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CONTENTS

- 03 About Upstarts
- 04 Thank You
- 08 Upstarts
- 26 Sponsors

ABOUT UPSTARTS

The Institute of Creative Advertising & Design (ICAD) exists to foster, promote and reward creative excellence in Irish Advertising & Design, and has been doing so since 1958.

'Upstarts' is an initiative developed by ICAD to help the next generation of young creatives hone their skills and prepare them for work in the design and advertising industries.

In the programme, aspiring copywriters, art directors and designers take part in an intensive six-week course, where they are mentored in some of the country's top agencies. Now in its tenth year, Upstarts has been an unrivalled success. Some former participants now act as mentors – a sure sign that the programme has evolved into a robust and proven start for aspiring creatives.

More info: www.icad.ie



THANK YOU

The 2015 Upstarts wish to thank those who are so giving of their time and expertise:

Workshop Hosts Mentors

Atomic Adrian Fitz-Simon, *Chemistry*Boys & Girls Alexis Bouckaert, *Eighty Twenty*Creative Inc Anthony O'Rourke, *Isobar*

ICAN Austin Richards
IIBBDO Dan O'Neill, *Publicis*

LanguageDavid Wall, Conor & DavidPublicisJean Donovan, Irish International

Red & Grey
Red Dog
RichardsDee
Rothco
Lynsey Browne, CKSK
Marcus Hartung, Ogilvy
Mark Tuthill, Chemistry
Mick Loftus, DDFH&B

Slater Mike Ballinger & Conor Wynne, *Dynamo*

Niall O'Shea, *Slater* Paddy Thunder, *Rothco*

Paul Arthurs, *Cawley Nea\TBWA*

Rachel Kerr, Creative Inc.

Sean Mongey, Post

Stephen Kiernan, *Atomic* Susan Carberry, *Red Dog*



A special thanks goes to:

- · Our Upstarts media partner, The Irish Times for printing this catalogue
- · Our print partner, Masterphoto for printing the exhibition panels
- · The Light House Cinema for giving our work this wonderful home
- · Upstarts promo director Damien O'Donnell
- · Producers Anne-Marie Curran and Russ Russell of Russell Curran Productions Ltd
- · Screen Scene
- · Stephen O'Neill for photographing the Upstarts











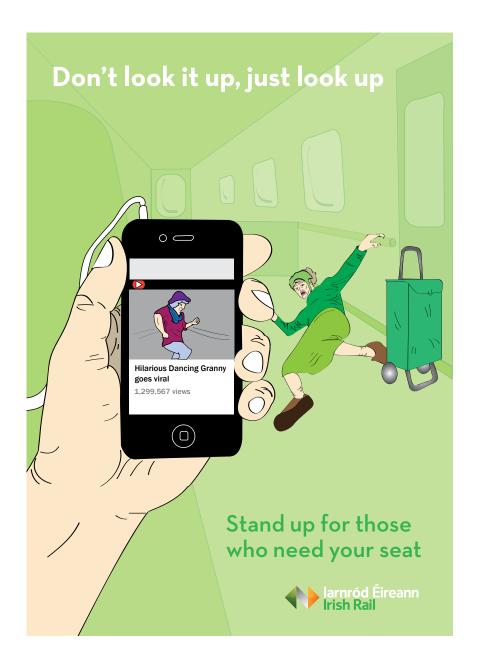
PAUL SHINNORS ART DIRECTOR

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The brief was to create an activation campaign to support a national sponsorship of Park Runs. It needed to be an idea that brings the partnership between Lifestyle Sports and Park Run to life and encourage people that would love to take up running to sign up and give it a go and most importantly to see the benefits. Everybody has excuses for not running from being self-conscious about how they look to not having the time to run. So my idea was to do a campaign based on the idea, 'BE STRONGER THAN YOUR EXCUSES.'

I am currently working as a Graphic Designer with an agency called Ignition. I graduated from the IAPI/DIT Postgraduate Diploma in Advertising and Digital Communication 2014 and I recently was on the winning team at the EACA International Advertising Summer School 2015 in Seville.







AOIFE FLYNN ART DIRECTOR

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Client: Irish Rail

'People aren't giving up their seat to people with needs'

The Solution: 'Don't be oblivious to those around you'.

