



# UP STARTS STAR

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.

To apply, individuals must respond to an open brief, published in mid October. For selected applicants, the programme proper then commences in January with Upstarts benefitting from 4 skills based workshops, followed by 6 weeks of practical experience in responding to industry briefs. These workshops will deal with understanding a brief, ideation, key skills in their given area.

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 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 17th year, the ICAD Upstarts programme has proven to be highly successful, and benefits both participants and the industry in general. Current trends show that 70% of Upstarts are working in relevant employment within 6 months of completing programme. We are sure that 2023 will be no different.

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# 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. 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. There are six to eight of these per stream, and each issues a single brief. The agency or studio then critique the work produced in response to their brief and giving a short talk regarding their work or the industry in general.

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## **Mentor-Upstart Relationship**

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.

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## **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 agency / studio. 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 but can be completed in conjunction with a full-time job.

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## **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.

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# Application

## Application

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.

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## Criteria

The primary 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.

The application fee for the Upstarts programme is €20, and for successful participants, there is a participation fee of €200.

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## Thanks

The 2023 ICAD Upstarts Programme is brought to you with the generous support of BBH.



BBH is a full-service creative agency founded in 1982. Our logo, the black sheep, represents the power of difference – because when the world zigs, we zag. In 2022, we brought this philosophy to Ireland and opened the doors of BBH Dublin.