

**Sample of Work Example:**

Nour Al Amoudi

Cohort 12

Yemen

Artist

**Method of Submission:**

This applicant submitted a URL link to their online portfolio.

**Location of Materials:**

See Sample of Work Summary below. See online portfolio at the following link:

<https://www.behance.net/NOAmd>

Centre for Digital Media  
Admissions

Nour Al-Amoudi

CDM Application

Sample of Work Summary

Personally, I'm someone who overthinks things. As a result, my work tends to have a lot of thought behind it. Even when the project is comedic such as the hologram sketch, I try to infuse it with a twist - in this case, playing on the fixation the Arab community has on marriage.

The many group projects I've participated in, such as the music video reproduction and the safety driving infographic video, showcase my ability to integrate well in a team, utilizing everyone's strength and unique input. I always keep the end goal in mind and try to find the way that best reaches that goal.

Another skill that is shown in my portfolio is my ability to simplify complex information for the audience. Projects such as the cesarean fact sheet, the NCDs in KSA poster and infographic video and the safety driving infographic video all began with pages of facts. Beginning these projects, I gathered all information that was even slightly relevant, so that I developed an in-depth knowledge of the subject I was addressing. Then, I designed the output to be uncluttered and easy to grasp.

I love learning new things, and this is shown through the variety of subjects covered in my projects, from health topics and social norms to personal experiences and whimsical interests, to name a few. As I begin a project, I become entirely engrossed in its mood, message and context. I believe it's important to have a purpose for each project, even if it's only to make someone smile. This sense of purpose motivates me as I work.