These posters urge people to look up from their phones and see if there is someone nearby that needs their seat more. To extend this idea the log in page for the train wifi could show the same message and could also have ads on music apps like Spotify.

Twin, illustrator and wannabe Art Director. Aoife went to art college in Limerick where she developed an eye for craft and detail. She runs an illustration blog with her sister at www.leftrightfight.com where they duke it out each month to see who really is the better twin. Karaoke song of choice is Gangster's Paradise.







MICKEY CHAN ART DIRECTOR

www.mickeychan.net mickeygogo@hotmail.com The campaign is for Iarnród Éireann about priority seats. The client would like to remind people to be considerate of passengers who need the seats more than they do, such as people with mobility issues and pregnant women. The idea is to make the priority seat (literally the chair itself) a hero! Yes, seats are difficult to get, they are so rare like an endangered species. That's why they need to be SAVED, and given to the people who need them more than you do.

Mickey was born in Brazil, raised in Taiwan, finished her degree in Visual Communication in Australia, and then drifted to Ireland. Her Taiwanese name is Shu-Ting, which means "book, pretty". She was given the nickname Mickey by her mates at a young age, because they thought she looked like that famous mouse; ever since then she's known as Mickey Chan, sometimes as a graphic designer and sometimes an art director. She has only recently found out that in Ireland, Mickey could also mean...a male organ.



APOLOGIES

Irish Rail would like to apologise to passengers with mobility issues who may have experienced difficulty obtaining a seat on our DART and Commuter train lines.

And to those of you without mobility issues, we would like to ask...

What would your mother think? If she saw you pretending not to notice an elderly person or a pregnant woman in need of a seat, and you not bothering your arse to offer yours?

It's far from rudeness you were raised, and next time it happens there'll be a clip on the ear and a stern word from your father.

You should know better.





GRÁINNE HARNETT COPYWRITER

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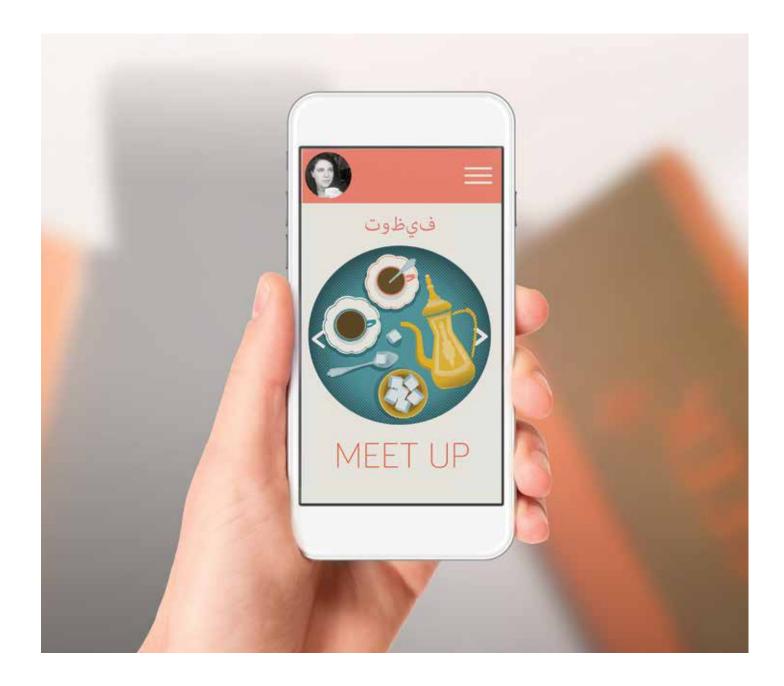
What Would Your Mother Think?

With increasing numbers travelling on DART / Commuter services, customers with mobility issues need to be given access to seating by other commuters. So how do we change attitudes and behaviours around this issue?

In the average Irish household, the mother is the guardian of etiquette, the one who'll reprimand us for not minding our manners. Because of this, the shame of a telling-off can be almost unbearable; it reminds us that we were raised to know better. So let's remind people that they should know better.

Copywriter, tea enthusiast and lover of books, Grainne wants to live in a world where it's acceptable to communicate primarily in song lyrics. Having graduated with a degree in English, she completed various editorial internships before embarking on her advertising career. When she's not scribbling away on whatever bits of paper are stuffed in her bag, you can find her in the midst of an unashamedly long Netflix marathon, running around with her dog Alfie, or in the pub.







