



D&AD Workshops Application Form

D&AD Design Workshops and D&AD Advertising Workshops

There are no easy routes in life, but the workshops are there to help you get a firmer footing in your field of interest. As well as practical creative advice you can learn how to set yourself apart and gain a unique insight into the industry. These sessions present you with the opportunity to work on creative briefs with some of the leading companies in design or advertising. The workshops are a part-time programme held once a week for seven weeks. Each week you will present your ideas to a creative team at a leading advertising agency or design company. You will receive feedback and advice on how to strengthen your creative and communication skills, from people creating the best work around at the moment. At the end of the series you should have developed a body of work that will strongly enhance your portfolio and have a much deeper understanding of how the industry works.

How to apply

First read more about the different courses that we offer then fill in the registration and payment forms enclosed in this pack and return them to D&AD with your £10 registration fee.

What happens next?

As we can only run a limited number of courses acceptance on the workshops is based on responding to a creative competition brief. Once you have applied a competition brief will be emailed or posted to you on a set date. This will consist of a design or advertising brief, set by one of the hosts from the series you are taking part in. You will have between one and two weeks to respond to the competition brief and send your entry to D&AD for judging.

Entries will be judged by the agency that set the brief and successful delegates will be invited to attend the seven week course for a nominal fee of £50 (£25 concessionary). The workshops start approximately three weeks after the brief is sent out.

For more information about the workshops please see the next page...



Design Workshops

What are they and what are the benefits?

The D&AD Design Workshops are about helping you to get an overview of the design industry. They extend the practical element of the Workshops format to the field of design. This will allow delegates to learn first hand how to apply their skills on relevant and industry based briefs. There will also be an opportunity to discuss and develop the work you produce during the series. So delegates will be able to improve their creative ideas and technical execution under the guidance of leading design practitioners. They also offer an insight into the demands and practices of leading agencies.

Who can apply?

Anyone interested in working in Design can apply. Applicants do not need to be specifically studying on a design course, but a familiarity with core aspects of design would be useful.

How to get onto the workshops

Applicants need to respond to a design competition brief set by a leading design practitioner. You will have two weeks to research and respond to the brief before sending in your entries. Places are allocated to those who show the most potential in generating ideas and executions, as well as an understanding of design as a craft. Only 12 applicants will be chosen per Design Workshop series, so make your entry count!

Advertising Workshops

What are they and what are the benefits?

The D&AD Advertising Workshops are about challenging you to come up with great campaign ideas and helping you to get your first job in creative advertising. They have been running for more than twenty years and have become a well-established route to a job in the industry. Many of the creative teams who now host the workshops were once participants themselves.

Who can apply?

Anyone interested in creative advertising can apply for the workshops regardless of their background or previous experience. It is not necessary to be in a team either as they're a great way to meet other copywriters/art directors. You can also search for a partner for free by registering to use the teaming service on www.dandad.org/talentpool

How to get onto the workshops

Applicants need to respond to an advertising competition brief set by a senior creative. You will have a week to research and respond to the brief before sending in your entries. Places are allocated to those who show the most potential in generating advertising ideas and executions, as well as an understanding of advertising as a craft. For each series of workshops there are 20 places available. We won't lie to you - it's tough to get on. To maximize your chances we recommend you apply for both the Advertising, Integrated Advertising or Digital Advertising Workshops whilst they are running simultaneously.

To register and check dates of workshops please see the next page ...



D&AD Workshops Application Form

Registration Form

Please fill in this form using block capitals and return to:

Workshops, D&AD, 9 Graphite Square, Vauxhall Walk, London, SE11 5EE

Forename:		Surname:	
Title: Mr / Ms / Mrs / Miss (delete as appropriate)			
Address:			
Town:		Postcode:	
Home tel:		Work tel:	
Mobile:		Fax:	
Personal email:			
Work email:			
College/Uni:			
Course:		Grad yr:	
Occupation (eg: Copywriter):			
If part of a team state partner's name:			

I wish to receive the competition brief and all other correspondence by email*

*THE APPLICANT IS WHOLLY RESPONSIBLE FOR THE MAINTENANCE OF THEIR EMAIL ACCOUNT

Please tick here if you don't wish to receive any more information about D&AD publications and events

We occasionally supply contact details to carefully selected companies. Please tick here if you don't wish us to include your details

How did you find out about D&AD's Workshops?

- | | |
|---|---|
| <input type="checkbox"/> Website | <input type="checkbox"/> School/College/Uni |
| <input type="checkbox"/> Careers service | <input type="checkbox"/> Agency |
| <input type="checkbox"/> Kendall Tarrant | <input type="checkbox"/> Word of mouth |
| <input type="checkbox"/> Previous applicant | <input type="checkbox"/> Other..... |

Please tick the boxes for the Workshop series you wish to register for

Advertising Workshops

		Price	Book
Winter Jan - Feb 2009	Advertising (London)	£10	<input type="checkbox"/>
	Integrated (London)	£10	<input type="checkbox"/>
	Advertising (North of England)	£10	<input type="checkbox"/>
Registration deadline: 21 Nov 2008			

		Price	Book
Summer Aug - Sep 2009	Advertising (London)	£10	<input type="checkbox"/>
	Digital (London)	£10	<input type="checkbox"/>
	Advertising (Scotland)	£10	<input type="checkbox"/>
Registration deadline: 10 July 2009			

Design Workshops

		Price	Book
Winter Jan - Feb 2009	Design (London)	£10	<input type="checkbox"/>
Registration deadline: 21 Nov 2008			

		Price	Book
Summer Aug - Sep 2009	Design (London)	£10	<input type="checkbox"/>
Registration deadline: 10 July 2009			

I have read and agree to the terms and conditions on page 5

Signature:

Date:



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Payment Form

Please fill in your contact details and choose one of the two payment options below.

