

AGDA
VICTORIA
**MENTORSHIP
PROGRAM**

- 2016 -

AGDA

What is the Mentorship Program?

The AGDA Mentorship Program is dedicated to bringing together experienced designers with those that are seeking help, advice, and/or experience.

The Program aims to promote and nurture the sharing of real-world skills and the benefits of a design network to its members.

This program is offered to mid-weight or experienced designers who feel they could benefit from a more advanced and real-world mentorship.

The program will be communicated to AGDA members via the website and bi-weekly newsletter as well as social media. Regular progress updates will be made available to demonstrate the commitment and success of the participants.

Traditionally, advice given to Mentees may include Professional Support, Creative Reinvigoration, Industry Inclusion and Exposure, Folio Critique and Networking Opportunities.

The Program is structured so that each participant, be it Mentor or Mentee, has the opportunity to tailor outcomes more closely to individual strengths and interests, and to make this an extremely valuable opportunity for two-way sharing of benefits.

Who is eligible?

The AGDA Mentorship Program is **only** available to current AGDA members with at least 3 years' industry experience.

This professional-level mentorship is tailored to provide participants advice and training for issues relating to those currently employed, seeking advancement within the industry or even starting their own practice. Topics may include *[but are not limited to]* creative processes, business development, studio operations, working practices, leadership and inter-personal skills.

Non-members:

If you are not currently a paid AGDA member but would like to take part as a mentee in the program, AGDA Victoria will waive the Membership joining fee (normally \$100) as a membership incentive.

Note: 2016 Mentor program fee payment is still required.

Current members:

Current AGDA members who are accepted into the mentor program will receive complimentary tickets to one of the 2016 calendar events. Notification of event will be sent upon commencement of the program.

Pricing

The Program requires a one-off fee per mentee application, payable upon notification of acceptance from the AGDA Mentorship Program Committee.

Professional Mentorship. \$100

*The fee must be received by AGDA before the Program commencement date.
Payment details are available on the Application form.*

Mentee Applications

The Program has **12** positions available, 12 mentors and 12 mentees. The Program will run for a 4 months period, starting in mid June through to last week of October (6-8 x 1 hour sessions).

The application process required:

- **Complete AGDA Mentorship application form via Google Forms**
- **Include a URL link your portfolio via your own web site or a Behance portfolio demonstrating a minimum of 5 recent pieces relevant to your disciplines/areas of interest**
- **Include your current membership number, or for non-members, complete a membership form**

Submissions close on Friday 3rd June for the 2016 Program. Applicants will then be collated and matched with mentors and selected by AGDA Victoria.

If successful, each applicant will be contacted and offered the Mentorship. Upon confirmation and acceptance of the offer, the Program fee will be processed and the Program will commence on the nominated date.

- Program will commence on the week of 13th June 2016.

The structure

The program aims to bring together suitably matched Mentors and Mentees for **6x1 hour** contact sessions. The total duration of the program is determined by the availability of both Mentor and Mentee however will not run for longer than **8 weeks** from commencement date. The 8 week period allows for re-scheduling from either Mentor or Mentee if required.

What a Mentor will offer

It is encouraged that the mentor will be available to meet over coffee, invite participants to their studios, answer their questions and offer advice and critique. Where possible, mentors could involve participants in situations such as photo-shoots, press checks and industry events if they arise.

Mentees

Mentees are expected to attend all meetings organised with their mentors, to show enthusiasm and to make the most of the program. Mentees will also be expected to respect confidentiality (*and may be required to sign non-disclosure forms if required*), to accept challenges and practical exercises and to be proactive and passionate in their sessions.

Session 01

During the initial contact session, the Mentor and the Mentee will work together to determine a suitable and practical outcome, looking to broaden the Mentee's skills and expertise in their chosen areas of interest.

AGDA Victoria will aim to match Mentors and Mentees according to these areas of interests to ensure a "best fit" of personality, skills and expectations. These goals will then be sent to AGDA to ensure the expected outcomes are realistic and achievable within the 8 sessions.

Sessions 02-06

The following 5 sessions will see the Mentor and Mentee working together either on real-world or conceptual exercises, covering the agreed topics and exploring subject matter in detail. The Mentee is encouraged to volunteer extra time in between sessions to further explore and discover exercises and concepts discussed together.

An AGDA representative will contact both Mentor and Mentee during the program to assist if required.

Sessions 06-08

The final two sessions will comprise of a progress review and wrap-up. The review of the program helps ensure the agreed goals have been met, and to provide any final advice for the Mentee.

Program Topics

Each applicant and mentor will provide a list of Disciplines they wish to work in *(or to broaden their knowledge)*. This is to provide a better match of real-world skills in addition to conceptual skills.

Disciplines

Illustration

Typography

Graphic Design

Identity

Packaging Design

Digital/Web/Interactive

Signage/Wayfinding

The following list is an overview of the topics that can be covered during the Program. It is up to both mentor and mentee to define the scope of the Mentorship using these topics to create an outcome that gives both value and ownership to the mentee.

Professional Mentorship Development Areas

**BUSINESS
 DEVELOPMENT**

Networking, marketing, niche markets, business focus, assessing competition, techniques.

**CONCEPT
 DEVELOPMENT**

Briefing, researching, brainstorming, sketching, processes, presentation, techniques, technical skills.

**STAFF
 MANAGEMENT**

Hiring, firing, management techniques, briefing techniques, staff retention, team building, staff education & growth opportunities.

**PRESENTATION
 TECHNIQUES (CLIENTS)**

Researching techniques, presentation processes, focus, client backgrounds, tools & methods.

**STARTING
 /RUNNING A STUDIO**

Business registration, business development, cash flow, client management, business resources, industry participation, invoicing.

**PROJECT
 MANAGEMENT**

Processes, time frames, deadlines, invoicing, admin, client management.

PROCESS

Design ideation techniques, creative mood boards, design rational advice, digital reference sources.

**CREATIVE
 RESEARCH**

Briefing, research skills, methods, resources, processes, research presentation.

Mentors will be advised to make initial contact before the commencement date for personal introduction, venue details and to pre-brief the Mentee on Program goals and outcomes.

Program Requirements

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MENTEE

Must attend all 6 sessions over 8 weeks. On 2 consecutive absences there is the provision for the mentor to choose to terminate the program, which will forfeit program fee.

The mentee must respect mentor's confidentiality, workplace privacy. If required, a mentee will also be obligated to complete a non-disclosure agreement to prevent discussion of work completed or shown during the Program.

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MENTOR

Must prepare and attend all 6 sessions. Failure to attend 2 or more sessions will allow Mentee to be eligible to claim 50% of program fee and to terminate the Program.

The mentor must keep details of mentee confidential and respect the privacy of all Program material.

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BOTH PARTIES

If mutually agreed by mentor and mentee, the Mentor Program can be terminated at any point. However the program fee is non-refundable.

AGDA Victoria
**Mentorship
Program 2016**

Call for Entries

Submissions required by 3rd June for the 2016 Program intake.

Look on the AGDA website for further announcements

Questions?

Address all email correspondence subject to: **'Vic Mentor Program'** at:

vic@agda.com.au

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