



# UP STARTS STAR TS

# TWO HEADS ARE BETTER THAN ONE

## Overview

Many think that design happens in a vacuum away from clients and collaborators; however, it is crucial to understand that your final output is often someone else's starting point. Collaborative design, also known as participatory design, invites clients to embrace modern design toolkits bringing together different roles and team members into one digital space. As a part of this year's ICAD brief, you are being asked to create a design system that offers clients/collaborators a framework that helps unlock their creativity.

## The Brief

For next year's Creative Ireland Programme, you are tasked with developing a design system to be delivered to each of Ireland's Local Authorities' internal teams.

Choose ONE project from the following Creative Ireland Programme:

- [Fighting Words](#)
- [Creative Climate Action](#)
- [Cruinniú na nÓg](#)

Create a fun, impactful, dynamic campaign for your selected project that each Local Authority can embrace and customise based on your guidelines and framework. Outline your carefully considered ingredients, (e.g. typography, illustration, photography, colour, animation and layout), in a design guidelines document that explains, showcases, and makes your framework accessible to each Local Authority.

## Deliverables

You should consider using your preferred method to create an identity and design system, and execute your route across the following:

- 60x40 Poster or Digipanel billboard
- Instagram Post / Story
- Design Guidelines Document
- Plus ONE additional pieces of collateral that you feel is relevant to your selected project

[www.creativeireland.gov.ie/en/blog/](http://www.creativeireland.gov.ie/en/blog/)

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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.