

no one can get relevant
experience without the
necessary opportunities.
ICAD 'Upstarts' workshops
are a chance to work to
briefs devised by Dublin's
best creatives and receive
face-to-face critiques.



upstarts

May 2010

Dear Applicant

The Institute of Creative Advertising & Design (ICAD) is a not-for-profit organisation that seeks to 'foster, promote and reward creative excellence in Irish advertising & design' and works closely with the industry.

ICAD is calling all fresh talent to take part in its 'Upstarts' workshops.

Please find enclosed an application pack for the ICAD 'Upstarts' Workshops.

The pack includes:

- 'Upstarts' information
- Application Briefs by 2 (advertising/design).
- Application Form

If you have any queries regarding the process please contact us at ICAD on 01 4716099 or elaine@icad.ie. We look forward to receiving your application and thank you for your interest in the 'Upstarts' programme.

If you wish, you may apply for both the design programme and the advertising programme.

Yours sincerely



Elaine McDevitt, Operations Director
The Institute of Creative Advertising & Design

Upstarts Information

There will be two sets of workshops, one in advertising and one in design. The 24 successful applicants (12 per workshop) will work with 6 of the top advertising agencies/design studios over a period of 6 weeks, and will each be assigned a mentor for the duration of the series.

A different brief will be given each week so that participants gain invaluable experience and contacts within the industry along with a body of work.

The programme will end with an exhibition as part of Design Week 2010.

When

The workshops will take place on Monday evenings from 7pm to 9pm, from August 30th. There will be an introductory evening on August 23rd.

Where

Workshops will take place in a different Dublin studio each week.

How much

There is a €10 application fee. If your application is successful, there is no charge to participate in the programme, although successful applicants will need to become student members of ICAD (SICAD €80)

Who

There are only 12 places available for each set of workshops.

So, if you have what it takes put yourself forward. You will need to respond to the relevant brief (advertising or design) and return it to the ICAD office as soft or hard copy (elaine@icad.ie/103 Francis Street, Dublin 8) with your €10 application fee (payable by cash/cheque/transfer/paypal). The deadline for entries is July 9th. Successful applicants will be notified by August 6th.

Contact elaine@icad.ie or 01 4716099 with any queries.

ADVERTISING BRIEF

Client

Eco coffin supplier.

In a nutshell

Eco coffins are a cheaper, environmentally friendly way to be buried. There are various types – you can do some research and choose which ones will be in the range.

Objective

First, come up with a name for a range of eco coffins. Devise an advertising campaign for a range of eco coffins through a press campaign plus demonstrate how your idea might work online, in digital or ambient.

Target audience

Everyone who going to die, the bereaved or people who are simply planning ahead.

Proposition

The natural end

Insight for the campaign

Many people today are becoming more aware on how they impact on the environment; this has led to more people wanting to consider the way they leave this world and how this will impact on the environment

Tone of voice

Friendly and fun

Support

Minimal cost to you and to the environment.

Going green has become a cradle-to-grave passion for many people. But perhaps the hardest time to adopt environmentally friendly practices has been at the end of life itself, though some in the funeral and burial business are trying to catch up.

Traditional funerals and burials are anything but environmentally friendly. A typical cemetery buries formaldehyde based embalming fluid, tonnes of steel, tonnes of concrete and metres and metres of tropical hardwood in every acre of space. Add to that the tonnes of cut flowers and carbon emissions from mourners' vehicles.

On the other hand eco coffins are made from sustainable, recycled or waste materials, using no varnishes, plastics or metals. All body nutrients and matter will be gradually absorbed by the surrounding soil and plants.

We are looking for a big idea that has a possibility to change attitudes.

Whilst good presentation of your ideas is important it's not necessary that they are worked up to a finished standard. The most important thing is a great idea that is easy to understand. If you like you can offer accompanying notes or visual references as to how you would see the finished campaign.

DESIGN BRIEF

A fictional new theatre is opening soon called 'Space 18'. It is a fresh, modern theatrical space with a focus on inclusivity that will show both Irish and international, modern and old, mainstream and avant garde plays. The theatre is keen to play with how the spectator engages with the play and therefore does not have fixed seating or stage, both can move to suit the set design of each play. It will also be running a community theatre programme.

This is an exciting time to become involved with the theatre as not only do you get to design it's identity but you also get to apply that identity to the building itself as well as the theatre's future communications with patrons.

Requirements

You must design the theatre logo and at least 2 of the other 5 following elements:

Logo

This must reflect the fresh and edgy feel of the theatre and what it is setting out to do. Your identity should work both in colour and in b/w and both logos should be displayed side by side either on an A4 board or PDF.

Signage

This should include the door sign for the building itself and signs for the ladies, gents and disabled toilets. Other than that, you can choose how the signage is integrated. Does it extend into the theatre itself? The seating sections? The poster holders? The box office?

Poster

The theatre's first production is a play by William Shakespeare. The choice of play is the entrant's own. The poster should be an A size and include the theatre's new identity, the play title and playwright, dates and times, ticket prices and theatre contact details. This project requires basic research into the play chosen. Feel free to read the play but if you find yourself short on time, Wikipedia and similar services offer fairly comprehensive synopses of most well-known plays.

Opening Night Invite

The opening night will take place the night before the first play opens to the public. You are free to choose the size of the invite but it must fit into a generic envelope size eg. DL / C5 and include the theatre's new identity, the play title and playwright, date, time, RSVP details and theatre contact details.

First Quarter Programme

As well as the William Shakespeare play, the theatre will be showing in it's first 3 months:

- *The Last Days Of A Reluctant Tyrant* by Tom Murphy
- *The Seagull* by Anton Chekhov
- *Nightswim* by Julia Jordan

The first quarter programme should provide information on all of the above as well as an outline of the theatre and it's mission, sponsors logos etc.

Website

This should include information on upcoming plays, booking information etc. Please note, this does not need to be a functional website. Screen shots of the home page and one other page will suffice. Notes on functionality may be included.

Points to consider

Any imagery, be it photography or illustration, must be the designer's own.

The Institute of Creative Advertising and Design

APPLICATION FOR THE 'UPSTARTS' WORKSHOP PROGRAMME 2010

PERSONAL DETAILS

Surname	Other names
Address	
Mobile telephone number	E-mail address

MOST RECENT EMPLOYMENT / COURSE OF STUDY

Name and address of Employer / College
If in college, what is the name of your course?
If in employment, what is your job title?

EDUCATION, TRAINING AND PROFESSIONAL QUALIFICATIONS

Please start with the most recent qualification and include any currently being pursued

Date obtained	School, university, college etc.	Qualifications obtained

PROFESSIONAL EXPERIENCE

Please include any experience that you feel is relevant to this application

Date of Employment From / To	Name and Address of Employer	Brief description

PERSONAL STATEMENT

In your own words, please tell us why you are interested in this programme

STATEMENT OF INTENT

I, the undersigned, declare that I understand the ICAD Upstarts Programme to be demanding and professional. Should I be successful in this application I will be available on August 23rd and for the 6 following Monday evenings as well as for the exhibition in early November. I will also commit the time to work on each week’s brief and on the final piece for exhibition

Signed Date

Good luck with your application

The Institute of Creative Advertising & Design
Foster. Promote. Reward.
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