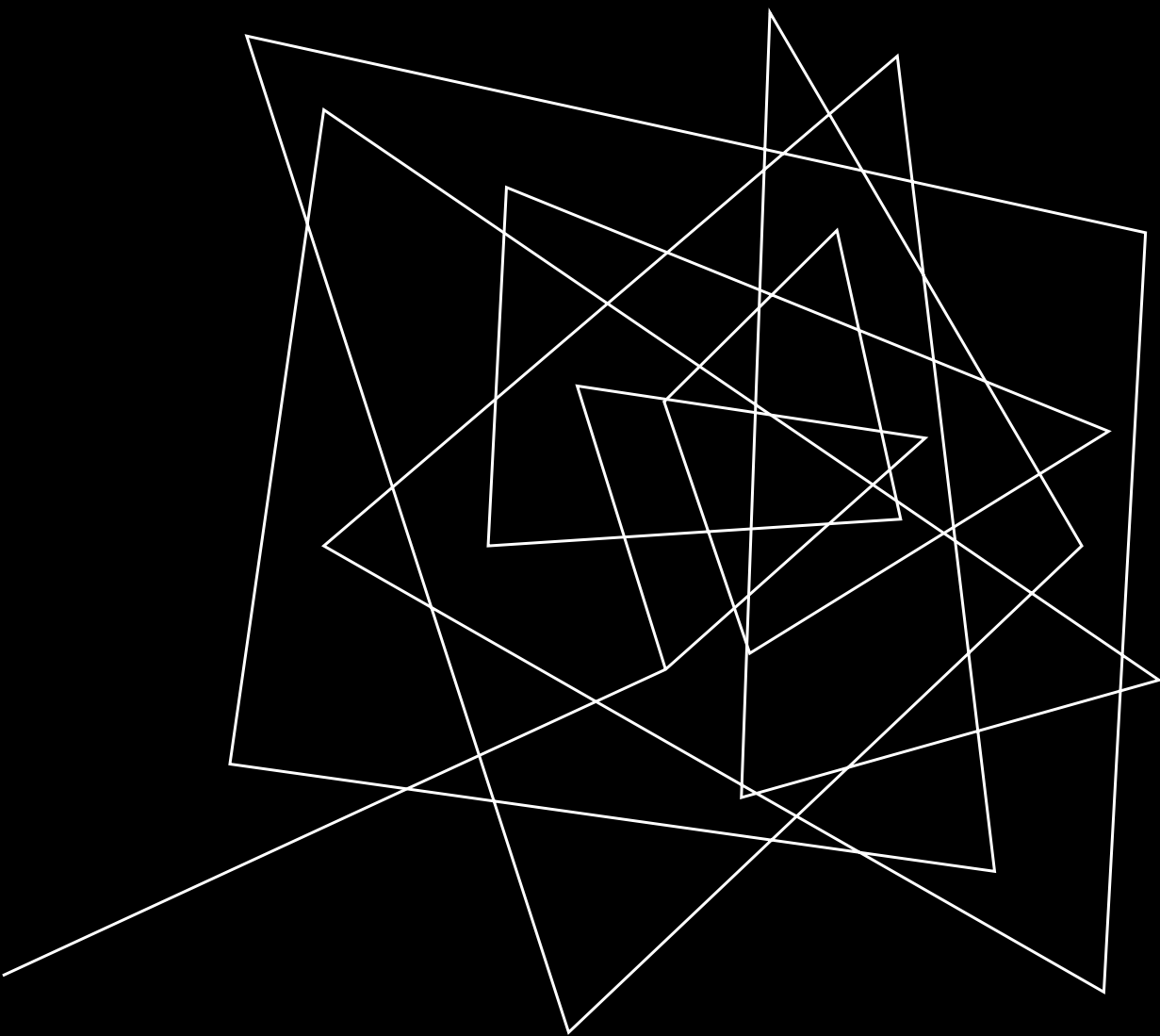
IG: @rebecca\_ustrell

E: rustrell@ontarioca.gov



## ICE-BREAKER

*What is one cult classic or hidden gem that you're dying to tell us about?*



# PORTFOLIO CHECK-LIST



# YOUR PORTFOLIO SHOULD...

## **INCLUDE WHAT'S IMPACTFUL**

Aside from including pertinent information, your portfolio should serve as an up-to-date profile highlighting your best work and accomplishments.

## **TELL A STORY**

By using thoughtful design, you can tell your artist story through use of graphic design and story-telling. Telling your story allows the viewer to experience your unique perspective to art-making, what makes you passionate, and an insight into your journey as an artist. Give viewers an exclusive POV of your art practice while illustrating your talents.



# PERTINENT INFORMATION TO INCLUDE

**You Name / Brand Name / Artist Pseudonym**

**Images of recent and past work**

Always include images of your most recent work, especially images which you intend to show in the festival.

**Contact Information**

Use a contact form embedded on your website and check it frequently for inquiries.

List your email address somewhere pertinent such as a “Contact” tab, or as a header of every page.



## TELL A STORY

- Include process shots of your work
- Add captions or lengthier writings to accompany your process shots
- Include video whenever possible

**Here are some great examples of Portfolios we love and how they incorporate storytelling...**





# UNBECOMING ARMOR

## UNBECOMING ARMOR

PROJECT HIGHLIGHT

### ART & ARTIFACTS

UNBECOMING ARMOR

DISCOMPOSED DISCERNMENT

PATH OF PERCEPTION

9 LIVES

MISC. GARMENTS

OBJECTS

### PHOTOGRAPHY

PEOPLE

RESTORATION

### COLLABORATIONS

CINESTILL FILM

EMPIRE SKATES

SKITTISH BUNNY

### UNBECOMING ARMOR

A perceptive portrayal of insecurities and the armor it builds around us.

I asked creative force Serra Wright to collaborate on photography and creative direction of this concept and artifact.

Garment was created from treated butcher paper. Jacket and under garment pieces are fully lined.

Shot on location at the historic Castle Green building in Pasadena, CA.





