

ILLUSTRATE IT

~ AGENCY ~

**CREATIVE
BRIEF**
≡ Week 0 ≡



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SUN-KISSED CITRUS

Welcome to the practice Brief for our Talent Tap workshop!

The full 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.

Practice Brief: Sun-kissed Citrus

Theme: **Sun-kissed Citrus**

A celebration of all things citrus, this brief brings a burst of summer joy and flavour. Inspired by juicy oranges, tangy lemons, and refreshing limes. Zesty & Zingy, it is a theme designed to work for both adults and children. Think bold and bright patterns for adult lifestyle products and quirky, character-led citrus fun for kids. Whether you go chic and sun-drenched or cute and cartoony, your mission is to make citrus the star of the show.

Inspiration & Direction

1. Mood & Atmosphere

This theme is about embracing the zest of summer - fun, energising, and full of sunshine. For adult markets, imagine elegant citrus still-lifes, fresh summer prints, or Mediterranean-inspired patterns. For children's markets, go playful and light-hearted - give your fruits faces, create quirky characters, and build joyful little citrus worlds. Whether your version is sleek or silly, let that bright, zingy energy shine through.

2. Visual Motifs & Elements

Here are a few ideas to explore:

- Citrus Fruits – Oranges, lemons, grapefruits, limes – whole, sliced, or character-filled.
- Patterns & Prints – Juicy repeat patterns made of citrus wedges, blossoms, dots, and swirls.
- Citrus Characters – Smiley citrus friends with arms, legs, and tiny adventures (for kids).
- Botanicals – Tropical or Mediterranean leaves, citrus blossoms, fruit crates.
- Refreshing Beverages – Juices, lemonades, fruity mocktails and ice lollies.
- Sunshine & Summer – Radiating light, glowing fruit, and cheerful warm touches.
- Typography – For adult designs, think hand-drawn, elegant scripts or fresh sans-serifs. For kids, use bubbly, quirky lettering styles.

Application Ideas & Markets

Choose your direction and imagine your designs applied to one (or more) of these products:

Stationery & Paper Goods

- Journals, greeting cards, notebooks, or wrapping paper with vibrant or quirky citrus designs.
- Stickers and washi tapes with citrus fruit faces, zesty patterns, or summer sayings.

Home & Lifestyle Products

- Tea towels, kitchen textiles, or cushions with bold citrus motifs or character prints.
- Wall art featuring fresh fruit still-lives, sunshine bursts, or illustrated juice recipes.
- Mugs, tumblers, or trays with fruit slice patterns or smiling citrus characters.

Fashion & Accessories

- Tote bags, scarves, or pyjama sets with repeat prints or fun fruity themes.
- Kid-friendly T-shirts, swimwear, or lunchboxes with playful characters or citrus creatures.
- Accessories like enamel pins, hair clips, or socks with fresh and fruity icons.




Extended Color Palette

A bright, fresh palette full of citrus joy and natural warmth:




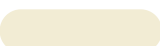
Citrus & Fruit Tones

-  Orange Zest – #FF7F32 (a bold, lively orange)
-  Lemonade Yellow – #F8D248 (a soft, sunny yellow)
-  Lime Green – #A8D500 (a fresh, zesty green)
-  Grapefruit Pink – #FF5A5F (a juicy, sweet pink)
-  Sunbeam Gold – #F9C32E (a golden, sunlit hue)
-  Tangerine Twist – #f99e45 (a rich, warm orange)
-  Coral Sunset – #fb826e (a soft coral pink)

Complementary Accents & Fresh Tones

-  Cool Mint – #A3D7C2 (a soft mint green)
-  Fresh Sage – #8A9F7E (a muted green)
-  Summer Sky – #B9D6E2 (a soft complimentary blue)

Neutral Base Colours

-  Creamy Beige – #EFE6C3 (a soft, neutral beige)
-  Toasted Almond – #D4C2A5 (a soft, warm beige)
-  Soft Clay – #C3A995 (an earthy, muted neutral)
-  Warm cream - #F2ECD4 (for neutral balance)

Moodboard:

You will find our Pinterest Sun-kissed Citrus

[moodboard here](#)

Inspiration only - please do not copy work seen here.

Final Thoughts & Creative Challenge

This week is all about capturing the flavour and personality of citrus fruits in a way that suits your chosen market. Think about who your ideal customer is - are they sipping cocktails on a terrace or giggling at a dancing lemon on their sticker sheet?

- How can you play with colour, pattern, and expression to bring citrus to life?
- Can you balance elegance and energy for adult-focused work?
- Can you create fun, appealing fruit characters that kids would love?
- Will your collection evoke warmth, freshness, or a bit of both?

Let the zingy spirit of citrus guide your imagination!

We Can't Wait to See Your Creation!

Best of luck, and remember to make it your own. Let your imagination run wild while staying true to the Sun-kissed Citrus vibe!

Please tag us on your social posts so we can see your beautiful creations:

@illustrateit_agency
#talenttapcitrus

If you have enjoyed this brief and would like more - **yes, there's more!** Then why not join us on our new **Talent Tap 2** workshop? There are more briefs, (just like this one), each week. Plus, we have a new Discord group (for sharing and caring) too! Also - get your work in front of an Agent each week - we are looking out for more artists to join our roster on our workshops!

If you are not represented and are looking to elevate your career, this is the place to be - what are you waiting for? Come join us today!

[FULL DETAILS CAN BE FOUND HERE](#)

Stay creative - Mel
Illustrate It Agency

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Example presentation page - Mini collection

