

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 3 ≡



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WEEK 3 - Alchemist's Archive

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 6 themes in total, (spread over 6 weeks), so you will end up with 6 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.

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.

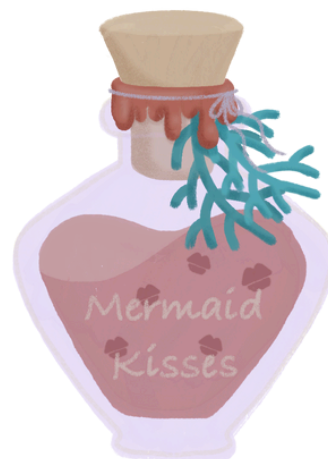
Final Tips for Successful Mini collections:

- 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 Creative Brief: Alchemist's Archive

Step into a world of ancient wisdom, mysterious potions, and forgotten tomes with Alchemist's Archive. This theme blends medieval mysticism with scientific curiosity, evoking the hidden chambers of old-world alchemists, where intricate diagrams, glowing elixirs, and celestial charts fill aged parchment scrolls. Rich textures, metallic accents, and an air of secrecy define this aesthetic, creating a collection steeped in enchantment and discovery.



Inspiration & Direction

1. Mood & Atmosphere

The Alchemist's Archive aesthetic is darkly magical, intellectual, and steeped in curiosity. Imagine candlelit studies filled with bubbling vials, weathered manuscripts filled with cryptic symbols, and celestial constellations charted with golden ink. This theme embraces the romance of ancient knowledge and the artistry of arcane sciences. Your designs should evoke a sense of mystery and discovery, blending historical references with a touch of the fantastical.

2. Visual Motifs & Elements

Explore these themes to bring Alchemist's Archive to life:

- **Ancient Manuscripts & Symbols** – Hand-drawn alchemical symbols, runes, and Latin script scrawled on aged parchment.
- **Celestial & Astrological Elements** – Star maps, zodiac symbols, planetary diagrams, and phases of the moon.
- **Glass Bottles & Potions** – Ornate apothecary jars, bubbling elixirs, and shimmering liquids.
- **Mystical Plants & Minerals** – Pressed herbs, crystals, gemstones, and botanical etchings.
- **Metallic & Ornate Details** – Gold-embossed book covers, wax seals, filigree keys, and intricate lock mechanisms.
- **Scientific & Arcane Instruments** – Astrolabes, magnifying glasses, quills, compasses, and balance scales.



Application Ideas & Markets

This theme lends itself beautifully to multiple product categories - **firstly, you will need to choose which product(s) your mini collection will be designed for from this list:**

1. Stationery & Paper Goods

- Notebooks, planners, and journals with aged parchment textures, celestial maps, or intricate alchemical diagrams.
- Greeting cards & postcards featuring glowing potion bottles, mystical symbols, and vintage calligraphy.
- Wrapping paper with dark, starry backdrops, golden constellations, or antique book textures.
- Stickers and washi tapes with wax seals, botanical etchings, and gothic typography.

2. Home & Lifestyle Products

- Textile designs for cushions, scarves, and wall hangings featuring arcane symbols, celestial motifs, and botanical illustrations.
- Wall art with illustrated potion shelves, gilded tarot-inspired imagery, and vintage laboratory setups.
- Ceramic or glassware designs with potion label typography, mystical patterns, or dark academia-inspired artwork.
- Candles, journals, or skincare packaging featuring celestial details, gold-foiled runes, and antique-inspired labels.

3. Fashion & Accessories

- Tote bags, scarves, or apparel prints featuring celestial maps, astrological symbols, and ornate key motifs.