'Unbecoming Armor'  
Paper Treatment  
Melanie Walden



'Unbecoming Armor'  
Finishing Details, Adding Gromets  
Melanie Walden | Photo x Serra Wright



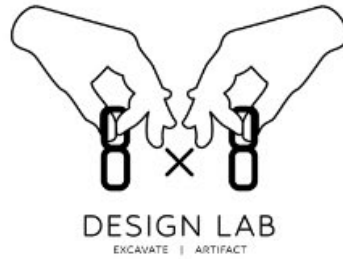
'Unbecoming Armor'  
Sewing paper skirt pleats  
Melanie Walden



'Unbecoming Armor'  
Cutting out Pattern Pieces  
Melanie Walden







#### ART & ARTIFACTS

UNBECOMING ARMOR

DISCOMPOSED DISCERNMENT

PATH OF PERCEPTION

9 LIVES

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#### PHOTOGRAPHY

PEOPLE

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EMPIRE SKATES

SKITTISH BUNNY

About

Contact

# ABOUT

## BIO

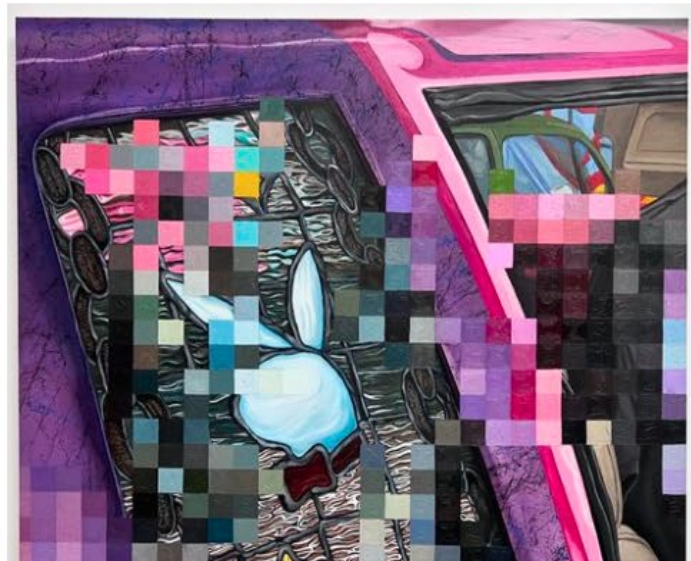
Excavator and artifact maker. I aim to extract expressions of every sensory form into visual artifacts. Mediums such as garments, photographs, writings, prints, and found objects are some of the tools I use to interpret the dialogue of my creativity.

Being brought up by very creative and musically talented parents, I was surrounded by the conceptual and operational process daily. In my early childhood my parents ran and operated a wooden toy business and some of my earliest and fondest memories were traveling to different craft trade shows.

Refining my creative innateness brought me down an unconventional higher education path which lead me to London, England where I studied Artifact at Central Saint Martin's College of Art and Design. From that point until now I have show artwork in galleries, published writings, and even most recently started my own business. All with love and thanks for the support of family and friends.









## Artist Statement



My work centers on my experiences as a woman within the Chicano lowriding world. Growing up right by "the Boulevard", I was exposed to the kinetic art of lowriders, classics, and hot rods that passed me by, low and slow. My ties to this car world heightened when my fiancé gifted me "La Playgirl" –a hot pink 1975 Cadillac Eldorado. This led to a three-year fine-art hiatus to focus on painting lowriders in an auto shop instead of producing personal work. Unpredictably, I gained insight into painting approaches used by auto paint technicians. This experience redefined what art meant to me. Before this, my perspective honored a traditional practice—oil on canvas was all that made sense to me. Since then, my work has increasingly involved mixed media and non-traditional approaches. The auto shop influenced my art practice making it more intimate, patient and refined due to painting on cars.

Using bold colors, portraiture, lowrider kustom paint, and elements of the urban landscape, I create compositions that emphasize femininity in this male-dominated world. I find beauty within the communities and individuals that are often overlooked. This imagery gives a sense of "home" to many of the viewers with backgrounds similar to mine, especially to the women who are cruising the boulevard alongside me. Materials wise I work with oils and automotive paint. It is applied in one of two ways: either in a delicate manner referencing the mural work found on lowrider kustom paint jobs or in a rough impasto manner referencing the countless defaced murals riddled with graffiti that are commonplace in the communities these cars traverse. Every materialistic choice is specific to the narrative. My surfaces range from larger-scale painting on canvas, an assemblage style frame or found object installation. I have even painted directly on metal auto parts to hint at the idea of rasquachismo (using whatever materials are available to you to create, even junk). I find inspiration in images I have taken while cruising, photos taken of me and my car or of me painting lowriders and sometimes images taken by friends who are creatives in my world. Ultimately, all my images are either of my first-hand experiences or stories of the women within the lowrider community.

I view the art making process as a sacred space, similar to ritual. This perspective was gained through the six years I've spent as a lowrider owner and fine artist. The mere act of building or cruising a lowrider has spiritualistic underpinnings. It is an act of worship. I see this thought process materialize itself in my own art making practice as I know that every choice, I make is intentional and rooted in the authenticity it takes to be a woman in the lowrider world. My art practice reflects the deep roots I have planted in the lowrider community by bridging the gap between fine art and this underrepresented community.





Curriculum Vitae

B. 1997, East Los, CA Lives & Works in Los Angeles, CA

Representation

Munzón Gallery, Long Beach, CA

Education

University of California, Los Angeles, Master of Fine Arts: Drawing and Painting (Forthcoming) 2027

California State University, Long Beach, Bachelor of Fine Arts: Drawing and Painting *Summa Cum Laude* 2019

Solo Exhibitions

2024

*Con Safos, Con Fuerzas*, September 26 - January 6, Bakersfield Museum of Art, Bakersfield, CA

*On This I Stand*, May 4 - June 15, Arts at Blue Roof, Los Angeles, CA

2023

*Sunday Service: Slow Ride*, December 9 - January 6, Munzon Gallery, Long Beach, CA

2020

*Bajito Y Suavecito: Mujeres de Lowriding*, January 6 - February 10, Arts & Recreation Center, Baldwin Park, CA

Duo Exhibitions

2020

*Nobody Baby But You & Me*, November 7 - December 5, Flatline Gallery, Long Beach, CA