LAURA DOWLING DESIGNER

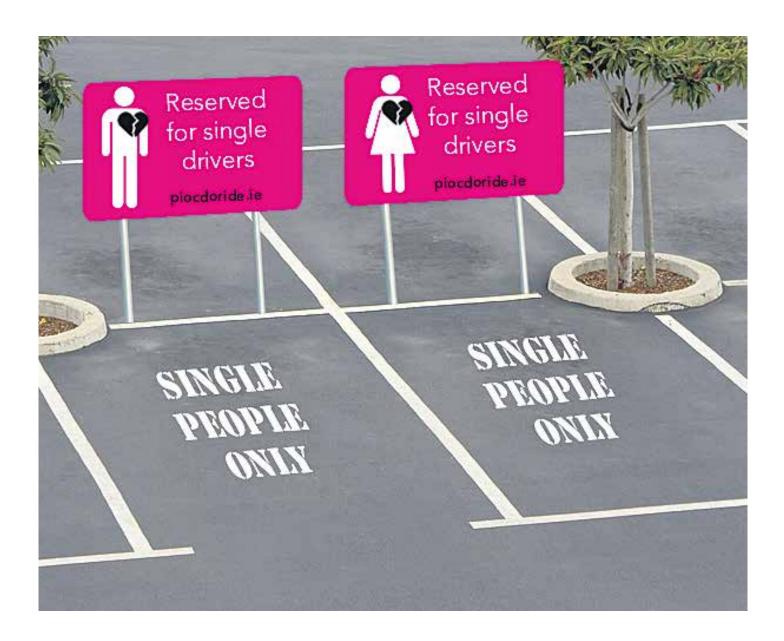
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As the Syrian refugees are brought to Ireland, what do you believe should be given as an introduction to our country? How do we convey cultural connections? How do we manage expectations? Should this be seen as a evolution of Irish culture? What about tips for adaptability and integration? It is your job to decide and design this.

My answer to this brief was to combine a printed information booklet about Ireland with a smart-phone app called Seek. Seek is designed to make settling in a new country as easy as possible, providing all the necessary information from setting up a bank account to applying for a job.

I studied Visual Communication in NCAD and after graduating in 2010 tried out an assortment of careers such as teaching English in Korea and passion fruit picking in Oz. Back in the Dublin design world since 2013, I have worked for agency Visual Sense, as an in-house graphic designer for Dunnes Stores and more recently as a motion graphics designer for UTV Ireland.







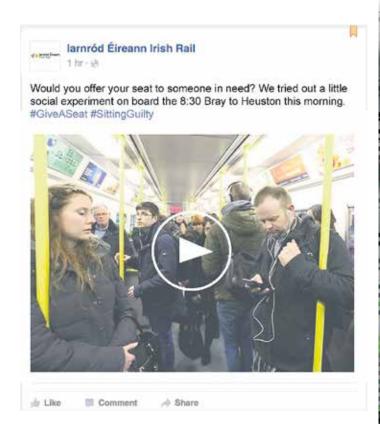
LISA O'HANLON ART DIRECTOR

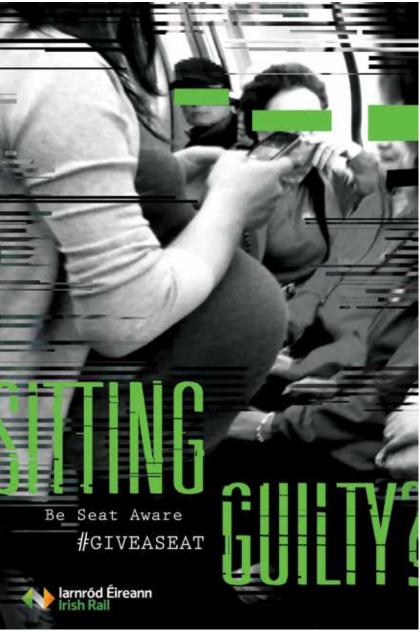
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Background: Pioc do Ride is TG4's new dating show. In the show, singles assess potential partners based solely on their car and driving ability. Belief: Create digital, shareable content to promote the launch of the show. Idea: Prove that romance and driving is a perfect match through a series of activations which reflect the show's unique and humorous premise.