Extended Color Palette

A rich, moody palette with deep jewel tones, aged neutrals, and glowing metallics:

Dark, Aged Neutrals

- Aged Parchment – #E3D8C1 (soft, yellowed paper hue)
- Antique Taupe – #CAB29A (warm, muted beige, like old book pages)
- Ink Black – #2B2B2B (deep, inky black for contrast)
- Weathered Charcoal – #514E4A (soft, dusty grey like worn leather)

Jewel Tones & Deep Shades:

- Midnight Indigo – #222A5E (a deep, celestial blue)
- Sapphire Night – #2C4873 (rich, regal blue for mystical depth)
- Alchemist's Emerald – #276B54 (deep green, inspired by ancient elixirs)
- Serpent's Teal – #3F7E87 (a dusky, moody blue-green)
- Bloodstone Crimson – #8A2E34 (a rich, velvety red)
- Amber Glow – #D47F30 (a warm, golden amber reminiscent of old candlelight)

Metallic & Luminous Accents

- Gilded Gold – #C5A46D (antique gold for detailing)
- Burnished Copper – #B36A5E (aged, reddish-bronze metal)
- Obsidian Silver – #A0A0A0 (a muted metallic silver for contrast)
- Luminous Opal – #D4C1F0 (a soft, pearlescent lilac for ethereal highlights)

Moodboard:

You will find our Alchemist's Archive [moodboard here](#)

Inspiration only - please do not copy.

Final Thoughts & Creative Challenge

This brief is your opportunity to capture the mystery and enchantment of Alchemist's Archive through illustration, pattern design, and surface design.

- How can you create an aged, historical feel while incorporating mystical or celestial elements?
- How can you layer textures and metallic details to evoke the feel of ancient manuscripts and gilded books?
- How can you blend scientific precision with arcane aesthetics to create a compelling and timeless collection?

The goal is to create a collection that feels rich, mysterious, and full of discovery—perfect for licensing, stationery, home decor, and lifestyle products.

Week 1 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 and the weekly submissions will be kept private - **if we choose to represent you, this work needs to be exclusive** (in order for us to pitch it for you). If you want to show this work on your socials, it will need to be sneak peeks or work in progress shots, **(not the completed presentation page)***



Submission Deadline:
Sunday 30th March

Please ensure your presentation page/submission is emailed to us as a low-res image, max 300dpi (200dpi is best), in RGB (for on-screen viewing) at: **talent@illustrate-it.co.uk** by **9pm (GMT/UK time)** on the deadline day - this is a special, priority mailbox set up for this workshop.

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. Let your imagination run wild while staying true to the Alchemist's vibe! You can also tag us on your social posts so we can see your beautiful creations - **@illustrateit_agency** and/or use **#IllustrateItAlchemists**

If you have any questions, feel free to reach out on the email provided above,

Mel

Illustrate It Agency

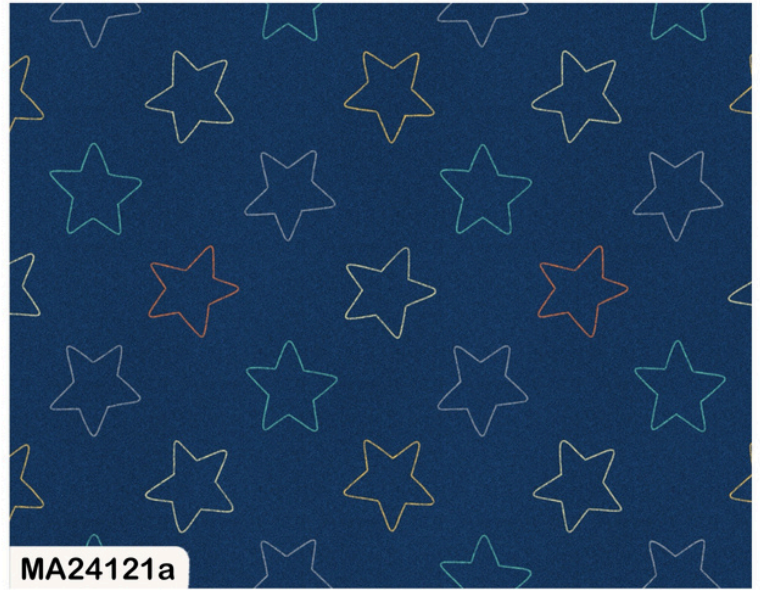
***If we do not offer you representation at the end of this workshop, you can of course share the full presentation page of this work after the workshop has fully ended. We are simply asking that we are the first to see it please.**

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MA24119



MA24121a



MA24121b



MA24120

CELESTIAL IV

SKU: MA24119-MA24121

Repeats 12x12"

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