2019

*Fuerza: A Duo Painting Exhibition*, February 17 - 21, Max L. Gatov West Gallery, Long Beach, CA

Fairs

2023



# JOE A. *McDermott* FINE ART

[Home](#) [Artwork](#) [About](#) [Events](#) [Workshops](#) [Galleries](#) [Contact](#)



## PORTFOLIO OF WORKS

### 2024 COLLECTION



[View Collection](#)

### 2023 COLLECTION





# JOE A. *McOakes* FINE ART

[Home](#) [Artwork](#) [About](#) [Events](#) [Workshops](#) [Galleries](#) [Contact](#)

## 2024 COLLECTION



## ABOUT THE ARTIST



### Artist's Statement

My landscapes of the West and Southwest are about the joy of nature and the colors it offers us. I paint with colors that evoke feelings of the first brilliant seconds of sunrise and the last fiery moments of sunset. Expressing those feelings through the use of bold, vibrant highlights and shadows of violet hues is my signature. I paint tributes to the mountains, canyons and valleys in the hopes it will slow us down long enough to appreciate them. Every painting is a challenge to examine the colors of our world and reconnect with nature.

### Biography

Joe A. Oakes was a curious and observant child that began drawing at age five. He's been painting full time since 2008 and like other artists, had many previous occupations including, substitute teacher, art consultant and graphic designer. Oakes has survived cancer and the loss of a child and used these life changing events to propel his art career forward. His landscapes burn with the first brilliant seconds of sunrise and the last fiery moments of sunset. Expressing those feelings through the use of bold, vibrant highlights and shadows of violet hues is his signature. His work offers a meditative sense of calm and happiness, with a profound reverence for the mountains, canyons and valleys of the West and Southwest. Oakes holds a BFA from CSU, Fullerton and his awards include, Best in Show, "Nature of Color Show" Art Brut 27, 2020, First Place, "Visions", Chaffey Community Museum of Art, Ontario, CA, 2019. His work has been included in "ArtsThrive", Albuquerque Museum, NM, 2023, "Slowpoke Western Art Show", Solvang, CA, 2022, "Shock of the New West", Tubac Center for the Arts, AZ and recently appeared in International Artist Magazine, Issue 152, August/September, 2023. Oakes resides near Palm Springs, California.



beverlysalas

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1,829 posts

135K followers

399 following

Beverly Salas she/her

Artist

I am a lover of art and a lover of you, because you are a work of art too vegan Anaheim, CA

@beverlysalas\_irl e-mail to collab!

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[linktr.ee/Beverlysalas](https://linktr.ee/Beverlysalas)

Followed by [theartsarea](#), [basoulcreates](#), + 2 more



6/16 update :)



Patreon



:3



Tattoo ticket



Upcoming!!



T shirts!

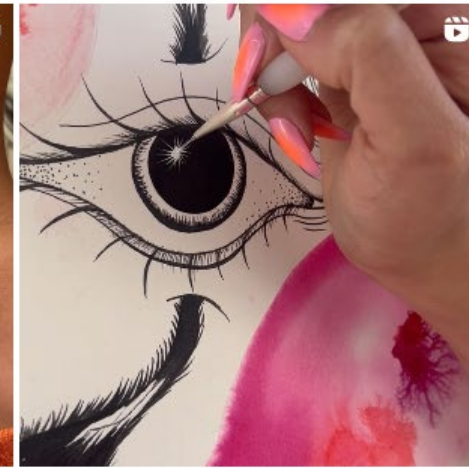
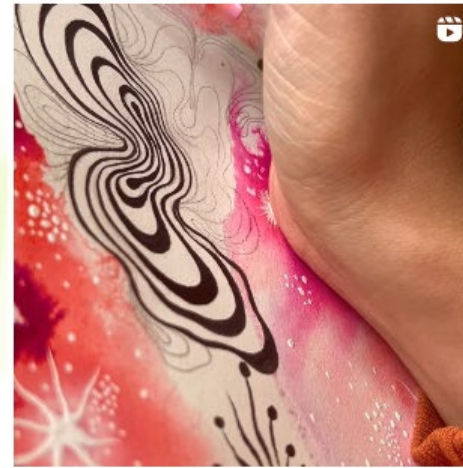


WIP

POSTS

REELS

TAGGED







33w







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Aphex Twin • Flim



I finally finished this big piece for my friend Katie  
❤️🌸🌟 hope everyone is having a great day so far! 🥰🌸🌟  
🌟🌟🌟🌟🌟 #watercolor#doodle#zendoodle#art#artistsonins  
tagram#artistsofinstagram#linework#tattoo#drawing#abstractart  
#psychedelicart#trippyart#zentangle#aphextwin#tattooart#psyc  
hedelic#trippy#womenartists

1w



I will like anything that has this song  
on it



4d 1 like Reply

— View replies (1)



patricia\_clark1123



1w 1 like Reply

— View replies (1)



These colors are so pretty very magical 🌟  
❤️



1w 1 like Reply

— View replies (1)



1,158 likes

7 days ago



Add a comment...

Post



@Beverlysalas



♥ My Patreon! :')



🌸 United States customers shop here! :)



🌸 International customers shop here! :)



♥🐱 buy me a ko-fi? :)





ekuaceramics

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Sara Ekua Todd | Ekua Ceramics

- Handmade Ceramics | Objects
- A Belgian in Los Angeles
- Mostly colored clay 🌈
- Next drop: 6/20 6PM PST
- Accepting wholesale > [info@ekuaceramics.com](mailto:info@ekuaceramics.com)
- 🔗 [linktr.ee/ekuaceramics](https://linktr.ee/ekuaceramics)

Followed by [rebecca\\_ustrell](#) and [curiouspublishing](#)



