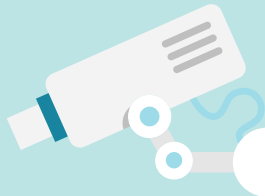
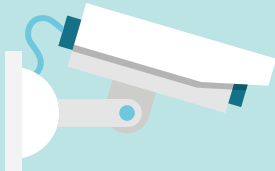


ICAD *upstarts*

2014 APPLICATION PACK



foster promote reward

June 2014

Dear Students / Graduates / Junior Creatives,

Nobody can get relevant experience without the necessary opportunities and the ICAD Upstarts programme is a chance to work on briefs devised by Dublin's best creative and receive face-to-face critiques.

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

ICAD is calling on all fresh talent to take part in the 2014 ICAD Upstarts Programme. Please find enclosed an application pack. This pack includes:

- Application Brief (joint advertising and design)
- Application Form. Please mark clearly which stream you are applying to participate in – advertising or design.

If you wish you may apply for both the design programme and the advertising programme. The appropriate application fees apply.

If you have any queries regarding the process please contact us at ICAD on 01 4716099 or awards@icad.ie.

We look forward to receiving your application and thanks you for your interest in the ICAD Upstarts Programme.

Yours sincerely,



Elaine McDevitt
ICAD Operations Director

how when where



ICAD UPSTARTS PROGRAMME INFORMATION

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

A different brief will be given each week so that the participants gain invaluable experience and contacts within the industry as well as developing their body of work. The programme will end with an exhibition as part of Design Week 2014.

HOW

To apply for the programme you need to answer the brief and submit it to the ICAD offices as soft copy (awards@icad.ie) or hard copy (103 Francis Street, Dublin 8) together with your €20 application fee (payable by cash / cheque / transfer / paypal) and your existing portfolio and / or personal website (if desired).

The deadline for applications is Tuesday 15th July.

WHEN

There will be an introductory evening on 25th August. The workshops themselves will take place on Monday evenings from 7 - 9pm, starting 1st September.

After this participants will be expected to work together on the design and promotion of the Upstarts exhibition.

WHERE

Workshops will take place in a different agency / studio in Dublin each week. Last year's workshop hosts were:

Associate / Boys & Girls / CKSK / DDFH&B / Design Factory / Dynamo / Irish International / Language / OwensDDB / Publicis / Red Dog / Slater

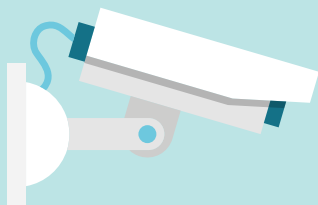
HOW MUCH

There is a €20 application fee for each strand of the programme (advertising / design). If your application is successful, there is a €180 admin charge to participate in the programme.

WHO

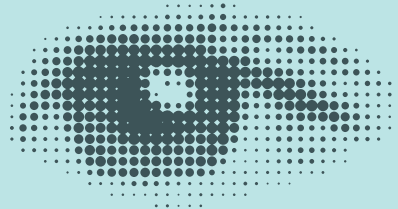
There are only 12 places available for each set of workshops. So if you feel you have what it takes make sure to put yourself forward. Successful applicants will be notified by 8th August.

Good luck with your application.



please have fun

JOINT ADVERTISING AND DESIGN BRIEF



***“Big Brother is
Watching You.”***

George Orwell, 1984

We are living in a world where privacy may no longer exist. From Snowden’s NSA, Assange’s Wikileaks and Gardai whistleblowers, to the Daily Mail Online, TMZ and Facebook stalking your ex - isn’t it time we got serious about privacy?

Advertising and Design can not only influence attitude, but can also change behaviour and this brief will challenge you to change a behaviour which has become a norm for over 1 billion people worldwide - the sharing of personal information online, which often transfers to corporations, Governments or criminals.

The brief can be summed up in less characters than a tweet:

Design an idea which will get people thinking about what they share online, and whether they want their life to be private or not?

We’d like you to consider the task and conceive a response from whatever angle you consider thought provoking and/or interesting from a visual/conceptual perspective. We’re hoping for a range of responses and ways in to this important debate of our time! Consider this to be your opportunity to show off to potential employers and the wider creative community. It can

be humorous, clever, controversial – whatever you feel will get your work noticed above that of the other applicants.

Audience: Anyone who is on Facebook or has walked by a CCTV camera.

Just be creative.
Do yourself justice.
Have fun.



APPLICATION FOR THE ICAD UPSTARTS PROGRAMME 2014

Which stream are you applying to participate in: Please tick

Advertising Design

PERSONAL DETAILS

Surname Other names

Address

Mobile 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

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PERSONAL STATEMENT

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

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STATEMENT OF INTENT

I, the undersigned, declare that I understand the ICAD Upstarts Programme requires significant time commitment and a high level of professionalism. Should I be successful in this application I will be available on 25th August and for the six following Monday evenings. I will also commit time to work on each week's brief, on my own final piece for exhibition and on the design and promotion of the exhibition itself.

Signed: Date:



The Institute of Creative Advertising & Design
103 Francis Street, Dublin 8
01 4716099 / awards@icad.ie / www.icad.ie

FAQ

Can I enter as part of a team?

Yes, you can but you need to send 2 application forms and fees

Are scamps ok?

Yes. Whilst there's no doubt that good presentation can be helpful the judges will be looking for good ideas

Should I submit one idea or more?

If you have more than one idea please feel free to submit several campaigns / executions as part of your entry but the judges will be looking for quality rather than quantity so this is not obligatory

Should I submit back up work?

This is entirely up to you. You are free to submit notebooks etc to illustrate your thought process but again, this is not obligatory

What file types are acceptable?

All. We will contact you if we have trouble with any of them

What file sizes are acceptable?

Any, although if your files are larger than the 5-6mb mark then please supply them on usb or via WeTransfer, dropbox or similar

How do I pay the application fee?

Payment can be accepted by cheque, transfer or via paypal. All cheques payable to ICAD.

Transfers to Bank of Ireland Stephen's Green,

account name: The Institute of Creative Advertising & Design
BIC: BOFIE2D
IBAN: IE89 BOFI 9000 8466 2555 16

Paypal account: accounts@icad.ie



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