

2018 ICAD Upstarts

Donald Trump. He's a racist, a liar, a misogynist, a bully, a megalomaniac; some would even say pure evil. It's safe to say he's one of the most hated men in the world right now. It's your job to change that – he's decided to go for the Presidency again. Four... more... years.

Brief:

There have been some very memorable identities designed for US Presidential candidates over the years, most notably those for Barack Obama and Hilary Clinton. Your job is to create an identity for Donald Trump's re-election campaign.

Requirements:

Re-election Campaign Identity for Donald Trump.

Deliverables:

Create an campaign identity, concentrating your efforts on producing material for either a) print or b) screen.

Print

- Logo
- Posters (1 execution in either of 2 formats – 60 x 40 and Large Format)
- Campaign Vehicle Graphics (Bus or Airplane)
- Minimum of 3 pieces of Campaign Swag (button badges, pins, caps, mugs, giant foam fingers or any other items you can think of)

Screen

- Online Campaign – Social Media Profile Assets (Twitter & Instagram)
- Online Campaign – Instagram Posts x 9 (Still and/or Animated)
As well as one of the following:
- Online Campaign – Homepage (Mobile / Desktop versions)
or
- TV/Online Video Campaign – Intro/Outro Titles (Stills or Animated)

Deadline:

August 10, 2018

To upload your work and apply to the 2018 ICAD Upstarts Programme, go to:
<https://www.icad.ie/learning/graduates/upstarts-application/>