23



22



STUDIO

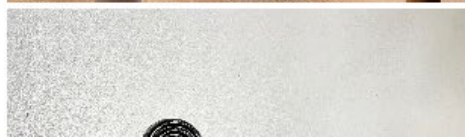
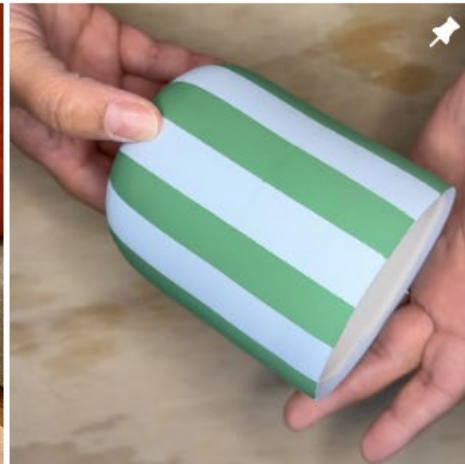
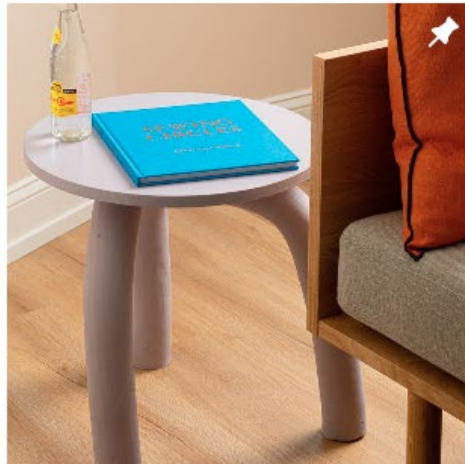


OP3

POSTS

REELS

TAGGED



Meet the team at  
Ekua Ceramics



PETAL PLANTER



ekuaceramics • Follow



ekuaceramics Happy International Women's Day to all the ladies out there! Just remember the wise words of queen B: We run the world 🌍

#pottery #ceramics #coloredclay #masonstains #masonstain #internationalwomensday #smallbusiness #womanowned #womanownedandoperated #blackownedbusiness

13w



jessica\_alec\_powell This is beautiful! Do you use a sort of coloured clay or is that the underglazes?

11w 1 like Reply

— View replies (1)



hello\_boyko 🤔🤔🤔🤔

12w 1 like Reply

— View replies (1)



cgy.ceramic Love these vibrant colors ❤️❤️

9w 1 like Reply

— View replies (1)



joykinna 🤔🤔

8w 1 like Reply



brandeerayyy Putting in work! So many beautiful pieces 🤔

13w 1 like Reply

— View replies (1)



mojoclaystudio oh the pastels ❤️



270 likes

March 8



Add a comment...

Post





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Ben Bernie And His Hotel Roosevelt Orchestra • There's Nothing Too ...



ekuaceramics Who doesn't enjoy a little bts of making things. Here's how I made the Food52 striped cups. Taping takes forever and that's probably why I don't do it very often... But there's a very limited amount of them available right now online, I will not be making these again!

#pottery #ceramics #food52 #mugs52 #handmadeceramics #masonstains #coloredclay #velvetunderglaze #amaco

27w



cha\_dbtta So Nice! 😊 But how the blue glaze doesn't come off when you remove the tape?

26w 1 like Reply

View replies (2)



leabreil\_ceramics Thanks for sharing the process 🍷

8w 1 like Reply

View replies (1)



rosie.pots This is amazing! What tape do you use? When I've tried this in the past, my glaze has bled through the tape!

26w 1 like Reply

View replies (1)



poedes 🤩 great!!! 🤩

27w 2 likes Reply

View replies (1)



natalia.dziedziula What kind of glazing is it that you are going with it so low : O is it engobe or ceramic paint? Looks gorgeous 🍷



7,021 likes

December 3, 2023



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Post



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Food52 - Stripes Mug



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## Ekua Ceramics



Photo by Tiana Marie Combes for LCD

Sara Ekua Todd is a ceramic artist raised in Belgium and now based in Los Angeles. Her functional clayware exhibits a reverence for shape and surface — and is often bursting with juicy color.

Her taste comes from her multi-ethnic upbringing. Having grown up in an artistic household, she discovered the importance of individuality. Living and studying in Antwerp gave her a very keen sense of style that translates into all the objects she produces.

In 2012 she moved to Los Angeles, CA.

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### Exhibitions:

Object Permanence Edition 3, Los Angeles — 2019

A+D Museum, Impermanent Collection, Los Angeles — 2019

Gallery Nucleus, Vessel II, Los Angeles — 2021

Space Ten, Cup Show, Hawthorne — 2022

An abstract graphic design featuring two thin, dark grey lines that intersect diagonally on a white background. One line runs from the top-left towards the bottom-right, and the other runs from the top-right towards the bottom-left. The intersection point is located to the left of the text.

# **DIGITAL PORTFOLIO**

BEST PRACTICES FOR FILE SHARING

# UTILIZING GOOGLE DRIVE TO SHARE FILES WITH YOUR PORTFOLIO VIEWER

Google Drive is a free tool used by many professional artists to share files. It has even become more popular than sending files as individual attachments, and there are many reasons for this:

Google Drive:

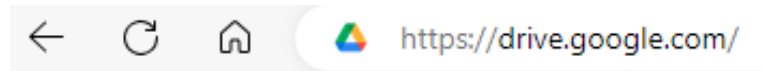
- Allows you to share a live link to a folder that can be updated in real time by **you**
- Various **levels of access** can be granted to those who you wish to view shared content
- Can be crucial for **sharing large files** which cannot be attached via email, or via applications with file size limits



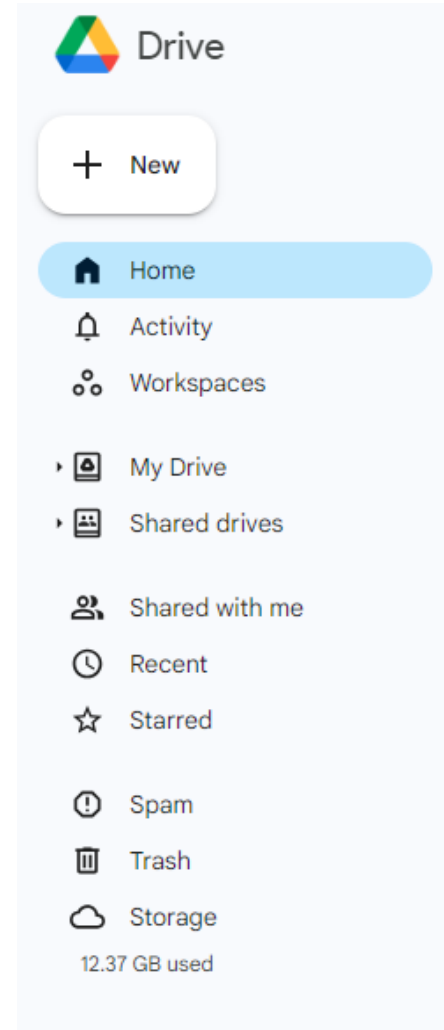
**Note:** You will need a Gmail account to use this service. Go to [gmail.com](https://gmail.com) to create a free account.