Lisa graduated from Trinity College Dublin with a degree in English Literature and Art History. She then spent two years in Japan, successfully adding Japanese to the list of cuisines she cannot cook. Returning to Ireland, she studied graphic design and this year completed DIT's MSc in Advertising.









AISLING DOWLING ART DIRECTOR

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Iarnród Éireann has experienced complaints regarding seating for specific needs and they would like to remind people to be considerate of passengers who need the seats more than they do. The challenge here is to create posters for owned media formats to encourage people to give up their seat. My idea uses the poster as a platform to highlight and criminalise the guilty people who don't give up their seats. Not giving up your seat doesn't go unnoticed. People need to be more seat-aware. My idea also contains a social experiment using a hidden camera and eye tracking.

Aisling is a panda-loving Art Director with a passion for illustration, even illustrating for British fashion designer Henry Holland. She first discovered her love of advertising shortly after realising at the age of 10 that she wanted to design cereal boxes... she took it from there. Aisling pursued her love of drawing to college level where she studied Visual Communications, followed by a Post Grad in Advertising and Digital Communications, where she found her feet in art direction.







GRACE COAKLEY DESIGNER

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I have woken up in the year 2035. The world is dark but has somehow survived. The creatures born of this harsh environment hold high standards and the key to survival. They know little of what has been before. I cannot understand them. Their society and power is based on logic, no one acts irrationally or emotionally.

What can I offer them as a human in order to survive? How do I communicate to them?

Perhaps the bleak, linear society needs tools to express themselves emotionally. By giving them a spray can, they can create art. A candle, to cast shadows, enables storytelling. A drum to discover music.

Grace Coakley is a Dublin based designer whose distinctive style of colourful minimalism is heavily influenced by her love of comic books and hip hop. A conceptually driven visual communicator, she holds an honours BA from Limerick School of Art and Design and currently works with Ireland's top digital startup accelerator NDRC.







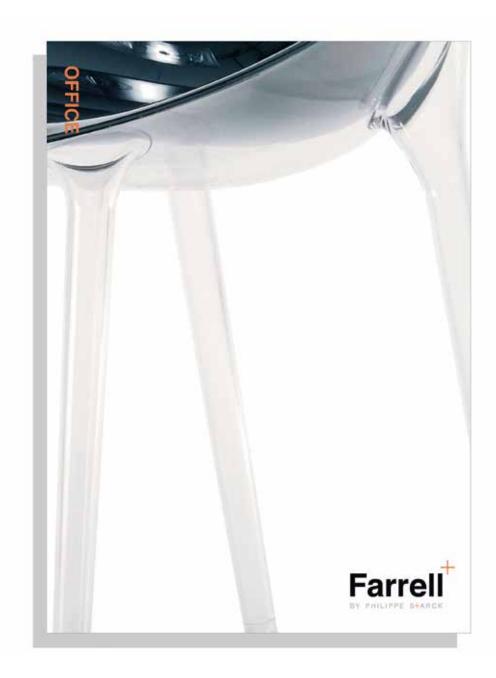
SAM DUNLOP DOYLE COPYWRITER

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It would appear that chivalry is dead... on the DART at least, as there seemed to be more complaints arising than bums for those more in need of seats. We were asked to design a poster campaign that would remind people to be aware of others around them. I'm a strong believer in the idea that people will only ever do something for you if they truly want to do it so I felt that sending across a positive message would be more likely to quickly bring passengers to our way of thinking.

Sam is a mover and a shaker. Off the dance floor he is a copywriter and a content creator. Unafraid of trying new things he once got lost in a Bornean jungle and nearly got eaten alive by leeches, but would do it again in a heartbeat. Sam is ready for his next adventure; can you give it to him?







MARIANA DE MOURA DESIGNER

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For over fifty years, Farrell Furniture have been at the forefront of designing and manufacturing quality contract furniture solutions to the highest standards.

Challenge:

The challenge is to design a sub brand and communications for this joint venture How should the two brands work together, or not? What brand assets should you take from each brand to work with, or not? What look and feel / language would you use to create an innovative brand style? What communications would you use to connect with a innovative, professional and creative audience, and what would they look like?

