

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 3 ≡



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MONSTER MAYHEM!

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 3 - MONSTER HAYHEM!

Theme: Monster Mayhem

Get ready for a riot of colour, comedy, and character with Monster Mayhem! This week's brief is all about playful monsters causing harmless chaos, having silly adventures, and getting into goofy situations. Whether they're playing sports, baking cupcakes, throwing a party, or forming a monster band, your creatures should be bursting with personality and energy - perfect for kids' products full of fun and imagination.

Inspiration & Direction

1. Mood & Atmosphere

Monster Mayhem is bold, bright, and lighthearted. Think of friendly monsters doing everyday things in the silliest ways possible. Eg. riding bikes with too many legs, bouncing on trampolines, or having pillow fights with their monster pals. Your illustrations should be full of humour, movement, and character interaction. The goal is joy and chaos - not fear!

2. Visual Motifs & Elements

Create your own spin on monster life using any of the following:

- Character Design – Fuzzy, slimy, scaly, or spotted—design monsters with fun shapes, goofy grins, wiggly arms, horns, tails, and oversized accessories.
- Monster Activities – Monsters playing games, baking cakes, throwing a dance party, making art, camping out, or causing playful messes.
- Group Dynamics – Best friend duos, rivalries, monster crowds, or monster teams. How do they work (or not work!) together?
- Expressive Features – Big emotions, silly expressions, oversized props, wild outfits, and visual gags.
- Scene-based Storytelling – Use mini scenarios and vignettes to show what's happening eg. action, reaction, and resolution!

Application Ideas & Markets

Design your mini collection for playful children's markets with wide-ranging product possibilities:

Stationery & Paper Goods

- Notebooks, sticker sets, greeting cards, or wrapping paper with scenes of monster chaos or themed collections (e.g. Monster Sports Day, Monster Parade).

Toys & Games

- Memory Match or Dominoes featuring different monster characters, patterns, or expressions.
- Puzzle designs with silly monster scenes or spot-the-difference elements.
- Mix & Match Monsters—card sets where heads, bodies, and legs can be swapped to make new creatures.

Apparel & Accessories

- T-shirt graphics, backpacks, and lunchboxes with monster group scenes or funny phrases.
- Pyjama sets featuring pillow fights, sleepover chaos, or bedtime monster stories.

Home & Room Décor

- Wall art or canvas prints featuring monster groups, themed collections (e.g. Monster Band, Monster Circus), or personalisable name prints with character borders.
- Cushions, bedding, or curtains with repeat monster patterns or illustrated story scenes.
- Growth charts with monsters stacked up tall, or door signs featuring different monster personalities.

Extended Color Palette

A high-energy, kid-friendly palette that brings your monsters and their world to life:



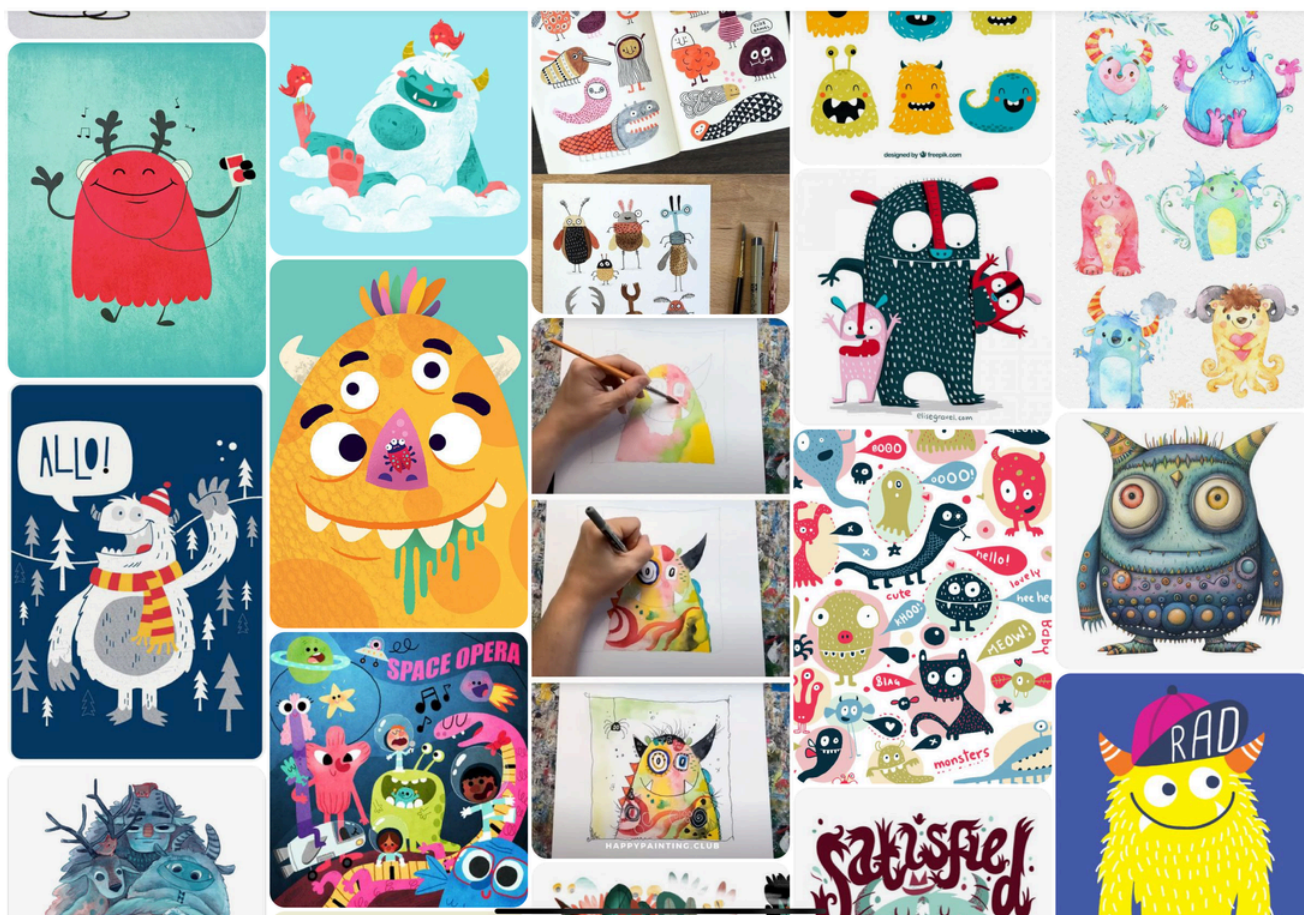
Moodboard:

You will find our Pinterest 'Monster Mayhem'

[moodboard here](#)

Inspiration only - please do not copy work seen here.

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Final Thoughts & Creative Challenge

This brief is your invitation to let loose and have fun with character design, storytelling, and humour.

- What do your monsters get up to? and how do their personalities clash or connect?
- Can you tell mini-stories through action-packed scenes or silly interactions?
- How can you make each creature feel lovable, wild, and full of personality?

Create a playful, character-led collection that's perfect for the kids' stationery, gift, toy, nursery, and apparel market - and is guaranteed to make little monsters giggle!

Week 3 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 22nd June

Please ensure your presentation page/submission is posted into the [TT2 Discord gallery](#) for this week 3 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

#talenttapmonsters

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



Mel Amann

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'Monsters'