1. Go to drive.google.com



2. Click “+ New”  
to create a new  
folder



### 3. Title Your Folder & Press Create

New folder

Untitled folder

Cancel

Create

New folder

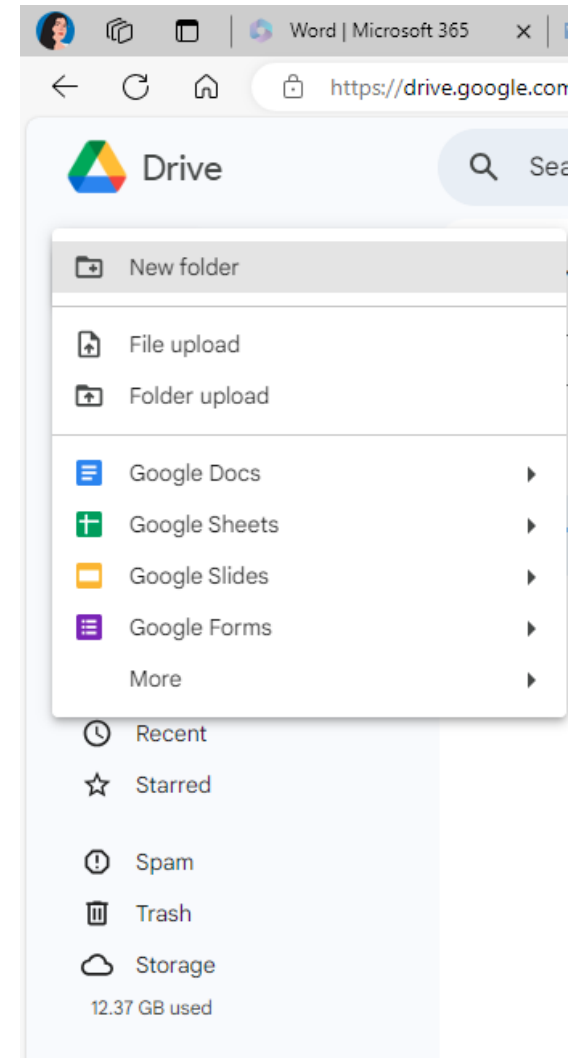
Ontario Arts Festival - Rebecca Ustrell Port

Cancel

Create

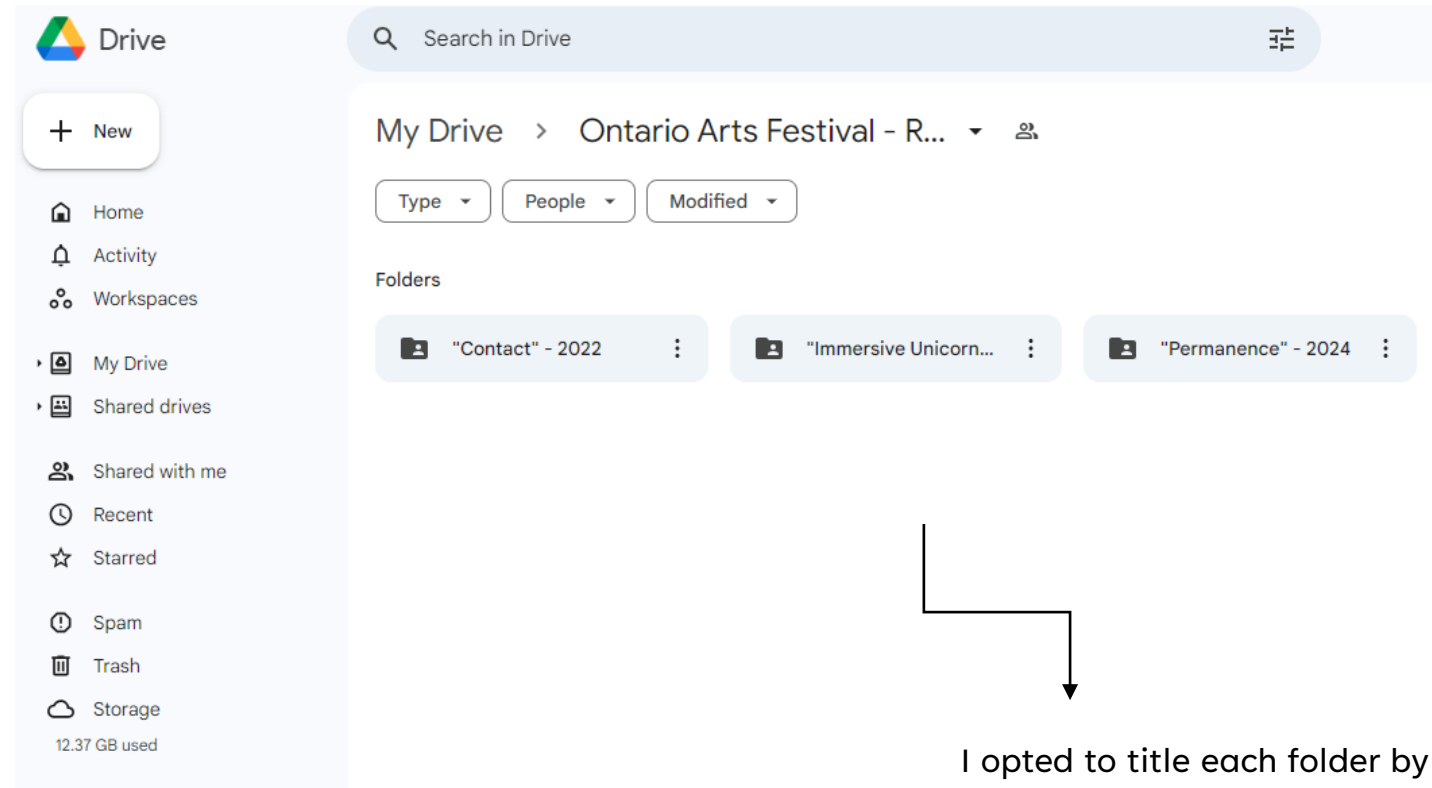
Make sure to include your name and "Ontario Arts Festival" in the title