Strategic and multidisciplinary designer, with an eye for excellence, quality and innovation. Passionate about design and visual communication in all its forms. Mariana believes that good design will not save the world but will definitely make it a better place. Similar to all people born in Rio de Janeiro she loves a good laugh and a chat over a cup of strong, black coffee.







REBECCA MCNALLY ART DIRECTOR

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Client: AIB

Brief: The brief was to create a content piece that would go viral.

Background: GAA supportors are the most passionate. Can they hide their emotions in order to win money for their club?

Sideline Silence: Inspired by The GAA AIB stunt Rothco did last year, I came up with Sideline Silence. Sideline Silence is the ultimate test for the most dedicated GAA supporters: show your passion by hiding it. Throughout the match, the most die-hard fans will be put to the test by the Silence Seat – if they lose their cool they lose the money for their club.

Rebecca (known as "Bex" to her few friends) got her career timeline all confused and started by breaking America, working in Resource Ammirati. Now that she is home she is working in Boys and Girls. An art director by trade, she is also comfortable with a mixture of mediums, including photography, film, table tennis and karate. Rebecca sometimes pretends her hot chocolate is a coffee to fit in.







KAI BROSSI DIGITAL DESIGNER

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The brief was to design a new typeface for a cold pressed juice called 'The Pressery' and show it applied to the bottle of their new juices. The conceptual idea was to create a typeface that brings fluidness, fun, energy and an organic look, like the juice. For that I used a modified version of 'Olivier' font to create a whole new typeface for the brand. And why not put it in context with a new look and feel?! I decided to use the colours of juices as a base and icons that represent each juice as well as different standards for each. The taste of a sunny day in a bottle.

I graduated in Advertising and Design and postgraduated in Digital Design. I've worked in great agencies and companies: HAVAS, DDB, Scania and now I am currently working as a UI/ UX designer with Isobar. I won the Brazilian National Award in Communication (Intercom) for 'Best Digital Campaign' with 'Lomography'.











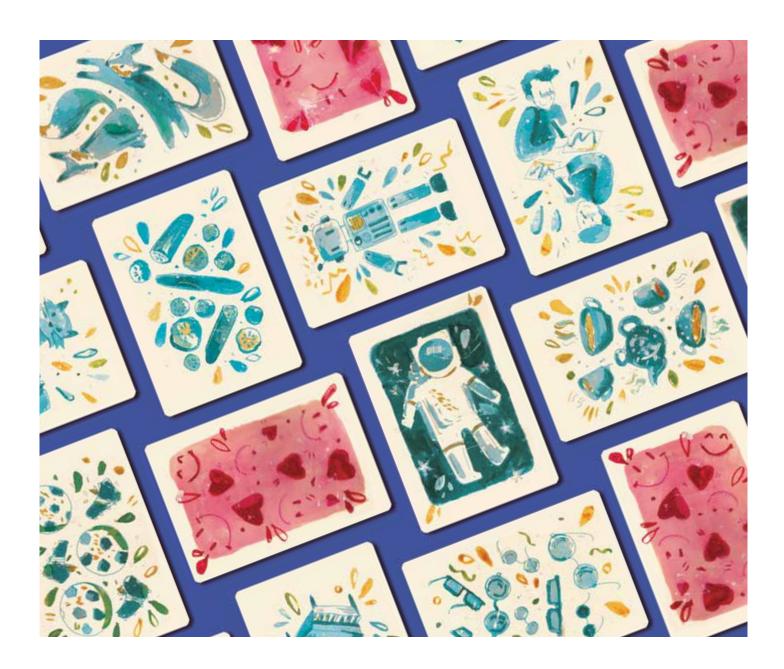
JAMES GROARKE & MIKEY RYAN
COPYWRITING & ART DIRECTION

www.jamesandmikey.com jamartandcopy@gmail.com The GAA Club Championships have been left in the shadow by inter-county sport. Our challenge was to promote The Club Championships with an idea that would grab the attention of the public in the hope of going viral.

Our idea "#THE TOUGHEST IS YET TO COME" is playfully implying that the All-Ireland County Final is merely just the warm-up for what is truly the better, tougher and more emotional event, The Club Championship final. This would be applied through the use of a giant banner that would be smuggled into Croke Park Stadium during the All-Ireland Football County final.

