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:

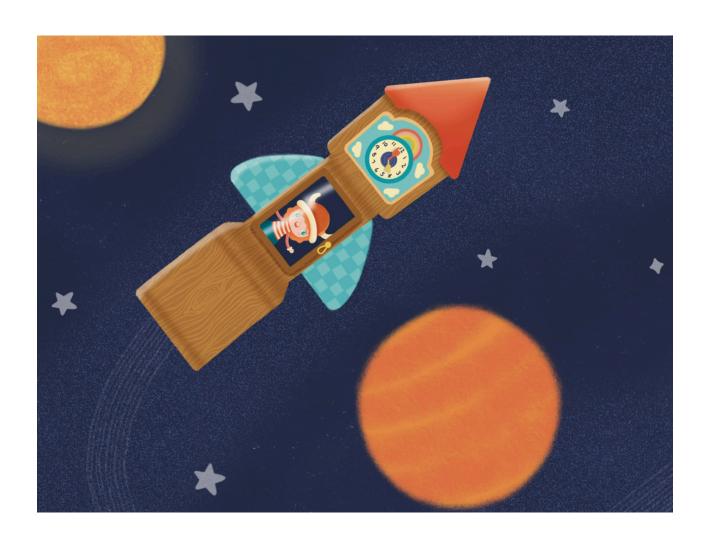
- Repeating clocks and mice in playful, dynamic compositions
- Scattered stars and moons across soft textured backgrounds
- Gears or abstract time-inspired shapes for a whimsical touch
- Small, hidden mouse trails or footprints as subtle design details

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.