4. Create a New folder within the Folder to organize your work



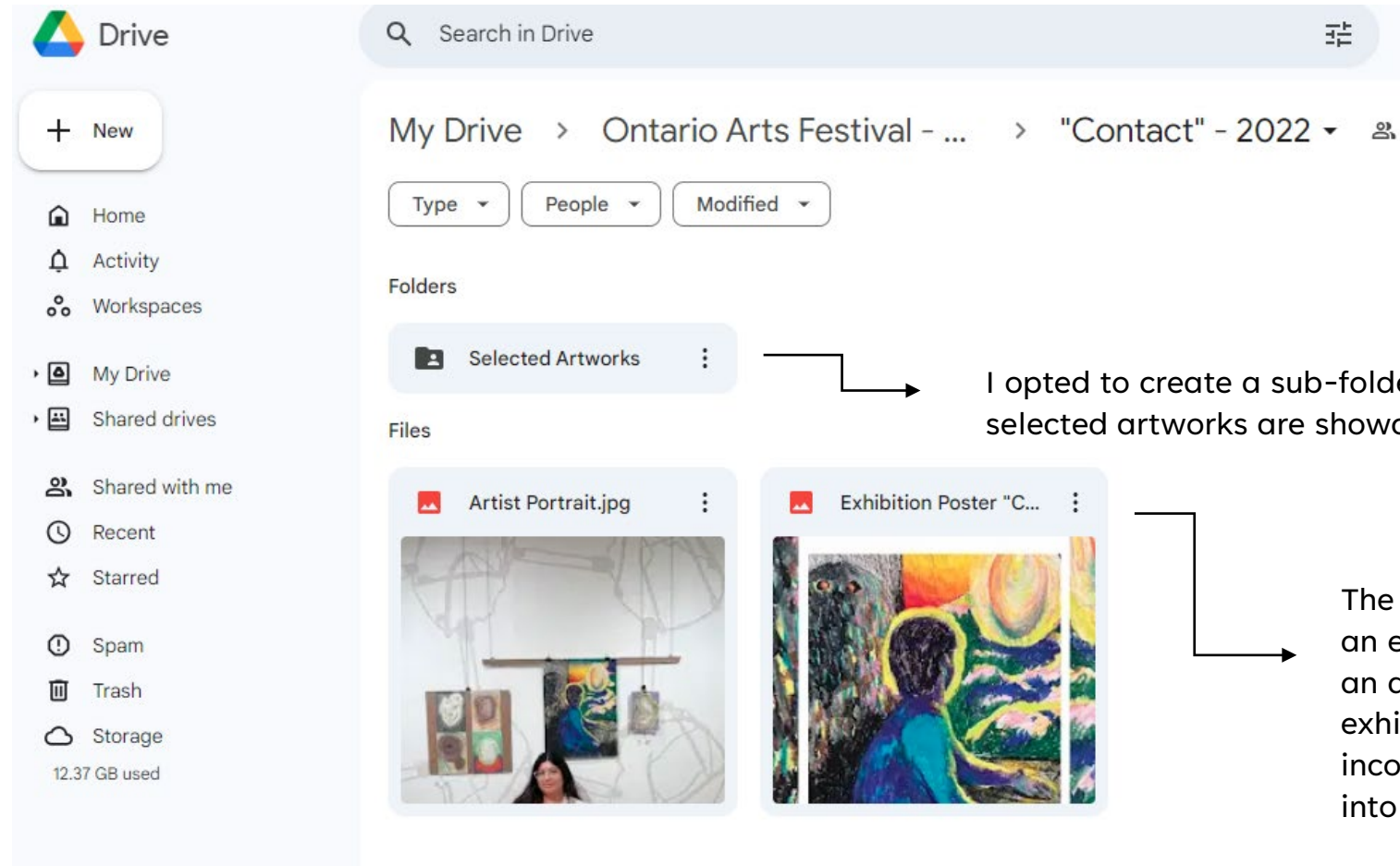


## 5. Title Each Folder



I opted to title each folder by exhibition title and date for the body of work, but you may choose to organize your work by collection or medium. Use a method that works for you. *Always include the date(s).*