James and Mikey – co-founders at *jamesandmikey.com* – met while studying for their Masters in Advertising in DIT. Copywriter James and Art Director Mikey work as a team to form a very potent trequartista. In doing so, they supply Creative Directors with vital ammunition to ensure the whole team are successful on any pitch.







DEARBHLA KELLY GRAPHIC DESIGNER

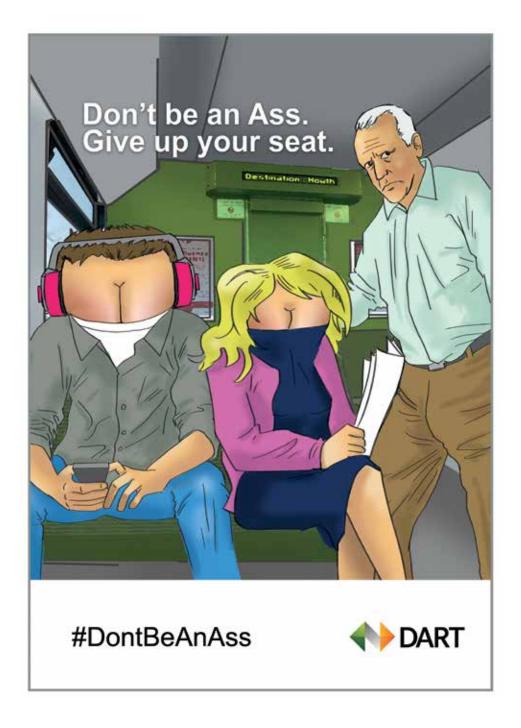
behance.net/dearbhlala dearbhlalakelly@gmail.com

The year is 2035 and you have just woken from a cryogenic freeze to find an extinction event has wiped out most of humanity. How do you communicate who you are to those who remain?

For this brief I imagined a world in which adults are no more, and the kids are in charge. Those who survived have formed fiercely protective tribes and treat any approaching newcomer as an enemy. So I needed three means of communication – a way to say 'don't shoot!', something to explain where I came from and a fun way to get across my identity, likes, dislikes and skills in order to make friends with the survivors – a card game!

Dearbhla graduated from NCAD in 2011 with a BDes in Visual Communication and has been working as a graphic designer at The Irish Times since 2012. She is fond of comics and cats, and has a tendency to put her hand in the air anytime someone says the words 'we need an illustration'. She knows all the words to Billy Joel's *We didn't start the Fire*. All of them.







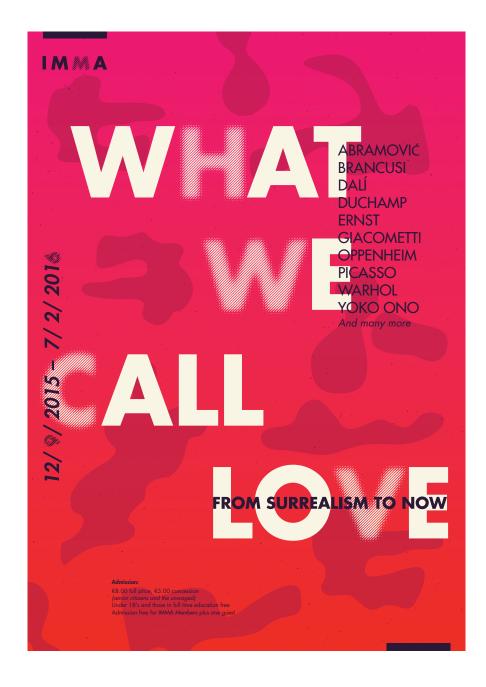
DANIEL COSS
ART DIRECTOR

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With increasing numbers travelling on DART / Commuter services, customers with specific needs, such as mobility issues and pregnant women, need to be given priority access to seats. We were tasked with designing a print campaign for the DART to highlight this. My idea was to shame people in a fun way, using the line 'Don't be an Ass. Give up your seat.' And using social media to back up the print campaign.

Originally trained in classical animation, I fell sideways into digital advertising in 2006 while working in a small agency. I landed happily though, picking up quite up a few awards during my digital years. Now I would love to stretch my conceptual abilities and art direction skills in new ways. I applied for Upstarts to test myself against more varied briefs and have really enjoyed dragging inspiration out of unexpected sources.











