

ILLUSTRATE IT

~ AGENCY ~

**CREATIVE
BRIEF**
≡ Week 0 ≡



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FLIGHT CLUB

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.

Practice Brief: Flight Club

This week's brief invites you to take to the skies with a gentle, nature-inspired collection celebrating the charm of birds and their world. In Flight Club, your challenge is to create a soft, whimsical set of designs for the children's market - full of friendly birds, cosy nests, delicate feathers, and the sense of adventure that comes from exploring the natural world.

Designs should feel soothing yet full of curiosity - perfect for nursery décor, children's games, puzzles, stationery, and gift products. Whether you imagine tiny hatchlings in cosy hideouts or adventurous birds on playful expeditions, this is your chance to make little hearts take flight.

Inspiration & Direction

1. Mood & Atmosphere

Think gentle, warm, and comforting, with a sprinkle of wonder. Your birds can be stylised or slightly character-led, with charm in their shapes and personality in their poses. This collection should feel safe and inspiring, like stepping into a children's storybook about nature's secret places.

Draw inspiration from:

- Birds building nests and tucking eggs in safely
- Soft plumage and the textures of feathers, moss, and twigs
- Woodland walks and meadow skies
- Hidden hideouts in tree hollows and leafy canopies
- Flocks on friendly adventures together

2. Visual Motifs & Elements

Main Characters: Robins, wrens, bluebirds, sparrows, owls, swallows, puffins, ducklings, hummingbirds

Companions & Details: Nests, eggs, feathers, tree branches, clouds, seed heads, wildflowers, woodland textures

Compositions:

- Hero bird portraits in cosy surroundings
- Bird families perched together or flying in formation
- Repeat patterns with scattered feathers, eggs, and tiny florals
- Storybook-style scenes of exploration or play

Tone Variation for Children's Markets

- Rounded, approachable shapes and gentle expressions
- Soothing, muted palette with occasional brighter highlights
- Small, discoverable details to spark curiosity

Application Ideas & Markets

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

Nursery & Room Décor

- Wall art or framed prints featuring bird families or nest scenes
- Patterned cushions, blankets, or lampshades with soft feather or egg motifs
- Wallpaper

Toy/Game/Puzzle

- Matching games with bird and egg illustrations
- Jigsaw puzzles of whimsical bird scenes
- Counting or alphabet cards featuring different bird species

Stationery & Gift

- Journals, sketchbooks, and notecards with soft bird and feather patterns
- Activity set, maybe in a case/bag
- Pencil cases and sticker sets with character bird designs

Market

Although this brief/theme was designed for children's markets - if your normal illustration style is aimed more towards the adult markets, then definitely go with that for this project. **You do you!**