## 6. Further organize the sub-folders

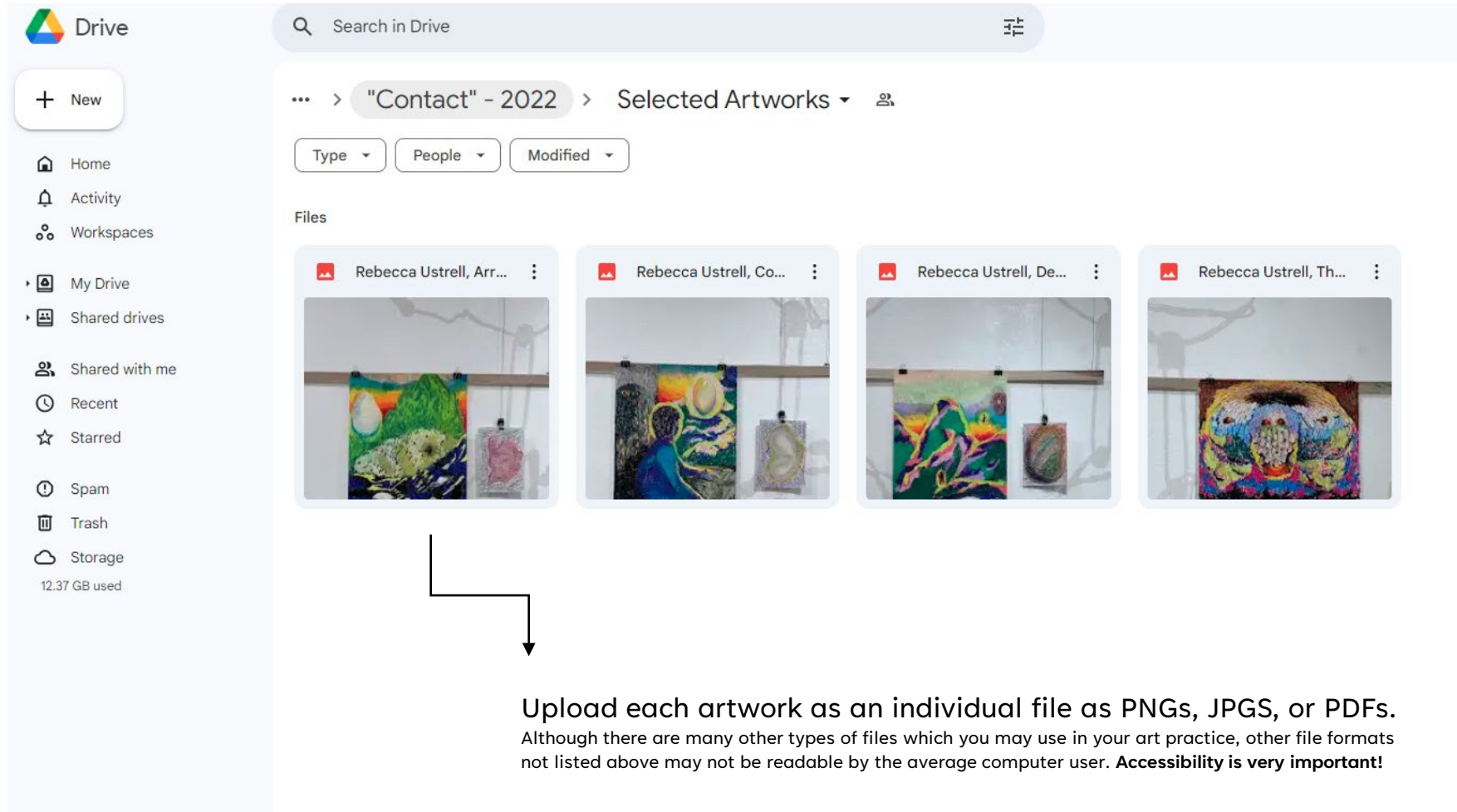


I opted to create a sub-folder where selected artworks are showcased.

The Main folder includes an exhibition poster plus an artist portrait at the exhibition. This is a way to incorporate story-telling into your file sharing.