ELIZABETH
BURGESS
GRAPHIC DESIGNER

www.elizabethburgess.ie hello@elizabethburgess.ie Our brief was to design a typeface for IMMA (Irish Museum of Modern Art) which could be used as the Museum's font in all applications. I decided it could be interesting to develop something around an existing typeface with one letter changing everytime. This would ensure that the letters would never take away from the artwork displayed alongside it while always remaining visually compelling. I incorporated marks and shapes into my design because I think they are the root of all image making. I chose three basic marks, a fat line, a circle and a cross. I then began to develop a customized Futura Bold. I chose this typeface because it's based around geometric shapes. It also has the advantage of being a high impact, clear font that could take a bit of tinkering with but still be entirely legible.

Originally from Tipperary, I graduated from LSAD with a first class B.A. (Honours) in Visual Communication in 2014 and moved up to Dublin shortly after to begin working as a junior designer. While I work mainly as a graphic designer I also enjoy doing freelance illustration.















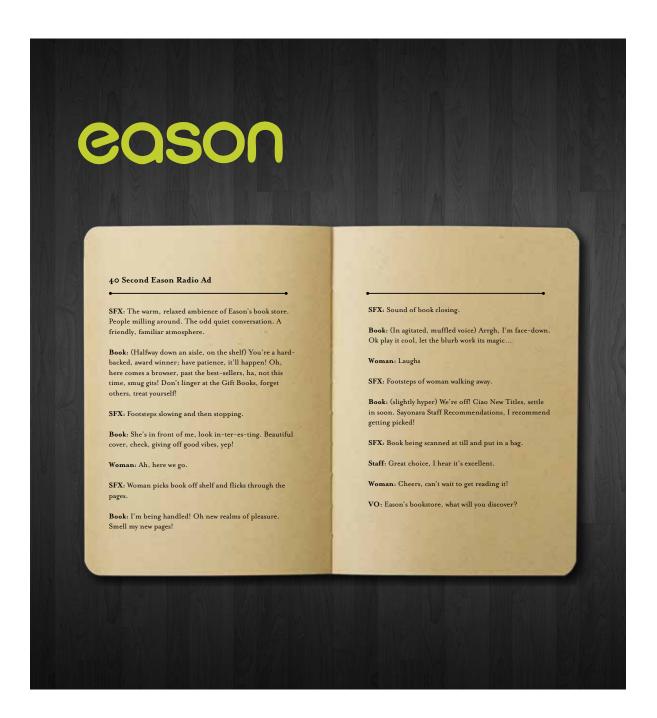
IAN
FINNERTY
DIGITAL DESIGNER

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As designers we need to communicate with clarity and purpose, openly and honestly. Our education and experience give us the ability to offer alternative solutions and our empathic approach gives us the skill to understand needs of others, whilst using design to address them. As the Syrian refugees are brought to Ireland, what do you believe should be given as an introduction to our country? How do we convey cultural connections? How do we manage expectations? Should this be seen as a evolution of Irish culture? What about tips for adaptability and integration? It is your job to decide and design this.

Ian Finnerty is a graphic designer and communications graduate of Dublin City University. He co-founded MIDASpaces – a creative agency specialising in projection mapping that has seen him travel around the world – recently returning from a tour in China. Deeply passionate about excellent design, he now divides his time between his clients, personal projects and walking his beloved dog – Jodie Foster.







DANIEL CONDRENCOPYWRITER

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d.condren@yahoo.com

The brief was to write a 40 second radio ad for Easons, to dramatise the benefits of the physical bookstore experience. As a copywriter and book-lover, I enjoyed this challenge.

The enemies: e-books and online retailers. My insight: buying a physical book in a bookstore is a more rewarding and memorable experience. From the browsing and staff recommendations, to the sensory experience and joy of discovery, my ad aims to portray these benefits, but from a book's point of view!

I'm an aspiring Copywriter who sharpened his word-smithery with a degree in English. Currently working in a fast-paced Buying Dept. in Dunnes Stores Head Office, I think my mix of Arts & Commerce background makes me ideally suited to a career in Advertising! I'm also studying for the Advertising Postgrad in DIT, and enjoy working freelance for Visitorflix. In my free time, I enjoy the few highs and many lows of being a Liverpool fan.



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