

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 2 ≡



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SECRET GARDEN - MINI HOMES

Welcome to the Talent Tap workshop!

This workshop is based on a series of weekly themes, and for each of the themes, you will create a **mini collection**. There are 5 themes in total, (spread over 5 weeks), so you will end up with 5 pages of amazing, new work for your portfolio. These briefs are encouraging you to create artwork that we are actually looking for - so even if you don't get selected for representation with our agency, you will still have a body of relevant work to submit to other agencies/publishers.

Before we introduce the theme for this week, let's have a quick look at how to design in **mini collections**.

Creating a mini collection is a strategic way to showcase your artistic style while making your work more marketable for licensing and surface design. A well-structured mini collection typically consists of **3–5 key pieces** that work together cohesively but also stand strong individually.

A successful collection includes a mix of:

- Main Hero Piece(s): The focal illustration(s) that defines the collection.
- Supporting Designs: Complementary patterns, icons, borders, or lettering elements that enhance the main piece(s).
- Color Variations: Consistent yet varied colorways to add versatility.

Key Considerations:

- Cohesion: All pieces should share a unified color palette, line quality, and style.
- Variety: Ensure a mix of simple and complex elements so the collection has depth.
- Commercial Viability: Think about how your designs could be applied to different products.

Presenting Your Mini Collection:

Your final presentation should be polished and easy to understand for potential clients or buyers. Your presentation will be carefully arranged on a single sheet of A4 paper, (or U.S. letter size). If you have not done this before, there will be an example presentation sheet at the end of this brief.

Final Tips for Successful Mini collections:

- Keep it manageable. Start small—3 to 5 strong, well-thought-out pieces are more effective than an overwhelming set.
- Think like a buyer. Would this work on multiple product types? Could different elements be licensed separately?
- Refine and polish. Presentation matters! A well-designed portfolio page can elevate your work significantly.

Now for the exciting part - let's move on to the brief.

Week 2 - SECRET GARDEN

Theme: Secret Garden - Mini Homes

Step into a hidden world full of wonder and charm with the Secret Garden theme. This brief reimagines the classic garden concept through the lens of miniature magic - tiny homes nestled inside teapots, watering cans, and flower pots; whimsical pathways under mushroom caps; and gentle creatures tending to their leafy, hidden homes. This theme is imaginative, detailed, and perfect for both playful children's markets and sophisticated adult collections with a whimsical edge.

Inspiration & Direction

1. Mood & Atmosphere

Secret Garden invites artists to explore the unseen corners of the garden, where tiny worlds bloom with life and fantasy. It's about coziness, discovery, and charm - a place where scale is playful and curiosity leads the way. For children's markets, lean into bright colours, cheerful critters, and storybook-like scenes. For adult markets, explore intricate foliage, elegant palettes, and enchanted architectural details.

2. Visual Motifs & Elements

Explore these themes to bring Secret Garden to life:

- Miniature Homes – Garden houses inside teapots, boots, birdhouses, flowerpots, watering cans, or nestled among tree roots.
- Magical Flora & Fungi – Oversized flowers, trailing vines, tiny garden pathways, glowing mushrooms, and twisting ivy.
- Garden Creatures – Gentle bugs, bees, snails, birds, mice, hedgehogs, or imagined creatures who live among the leaves.
- Everyday Objects as Homes – Teacups as bathtubs, seed packets as mail, matchboxes as beds—turn the ordinary into enchanted.
- Hidden Doorways & Secret Paths – Arched gates covered in ivy, keyholes in stone walls, or ladders leading into hollow trees.
- Playful Typography – Hand-drawn or script fonts that echo vines, curls, and quaint signage.

Application Ideas & Markets

This theme suits a wide range of product applications—choose your market and tailor your mini collection accordingly:

Stationery & Paper Goods

- Journals, greeting cards, and notebooks featuring secret nooks and illustrated garden homes.
- Wrapping paper with repeating scenes of tiny houses and garden critters.
- Stickers, washi tape, or planner accessories with charming miniatures and foliage.

Home & Lifestyle Products

- Illustrated wall art or prints for cozy interiors, kids' bedrooms, or creative spaces.
- Tea towels, cushions, or ceramics with enchanting miniature scenes or secret doors.
- Decorative trays or plant pots with whimsical garden house illustrations.

Children's Products

- Toys, puzzles, or games featuring secret garden maps, tiny house characters, or garden-building concepts.
- Apparel or room decor with cute critters and friendly gardenfolk.
- Picture book-style prints with storybook vignettes of life in the miniature world.

Extended Color Palette

Capture the charm of tiny worlds and botanical beauty - blending whimsy and nature:

