



UP START

Get in the game...

ICAD

upstarts

2015
Application

Select ▼

June 2015

Dear Students / Graduates / Junior Creatives,

Nobody can get relevant experience without the necessary opportunities. The ICAD Upstarts programme is a chance to work on briefs devised by Dublin's best creatives and receive face-to-face critiques.

The Institute of Creative Advertising and Design (ICAD) is a not for profit organisation that seeks to 'foster, promote and reward creative excellence in Irish advertising and design' and works closely with the industry.

ICAD is calling on all fresh talent to take part in the 2015 ICAD Upstarts Programme. Please find enclosed an application pack. This pack includes:

- Application Briefs (for both advertising and design)
- Application Form. Please mark clearly which stream you are applying to participate in – advertising or design.

If you wish you may apply for both the design programme and the advertising programme. The appropriate application fees apply.

If you have any queries regarding the process please contact us at ICAD on 01 4716099 or awards@icad.ie.

We look forward to receiving your application and thank you for your interest in the ICAD Upstarts Programme.

Yours sincerely,



Elaine McDevitt
ICAD Managing Director

Enter ▶

ICAD UPSTARTS PROGRAMME INFORMATION

There are two sets of workshops, one in advertising and one in design. The 24 successful applicants (max of 12 participants per strand) will work with one of the top advertising agencies / design studios over a period of six weeks, and will each be assigned a mentor for the duration of the series.

A different brief will be given each week to give participants invaluable experience and contacts within the industry as well as the opportunity to develop their body of work. The programme will end with an exhibition as part of Design Week 2015.

HOW

To apply for the programme you will need to answer the brief and submit it to the ICAD offices as soft copy (awards@icad.ie) or hard copy (103 Francis Street, Dublin 8) together with your €20 application fee (payable by cash / cheque / transfer / paypal) and your existing portfolio and / or personal website (if desired).

The deadline for applications is Tuesday 14th July.

WHEN

There will be an introductory evening on 24th August. The workshops themselves will take place on Monday evenings from 7 - 9pm, starting 31st August.

After this participants will be expected to work together on the design and promotion of the Upstarts exhibition.

WHERE

Workshops will take place in a different top Dublin agency / studio each week.

HOW MUCH

There is a €20 application fee for each strand of the programme (advertising / design). If your application is successful, there is a €180 admin charge to participate in the programme.

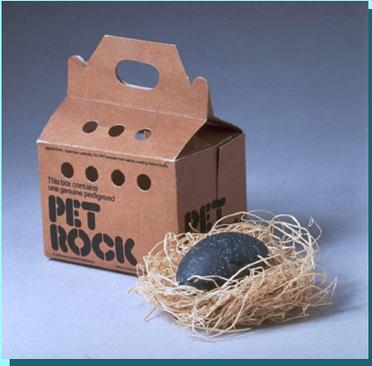
WHO

There are only 12 places available for each set of workshops. So if you feel you have what it takes make sure to put yourself forward. Successful applicants will be notified by 8th August.

Good luck with your application.

Start ▶

ADVERTISING BRIEF



THE PRODUCT

The Pet Rock was a product created in 1975 by advertising executive Gary Dahl.

Dahl had the idea for the perfect “pet” - a rock. A rock would not need to be fed, walked, bathed, or groomed; and would not die, become sick, or be disobedient. The perfect, albeit useless pet. Dahl marketed ordinary rocks as if they were live pets and sold 1.5 million units during a 6 month period, making him a millionaire.

THE BRIEF

Your brief is to sell The Pet Rock or a useless item of your own invention/choosing (this can be anything from Air Guitar Strings to Open-toe Wellingtons) to the current Irish Market using whatever media you deem fit.