Extended Color Palette

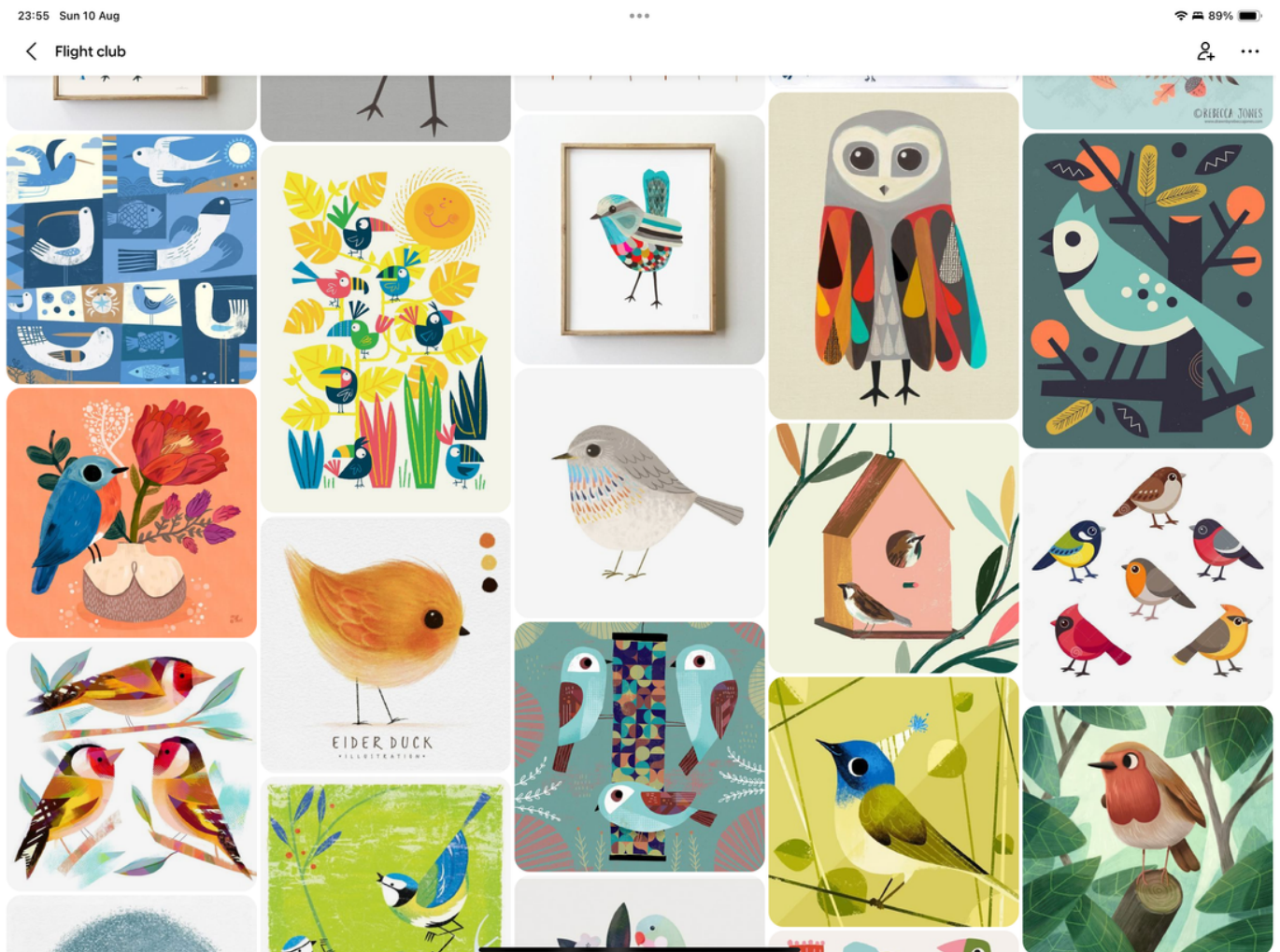
Feel free to add your own colours to this palette



Moodboard:

You will find our Pinterest Flight Club [moodboard here](#)

Inspiration only - please do not copy work seen here.



Final Thoughts & Creative Challenge

This theme is about capturing the safe, magical feeling of nature from a child's point of view. Your birds should be friendly and approachable, your settings inviting, and your palette soft and soothing.

Ask yourself:

- Could this design live happily in a child's nursery, toy box, or on a gift they'd love to receive?
- Does my colour palette feel soft and natural while keeping interest through gentle contrast?
- Have I built in small details that reward closer looking?

Your goal is to design a mini collection that feels like a friendly adventure in the sky—safe, joyful, and full of nature's charm.

This is your chance to make little hearts take flight!

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 - **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!)**.

Submission Deadline:

Sunday 7th September '25 - (2 weeks)

Please ensure your presentation page/submission is posted into the TT2 Discord gallery for this practice round by **9pm (GMT/UK time)** on the deadline day. You can find the gallery here:

[TT2 Practice Round Gallery](#)

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 Flight Club!

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

@illustrateit_agency

#talenttapflightclub

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 presentation page - Mini collection

