

Upstarts 2019

Institute of Creative Advertising and Design

UP STARTS STAR S

Foster. Promote. Reward.

Introduction

Welcome to ICAD Upstarts 2019.

The ICAD Upstarts is a 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 in two separate streams.

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 workshops. Upstarts will respond to a weekly brief set by a host studio or agency, which they will present and have critiqued. Host agencies will also offer insight into their own working practice. The programme culminates in an exhibition of work produced by the Upstarts. Creative directors and senior creatives are invited to attend this event to see the work and meet 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 14th year, the ICAD Upstarts programme has proven to be highly successful, and benefits both participants and the industry in general. We are sure 2019 will be no different.

Overview

Structure

The programme consists of approximately eight advertising Upstarts and eight design Upstarts. Each Upstart is 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 of these per stream, and each issues a single brief, as well as critiquing work produced in response to their brief and giving a short talk regarding their work or the industry in general.

Mentor–Upstart Relationship

Upstarts will be introduced to their mentor at the first Upstart event of the programme. Your mentor will be available to answer questions, discuss briefs and review work in advance of each hosted evening session. Upstarts will be facilitated in meeting up with their mentor once or twice during the course of the programme, as well as intermittent phone calls and emails throughout the programme. Your mentor is invested in seeing you succeed and you should use this opportunity to learn to its fullest. Ask questions when you have them and listen to your mentor's advice.

Upstart Expectations

Upstarts are expected to be present at 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 available to assist Upstarts with queries or issues they may have in the process of the programme.

Instructions

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 17th of August 2019.

Criteria

The only 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.

Rules

Work entered must be solely your own work. While further 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 Tuesday the 3rd of September or their place will be offered to another candidate. ICAD will make every effort to contact successful applicants before this happens. Please note that this programme does require a high level of commitment. It is a popular programme and very valuable to participants, so do factor this into your plans for September–November upon application.

Fees

Entry fees are €20 per application. This is made through the Upstarts application form on the ICAD website (links provided later in this document).

Successful applicants will be asked to pay a participation fee of €180 upon accepting their place on the programme.

Schedule

Stage 1	31st July	Upstarts brief launch.
	17th August	Deadline to apply.
	19th–23rd August	Review of submissions.
	28th August	Successful Upstarts notified and supplied with calendar and itinerary for the programme.
	9th September	Upstarts 2019 programme launch and meet-your-mentor evening in the Science Gallery.

Stage 2	Mid September– Late October	The Upstarts programme will run for 6 weeks.
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Stage 3	Late November	Following the completion of the programme, the Upstarts will work towards the final exhibition.
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Contact

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Links

www.icad.ie/upstarts2019advertisingbrief
www.icad.ie/upstarts2019designbrief
www.icad.ie/learning/graduates/upstarts-application

**TART
START**

A New Mythology of Perfection

This brief is about letting you show off within a loose creative framework. Your application will be judged on your idea, and the quality of your execution. You should approach this brief using whatever media you feel best showcases your talents. Choose one deliverable from the list below to celebrate your chosen thing:

Identity & Branding

Double-sided A2 Poster

8-page Booklet

Packaging

A 30 sec moving image piece

A Website

Something else...

Background

What would we do if the age of perfection finally arrived and we were disappointed by the results? What if we came to miss the imperfections that previously brought colour and grit to our everyday existence and we suddenly felt an urgent need to recover them? Currently on display as part of Science Gallery Dublin's exhibition PERFECTION, Maurizio Toscano's Ark of Imperfection represents a large time capsule of what we consider imperfect about ourselves and our lives. The Ark of Imperfection seeks to preserve traces of our present imperfections as a lasting counterpoint to the perfection that may arrive one day soon. It underscores the importance of storing the imperfections people value most, and asks that we all participate in writing a new mythology of perfection.

Context

Computer generated algorithms define mathematical parameters of perfection. But whose version of perfection is this? As natural beings with our own imperfections and struggles, we have an innate sensibility to recognise beauty in imperfections in the world around us. Awkward, odd, misshapen or conventionally ugly characteristics are often a testament to histories of use and misuse — a broken bowl, a chipped tooth, a secondhand book, a mended tear — indifferent to conventional good taste, these things add an integrity and strength of character that can only be gained through lived experience.

Task

Abandoning all conventional ideas of beauty and perfection, you are asked to choose an "imperfect" thing from the world around you, that you feel deserves to be remembered and recalled exactly as it is now. Design a piece of communication that celebrates this object's nuanced characteristics, and reveals the importance and relevance of this perfectly imperfect thing. You are free to interpret the word 'thing' as loosely as you like; it could be an object, an item of clothing, an extract from a poem, a personality trait, a piece of fruit—anything! But you must make it clear why you have chosen this particular thing. You must clearly communicate your rationale, reveal your thinking, and sell the idea that this imperfect thing has enough meaning and significance to you, that it deserves to be preserved exactly as it is today.

SUP RATS

The Perfect Companion

Problem

Human partners aren't perfect – you'll never find someone who ticks all of your boxes. Inevitably there'll be fights, there'll be tears, they'll forget your anniversary, choose their friends, their family and their dog over you. You'll waste hours of your life waiting for them to get ready and the way they chew their food will send shivers down your back– not the good kind. Their hair will appear– everywhere. At the same time, space will disappear, clothes will vanish, and your time will be spent choking down cauliflower steak at Obnoxious Orla's dinner parties or making small talk at Condescending Chris' book clubs. It's really not all it's cracked up to be.

Opportunity

AI companies are delving further and further into the replication of real people. AI dolls as companions are growing in popularity, stories and stats about the number of people choosing AI dolls as life companions are growing. And why wouldn't they? AI dolls act as the perfect life partner - with the ability to be exactly who you desire, they're 100% your type 100% of the time. An AI companion is the modern 'soulmate'.

Insight

An AI doll is programmed to make you happier than a human ever will.

Task

Create a piece of media aimed at single people who are looking to settle down, convincing them that an AI doll is the perfect life companion.

This brief is about letting you show off within a loose creative framework. Your application will be judged on your idea, and the quality of your execution. Choose two deliverable from the list below:

30" TV ad (Script & Storyboard)
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60" Radio Ad (Script)
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Social (using any of the channels)
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Digital (VOD or other)
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Print (Outdoor/Press)
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Experiential/activation idea

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