REQUIREMENTS

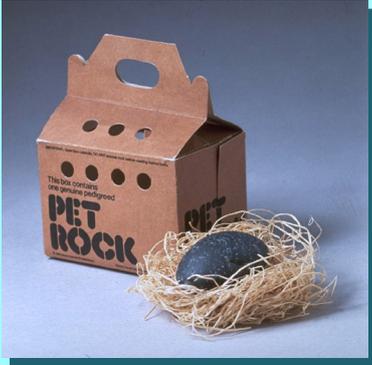
You should approach this brief using whatever media you feel best showcases your talents. Choose at least two deliverables from the list below:

- 30” TV ad (Script & Storyboard)
- 30” Radio Ad (Script)
- Digital Advertisement (HPTO/Billboard/Banner/MPU)
- Digital Video (Script)
- Print (Outdoor/Press)
- Direct Mail/POS

This brief is about letting you show off within a loose creative framework. We are looking for a creative piece covering two of the media listed above. The concepts are the most important thing, how you wish to bring them to life is entirely up to you. Your piece will be judged on the originality, simplicity and/or cleverness of the concept as well as the quality of the execution.

Start ▶

DESIGN BRIEF



THE PRODUCT

The Pet Rock was a product created in 1975 by advertising executive Gary Dahl.

Dahl had the idea for the perfect “pet” - a rock. A rock would not need to be fed, walked, bathed, or groomed; and would not die, become sick, or be disobedient. The perfect, albeit useless pet. Dahl marketed ordinary rocks as if they were live pets and sold 1.5 million units during a 6 month period, making him a millionaire.

THE BRIEF

Your brief is to rebrand The Pet Rock or a useless item of your own invention/choosing (this can be anything from Air Guitar Strings to Open-toe Wellingtons) and design a suite of branded materials to complement and/or market the product.

REQUIREMENTS

You must design a logo for your chosen product, this logo should be complemented by any two deliverables from the list below.

This brief is about letting you show off within a loose creative framework. We are looking for a creative response, executed well. Your piece will be judged on the originality, simplicity and/or cleverness of the concept as well as the quality of the design.

DESIGN FOR PRINT:

- Poster
- Packaging
- Brochure/leaflet
- Printed Merchandise
- Point of Sale

DIGITAL DESIGN:

- Online Display (Banners / Pop-up)
- Website
- Animation
- App

APPLICATION FOR THE ICAD UPSTARTS PROGRAMME 2014

Which stream are you applying to participate in: Please tick

Advertising Design

PERSONAL DETAILS

Surname Other names

Address

Mobile number

E-mail address

MOST RECENT EMPLOYMENT / COURSE OF STUDY

Name and address of Employer / College

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If in college, what is the name of your course? If in employment, what is your job title?

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EDUCATION, TRAINING AND PROFESSIONAL QUALIFICATIONS

Please start with the most recent qualification and include any currently being pursued.

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Date obtained

School, university, college etc.

Qualifications obtained

PROFESSIONAL EXPERIENCE

Please include any experience that you feel is relevant to this application.

Date of Employment (From / To)

Name and Address of Employer

Brief description

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PERSONAL STATEMENT

In your own words, please tell us why you are interested in this series.

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STATEMENT OF INTENT

I, the undersigned, declare that I understand the ICAD Upstarts Programme requires significant time commitment and a high level of professionalism. Should I be successful in this application I will be available on 24th August and for the six following Monday evenings. I will also commit time to work on each week's brief, on my own final piece for exhibition and on the design and promotion of the exhibition itself.

Signed: Date:



The Institute of Creative Advertising & Design
103 Francis Street, Dublin 8
01 4716099 / awards@icad.ie / www.icad.ie

FAQ

Can I enter as part of a team?

Yes, you can but you need to send 2 application forms and fees

Are scamps ok?

Yes. Whilst there's no doubt that good presentation can be helpful the judges will be looking for good ideas

Should I submit one idea or more?

If you have more than one idea please feel free to submit several campaigns / executions as part of your entry but the judges will be looking for quality rather than quantity so this is not obligatory

Should I submit back up work?

This is entirely up to you. You are free to submit notebooks etc to illustrate your thought process but again, this is not obligatory

What file types are acceptable?

All. We will contact you if we have trouble with any of them

What file sizes are acceptable?

Any, although if your files are larger than the 5-6mb mark then please supply them on usb or via WeTransfer, dropbox or similar

How do I pay the application fee?

Payment can be accepted by cheque, transfer or via paypal. All cheques payable to ICAD.

Transfers to Bank of Ireland Stephen's Green,

account name: The Institute of Creative Advertising & Design
BIC: BOFIE2D
IBAN: IE89 BOFI 9000 8466 2555 16

Paypal account: accounts@icad.ie



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