

Upstarts 2019

Institute of Creative Advertising and Design

UP STARTS STAR S

Foster. Promote. Reward.

Introduction

Welcome to ICAD Upstarts 2019.

The ICAD Upstarts is a mentorship programme which aims to develop the skills of emerging creatives, educate them about the industry and introduce the industry to them. ICAD Upstarts caters for advertising creatives (art directors and copywriters specifically) and designers in two separate streams.

Each participant (Upstart) is assigned a mentor who is an established creative professional working in the industry, to guide them through a six-week programme of workshops. Upstarts will respond to a weekly brief set by a host studio or agency, which they will present and have critiqued. Host agencies will also offer insight into their own working practice. The programme culminates in an exhibition of work produced by the Upstarts. Creative directors and senior creatives are invited to attend this event to see the work and meet the Upstarts.

Programme participants are selected based on their response to a brief issued by ICAD. The remit of the programme is to prepare emerging creatives for the industry, offer them a chance to network and most importantly to inspire them.

Now in its 14th year, the ICAD Upstarts programme has proven to be highly successful, and benefits both participants and the industry in general. We are sure 2019 will be no different.

Overview

Structure

The programme consists of approximately eight advertising Upstarts and eight design Upstarts. Each Upstart is assigned a mentor who is successfully working in the industry, and who can provide guidance and assistance to the Upstart. The other aspect of the programme are the host studios and agencies. There are six of these per stream, and each issues a single brief, as well as critiquing work produced in response to their brief and giving a short talk regarding their work or the industry in general.

Mentor–Upstart Relationship

Upstarts will be introduced to their mentor at the first Upstart event of the programme. Your mentor will be available to answer questions, discuss briefs and review work in advance of each hosted evening session. Upstarts will be facilitated in meeting up with their mentor once or twice during the course of the programme, as well as intermittent phone calls and emails throughout the programme. Your mentor is invested in seeing you succeed and you should use this opportunity to learn to its fullest. Ask questions when you have them and listen to your mentor's advice.

Upstart Expectations

Upstarts are expected to be present at each of the weekly evening sessions, and to commit to the undertaking of working on a weekly brief, to be presented to their peers and host studios. Upon completion of the programme, Upstarts are also expected to work towards the organisation and creation of the final exhibition, alongside ICAD. This is an intensive programme which can be completed in conjunction with a full-time job.

Support

As mentioned, Upstarts will have the support of their mentor throughout the process, and will receive feedback from host agencies. Aside from this, ICAD is available to assist Upstarts with queries or issues they may have in the process of the programme.

Instructions

The Brief

A brief has been developed for each stream (advertising and design). We encourage applicants to flex their creative muscles, think differently and stand out. Upstarts are selected based on their responses to this brief and we want to see how you think and judge you based on your potential to grow. The deadline for applicants to submit work is the 17th of August 2019.

Criteria

The only criteria for entry is that applicants respond to the brief issued and submit their best work based on it. This programme is aimed at creatives near the start of their career, as a jumping-off point. For example this has previously included graduates, people looking to make a career change or people early on in their career looking to accelerate their progress. That said anyone is welcome to enter, and candidates will be selected by judges based on the work and their applications.

Rules

Work entered must be solely your own work. While further portfolio work can be submitted to supplement entries and further inform judges of your abilities, only entries which include a response to the brief will be considered.

Notes

Respondents must accept their place on the programme by Tuesday the 3rd of September or their place will be offered to another candidate. ICAD will make every effort to contact successful applicants before this happens. Please note that this programme does require a high level of commitment. It is a popular programme and very valuable to participants, so do factor this into your plans for September–November upon application.

Fees

There is an entry fee of €20 per application. This is made using PayPal, through the Upstarts application form on the ICAD website (link provided later in this document).

Successful applicants will be asked to pay a participation fee of €180 upon accepting their place on the programme.

Schedule

Stage 1	31st July	Upstarts brief launch.
	17th August	Deadline to apply.
	19th–23rd August	Review of submissions.
	28th August	Successful Upstarts notified and supplied with calendar and itinerary for the programme.
	9th September	Upstarts 2019 programme launch and meet-your-mentor evening in the Science Gallery.

Stage 2	Mid September– Late October	The Upstarts programme will run for 6 weeks.
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Stage 3	Late November	Following the completion of the programme, the Upstarts will work towards the final exhibition.
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Links

[Advertising Brief](#)

[Design Brief](#)

[Application Form](#)