

# ILLUSTRATE IT agency

**Brief Pack**  
**Nursery Rhymes**  
**(Jan - Mar)**

# Hickory Dickory Dock

Assigned Months: January–March

## Creative Direction:

Explore rhythm, movement, and the passage of time through playful storytelling. Think about the tick-tock of a clock, the curiosity of the mouse, and the fresh energy of early-year beginnings. Illustrators can imagine this as a whimsical wall print, children's product, or pattern featuring clocks, mice, stars, and subtle nods to new beginnings. Encourage dynamic compositions and joyful, animated movement.



## Inspiration & Direction

### Mood & Atmosphere:

- Playful, curious, and lively with a gentle sense of wonder
- Cozy, slightly vintage charm combined with whimsical storytelling
- Scenes that feel like a magical morning in a child's imagination
- Light, airy, and energetic with small surprises hidden throughout

### Visual Motifs & Elements:

- Little mice in motion, exploring, climbing, or scurrying
- Clocks, pendulums, gears, and timepieces with personality
- Stars, moons, and subtle celestial references
- Cozy interiors like nursery corners or moonlit rooms
- Fresh early-year elements: buds, flowers, and hints of seasonal renewal

### Supporting Pattern Ideas:

- Repeating clocks and mice in playful, dynamic compositions
- Scattered stars and moons across soft textured backgrounds
- Gears or abstract time-inspired shapes for a whimsical touch
- Small, hidden mouse trails or footprints as subtle design details

## Application Ideas & Markets:

- Wall art and nursery prints
- Children's bedding, textiles, and playroom décor
- Stationery, notebooks, and planners for kids
- Toys, puzzles, or educational products that feature playful storytelling

## Final Thoughts & Creative Challenge:

Bring the mouse's curiosity and the movement of time to life in a way that's both joyful and visually engaging. Your challenge: combine a sense of motion with charming detail — think “every corner tells a story.” Explore ways to hide little surprises for children to discover in your illustration or pattern.



## Color Palette:

Feel free to add your own colours to this palette

|         |         |
|---------|---------|
| #7B5E57 | #8CA57D |
| #FFE5C4 | #7BAFD4 |
| #FFF8E7 | #D3D3D3 |
| #FFD97A | #D8C3E3 |

## Moodboard:

You will find our Pinterest [moodboard here](#)

**Inspiration only - please do not copy work seen here.**