Forename:	Surname:
Address:	
Town:	
Postcode:	Nation:
Home tel:	Work tel:

1. Enclosed is a cheque/cash/postal order for £..... (payable to D&AD)
2. I wish to pay £..... by credit card and authorise D&AD to charge this amount to the following card:

Name on card:	
Card number:	
Start date:	Expiry date:
Issue No. (Switch):	CVC No.*:
Billing Address (if different to contact address supplied above):	
Town:	
Postcode:	Nation:
Cardholder's signature:	

*Last three digits on signature strip on reverse of card

How to Apply Checklist

- I have read and understood the information on page 1
- I have filled in the Registration and Payment form and ensured my contact details are correct and in block capitals
- If I have requested the brief by email I have read and understood the important information about email on page 5
- I have signed/dated the registration and payment form. Both are enclosed with my method of payment
- I have read and agree to the terms and conditions on page 4**

Signature:

Date:



D&AD Workshops Application Form

Terms and Conditions

D&AD reserve the right to make changes to the programme when necessary (e.g dates, venues, hosts)

D&AD will notify applicants of any changes to the published series
Applicants unable to attend the amended series should notify D&AD no later than seven working days before the date of commencement of the amended series to obtain a refund

Should there be insufficient applicants to run a series, D&AD reserve the right to transfer applicants to the next series

Registration and payment **must** be received by the registration deadline

If a receipt is required for the registration fee it will be made out to the name on the cheque unless D&AD is otherwise notified

Applicants must have fluent use of the English language in order to benefit from this course

Only registered applicants who submit work for the competition brief will be considered for the workshops

All applicants must register whether they are submitting an entry as a team or as an individual

If applicants apply as an individual and then find a partner between the registration and the entry submission deadline, they must ensure their partner is also registered before the submission deadline

Entries received after the submission deadline will not be judged

The competitive brief will either be posted or emailed and cannot be collected from D&AD unless there are special circumstances

Faxes will only be sent to overseas applicants on request. Competitive briefs will not be faxed within the UK

No monies will be refunded to applicants who do not notify D&AD of a change of address or email and as a result do not receive the competition brief

No monies will be refunded to applicants who do not receive the brief due to poor maintenance of their email account

No monies will be refunded to applicants who do not receive the brief and fail to contact us within seven days of the competition brief release date

Payment must be made before the course commences

Delegates can not defer their place onto another workshop series

Once the work has been judged contact D&AD to arrange collection. Any work that is not collected within two weeks will be destroyed

Whilst every effort is made to ensure the safety of all work, D&AD does not accept responsibility for loss or damage to work submitted under any circumstances

D&AD reserves the right to use any work produced by participants on Workshops for the furtherance and promotion of D&AD's activities and goals including the promotion of the Workshops



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Email troubleshooting

On the registration form you are given the option to receive the competition brief by email. If you tick this box you will receive the brief a little earlier than you would receive it by post. The brief will always be sent in the body of the email rather than attached. This prevents many of the problems associated with email accounts.

THE APPLICANT IS FULLY RESPONSIBLE FOR THE MAINTENANCE OF THEIR EMAIL ACCOUNT.

Please make absolutely certain that:

- you have used the correct postage for your application form and entry (You will be charged if D&AD have to pay the excess).
- you have given us a correct and up to date email address.
- your email account is NOT full
- you check your email account regularly otherwise your email provider may shut down your account
- lydia@dandad.co.uk is in your address book to prevent the brief going into your junk folder
- make sure your filters are turned down low on your account otherwise the brief, which will be sent as a mass email, may be classified as junk mail
- you check your junk folder before calling D&AD to ask where the brief is
- you do not call D&AD before 5.30pm on the day the brief is to be emailed

If you have any questions after reading this document carefully please contact Lydia, or the education department on +44 (0) 207 840 1165 or email lydia@dandad.co.uk. Fax: +44 (0) 207 840 0840

Change of address form

It is very important that you keep D&AD informed of any change of address. D&AD will not be held accountable if you miss a competitive brief because it has been sent to a the wrong address. If your details change, photocopy this page, fill it in and send it to the Education Assistant at D&AD, 9 Graphite Square, Vauxhall Walk, London, SE11 5EE

New address details:

Forename:	Surname:
Title: Mr / Ms / Mrs / Miss (delete as appropriate)	
Address:	
Town:	
Postcode:	Nation:
Home tel:	Work tel:
Mobile:	Fax:
Personal email:	
Work email:	
Occupation:	

Signed.....

Date.....