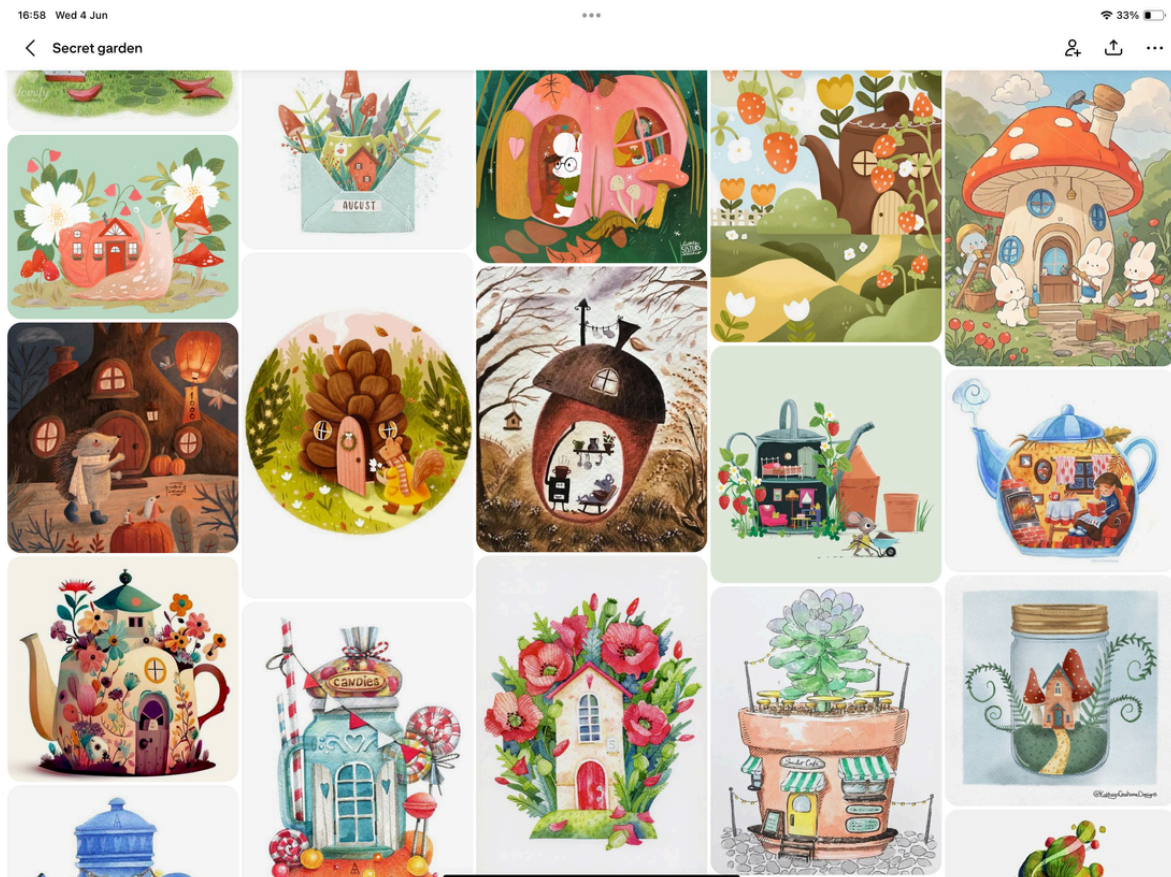


Moodboard:

You will find our Pinterest 'Secret Garden'

[moodboard here](#)

Inspiration only - please do not copy work seen here.



Final Thoughts & Creative Challenge

This brief is your opportunity to create an enchanting collection that draws the viewer into a hidden world of miniature beauty and garden magic.

- How will you bring scale and storytelling into your designs with tiny homes and whimsical scenes?
- What kind of characters live in your Secret Garden—are they inspired by animals, insects, or something entirely imagined?
- How can you balance the botanical beauty of a garden with the playful charm of miniature worlds?

The goal is to design a unique and captivating collection for products that invite discovery, wonder, and joy.

Week 2 Submissions:

- All work submitted to us on this workshop is carefully considered for artist representation.
- This submission must be new, human-made work in response to this brief - No reusing old pieces or drawing inspiration from others. Definitely no AI images.
- There will not be a **public** gallery - **if we choose to represent you, this work needs to be exclusive.** If you want to show this work on your socials, it should only be sneak peeks or work in progress shots, **(not the entire presentation page!)**

You can either email your submission for this week's brief to:
talent@illustrate-it.co.uk

Or, post it into the Discord group (link is on the next page).

Submission Deadline:

Sunday 15th June

Please ensure your presentation page/submission is posted into the [TT2 Discord gallery](#) for this week 2 round by **9pm (GMT/UK time)** on the deadline day.

Don't forget to put your name/logo on your presentation page!

We Can't Wait to See Your Creation!

Best of luck, and remember to make it your own.

You can also tag us, (please no collaboration requests), on your social posts so we can see your beautiful creations:

@illustrateit_agency

#talenttapminihomes

If you have any questions, feel free to reach out in the Discord Group, or message Mel on Instagram.

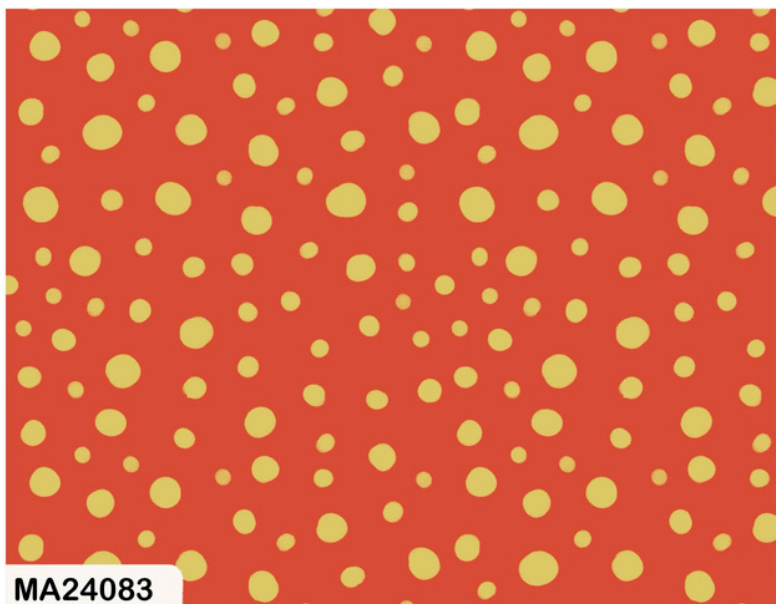
Mel

Illustrate It Agency

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Example Sell Sheet



MUSHROOM MAGIC

SKU: MA24082-MA24084

Repeats 12x12"

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