

ILLUSTRATE IT *agency*

PITCH DECK BRIEFS

June 25 - GREETINGS DECK
'GILDED GATHERINGS'

Creative Brief: Gilded Gatherings

Objective

Celebrate the glitter and glow of the festive season with bold, glamorous artwork. This trend invites joyful celebration, retro luxury, and elevated fun. Think sparkling soirées, fizzing champagne, dancing under the stars, and vintage glamour—ideal for festive products that feel confident, sociable, and indulgent.

For children's collections, reimagine the festive party through playful charm and colourful sparkle.

Mood & Atmosphere

For Adult Audiences:

- Opulent, glamorous, and high-energy
- Evokes vintage cocktail parties and golden-era New Year's glitz
- Maximalist styling: sequins, metallics, shimmering lighting
- Confident, sociable, and upbeat — parties that sparkle

For Children's Audiences:

- Festive fun with a glittery twist
- Colourful party scenes, dancing animals, and fizzy fun
- Confetti explosions, dress-up play, and balloon magic
- Joyful, bubbly, and safe — a party for all ages

Motifs to Explore

- Shared Core Themes:
- Celebration objects: streamers, garlands, balloons, glitter
- Festive fashion: sparkle, texture, and movement
- Musical party vibes and decorative flair

For Adult Illustration:

- Party dresses, tuxedos, high heels, bow ties
- Champagne towers, cocktail shakers, retro bar carts
- Mid-century party scenes, disco balls, dance floors
- Glitzy ornaments: jewel-cut baubles, feather trees
- Confetti bursts, curled ribbon, vintage fireworks

For Children's Illustration:

- Dressed-up animals (foxes in frocks, bunnies with bow ties)
- Juice in fancy glasses, party hats, oversized lollipops
- Cute dancing creatures and silly party poses
- Sparkly décor: giant baubles, tinsel towers, balloon arches
- Fireworks and stars with big-eyed wonder

Suggested Supporting Patterns

For Adult Collections:

- Confetti Sprinkle: Elegant scatter of gold flecks, stars, and sequins
- Neon Lights: Vintage signage-inspired squiggles and linework
- Bauble Toss: Luxurious ornament motifs in jewel tones
- Foil Stripes: Stylised ribbon lines in diagonal repeat
- Dance Floor Tile: Checkerboard or terrazzo patterns in glamour hues

For Children's Collections:

- Party Icons Grid: Whimsical mini motifs (cupcakes, hats, balloons, animals)
- Sparkle Stars: Hand-drawn stars in mixed scales and bright colours
- Sweet Treats Toss: Lollies, cakes, and confetti in playful arrangements
- Disco Dots: Bright bubbly circles or sparkly polka dots
- Balloon Parade: Repeating balloon shapes with shiny ribbons

Illustration & Composition Style

For Adult Work:

- Stylised, fashion-forward figures and party scenes
- Flat colour with metallic overlays, textured foil, or screenprint effect
- Strong 1960s–80s design influence in poses and palettes
- Layered details with confident contrasts and eye-catching angles

For Children's Work:

- Cartoon or painterly style with joyful exaggeration
- Bright, bubbly compositions with clear focal points
- Soft edges or glittery textures to add festive charm
- Bold outlines and expressive characters in playful motion

★ Please use the Pinterest board for reference/ideas - add to it if you like, (I've started it off, but I didn't search for all of the motifs suggested in the brief) - but please stick as close as possible to the colour palette provided 🙌🙌 If you need to extend the palette, please only add neutral colours.

Pinterest board - Please use this board for inspiration only - please do not copy anything from here:

<https://pin.it/6RTbPKSUL/>



~ Example artwork found on Pinterest

Colour Palette:



DELIVERY:

✓ Sell sheets containing at least 2 images and a maximum of 9 images eg. 1 placement and 1 pattern, or 2 placements, or up to 9 patterns boxes - but mix of pattern and placement is best.

✓ size 8.5in x 11in - if you have A4 size already that's fine! But please try to make the new sheets in this size - eventually they will all be the same.

✓ Page orientation - not fussy 😊

✓ Preferably at 200dpi - but keep a min 300dpi copy for yourself.

✓ When submitting work for the new trending themes - please use the theme when naming your image (important) - all of the evergreen work can be named anything, and please also include your name or initials on all of your work (eg. MEL-home4holidays01).

✓ Please aim to provide a new mini-collection artwork for at least one of the trending pitch deck themes - but please bear in mind that the more you are able to send to me, the more I can pitch for you 😊

✓ **Submit using your personal Airtable form by 30th June - thank you.**

I cannot wait to see what you create ★ 🔥 ❤️ 💎