## 7. Upload artwork

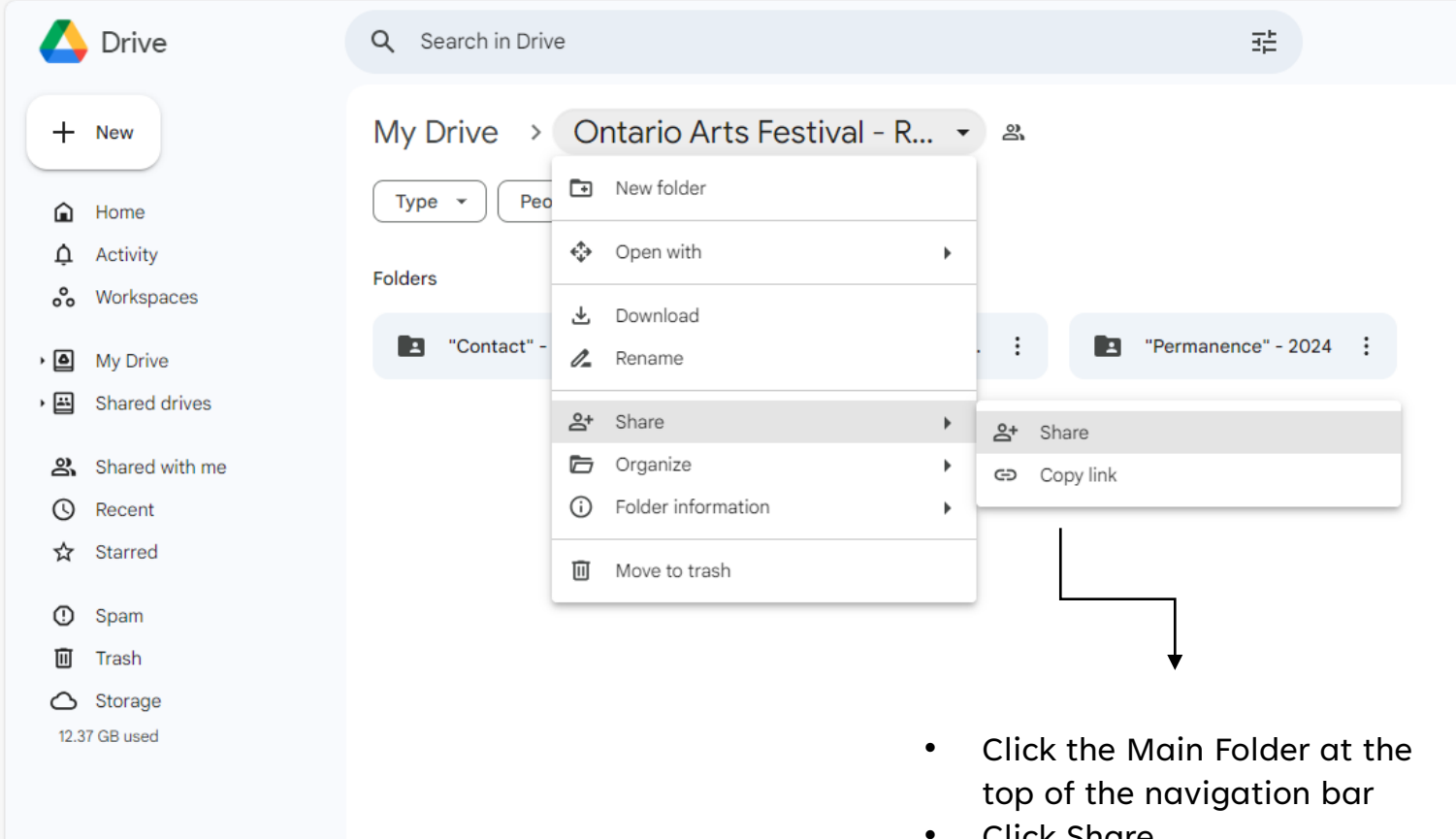


The screenshot shows the Google Drive interface. On the left is a sidebar with navigation options: Home, Activity, Workspaces, My Drive, Shared drives, Shared with me, Recent, Starred, Spam, Trash, and Storage (12.37 GB used). The main area shows a folder hierarchy: "... > 'Contact' - 2022 > Selected Artworks". Below the hierarchy are filter buttons for Type, People, and Modified. A section labeled "Files" displays four artwork thumbnails, each with a title starting with "Rebecca Ustrell, Arr...". An arrow points from the first thumbnail to the text below.

Upload each artwork as an individual file as PNGs, JPGS, or PDFs. Although there are many other types of files which you may use in your art practice, other file formats not listed above may not be readable by the average computer user. **Accessibility is very important!**

- Rename each file in the following format:
- Artist Name, Artwork Title, Artwork Year, Medium(s)

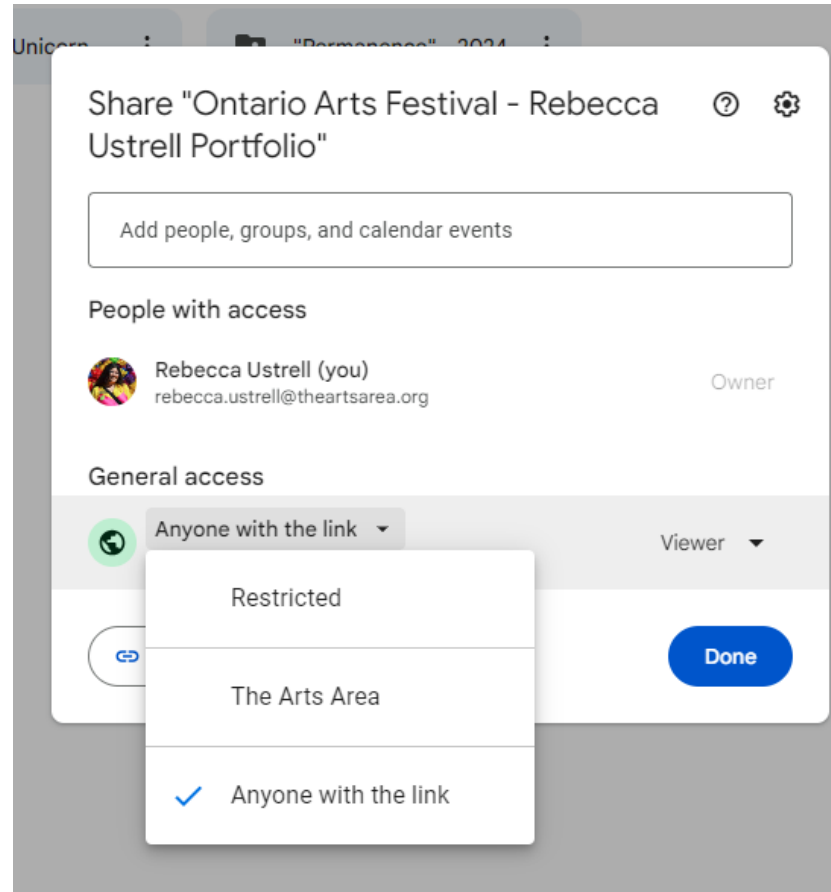
## 8. Make the folder Sharable



The screenshot shows the Google Drive web interface. On the left is a sidebar with navigation options: Home, Activity, Workspaces, My Drive, Shared drives, Shared with me, Recent, Starred, Spam, Trash, and Storage (12.37 GB used). The main area shows 'My Drive' with a folder named 'Ontario Arts Festival - R...'. A context menu is open over this folder, listing options: New folder, Open with, Download, Rename, Share, Organize, Folder information, and Move to trash. The 'Share' option is highlighted. A secondary menu is open for 'Share', showing 'Share' and 'Copy link'. An arrow points from the 'Copy link' option to the list of instructions below.

- Click the Main Folder at the top of the navigation bar
- Click Share

## 8. Make the folder Sharable (cont.)



Change the Access to “Anyone with the link” can “View”, and press “Done” to save your changes.




9. Copy the Shared Link and Paste into your Application.



Share "Ontario Arts Festival - Rebecca Ustrell Portfolio" ? ⚙


Add people, groups, and calendar events

People with access

 Rebecca Ustrell (you)  
rebecca.ustrell@theartsarea.org

Owner

General access

 Anyone with the link ▾  
Anyone on the internet with the link can view

Viewer ▾




[Copy link](#)

Done

## 10. Preview the application at [Ontarioca.Submittable.com](https://ontarioca.submittable.com)

<https://ontarioca.submittable.com/submit>

Rebecca Ustrell



### The City of Ontario, California | The Department of Museum, Arts & Culture

Through dynamic leadership, we enrich lives by engaging the community in arts and cultural experiences within the City of Ontario.  
For more information about these opportunities and general inquiries, please contact us at [OntarioArts@OntarioCA.gov](mailto:OntarioArts@OntarioCA.gov) or call (909) 395-2510.

#### Ontario Arts Festival 2024

Ends on Fri, Jul 19, 2024 9:00 PM

[Guidelines](#) [Submit](#)




The City of Ontario, California | The Department of Museum, Arts & Culture

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<https://ontarioca.submittable.com/submit>

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# ONTARIO ARTS FESTIVAL

*Save the Date*

SATURDAY, OCTOBER 19, 2024

Applications Now Open  
Apply By Friday, July 19, 2024



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Scan to apply.  
Apply by 7/19!



# THANK YOU! QUESTIONS?

Rebecca Ustrell

(909) 395-2510 Ext. 8922

[rustrell@ontarioca.gov](mailto:rustrell@ontarioca.gov)

[OntarioMuseum.org](http://OntarioMuseum.org)