



UP STARTS STAR TS

Upstarts 2022

Introduction

The ICAD Upstarts is a training and 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, preparing them for careers in their industries.

In 2020/21 the format of the programme changed for the better, with participants now benefitting from skills based workshops in advance of the 6 weeks of practical experience. These workshops deal with understanding a brief, ideation, key skills in their given area, professionalism and conduct, and presentation skills. This part of the 2022 programme will take place in January — February 2022.

Following this, in February 2022 each participant (Upstart) will be assigned a mentor who is an established creative professional working in the industry, to guide them through a 2 month programme of briefs and critiques. Upstarts will respond to a weekly brief set by a studio or agency, which they will present and have critiqued. Agencies and studios will also offer insight into their own working practice. The programme culminates in an exhibition of work produced by 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 16th year, the ICAD Upstarts programme has proven to be highly successful, and benefits both participants and the industry in general. We are sure that 2022 will be no different.

Overview

Structure

For the first part of the programme, Upstarts will attend workshops to learn their craft and hone their skills. The purpose of these workshops is to prepare them for the second part of the programme and ensure they are ready for the workforce. Once this part of the programme is complete, each Upstart will be 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 who will issue a brief over the course of the programme, and subsequently critique the work produced as well as giving a short talk regarding their work or the industry in general.

In 2022 the programme will run in a hybrid format, both online and in person. Although 2020/2021 was a difficult year, there were benefits to hosting some aspects online, not least access to international creatives, as well as the facility for creatives outside Dublin to apply and participate adding huge value to the programme.

Mentor – Upstart Relationship

Upstarts will be introduced to their mentor by ICAD in February of 2022. Mentors will be available to answer questions, discuss briefs and review work in advance of each hosted evening session. Upstarts will be facilitated in meeting with their mentor via zoom calls once or twice during the course of the programme, as well as intermittent phone calls and emails throughout the programme. Upstarts are reminded that their mentor is invested in seeing them succeed and they should use this opportunity to learn to its fullest. Ask questions when they have them and listen to their mentor's advice.

Upstart Expectations

Upstarts are expected to be present at each workshop as well as 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 also available to assist Upstarts with queries or issues they may have during the course of the programme.

Schedule

Stage 1	Upstarts brief launch.	<i>05.11.21</i>
	Deadline to apply.	<i>19.11.21</i>
	Successful Upstarts notified and supplied with calendar and itinerary for the programme.	<i>26.11.21</i>
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Stage 2	Series of skills based workshops.	<i>Jan — Feb 2022</i>
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Stage 3	Series of briefs and crit sessions.	<i>Feb — March 2022</i>

Application Directions

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 19th of November 2021.

Criteria

The only explicit 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. Participants in the programme should clearly outline their experience and time in the field to date as part of their submission as this will be considered as part of the judges decision making. The application fee for the Upstarts programme is €25.

Links

- [Advertising Brief](#)
- [Design Brief](#)
- [Upstarts Application](#)

Rules and Notes

Rules

- Work entered must be solely your own work.
- While 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 Monday November 29th or their place will be offered to another candidate. ICAD will make every effort to contact successful applicants before this happens.
- Please be aware that this programme does require a high level of commitment. It is a popular programme and very valuable to those who participate, so do factor this into your plans for January — April/May.

Fee

There is a €240 fee for participation for those who are successful in their application. This is payable before January 2021 when programme commences.

Contact

**For further details
please contact:**

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