

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 1 ≡



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GINGERBREAD CHRISTMAS

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 1 - GINGERBREAD CHRISTMAS

Theme: **Gingerbread Christmas**

Get ready to step into a whimsical winter wonderland with this week's theme: Gingerbread Christmas. Think cosy kitchens filled with the scent of baking spices, gingerbread houses decorated with colourful sweets, and festive charm in every detail. This brief invites you to create a warm and magical holiday collection inspired by the nostalgic joy of handmade treats, festive decorations, and sweet traditions.

Inspiration & Direction

1. Mood & Atmosphere

Gingerbread Christmas is cosy, playful, and filled with childlike wonder. Your goal is to capture the heartwarming magic of the festive season with designs that feel joyful, handcrafted, and irresistibly sweet. Imagine frosted windows, peppermint candy canes, gingerbread villages, and the twinkling lights of a snowy night. This theme should evoke both warmth and whimsy - a charming Christmas world that feels straight out of a storybook.

2. Visual Motifs & Elements

Here are some motifs and ideas to help shape your Gingerbread Christmas collection:

- Gingerbread People & Houses – Playful characters, decorated rooftops, candy windows, snowy icing, and gumdrop details.
- Holiday Treats – Iced cookies, cinnamon stars, peppermints, candy canes, chocolate buttons, and marshmallows.
- Snowy Scenes – Festive villages, sleighs, snow-covered rooftops, twinkling lights, snowy trees, and frosted details.
- Cosy Interiors – Baking scenes, hot cocoa, cookie jars, mixing bowls, rolling pins, and festive tea towels.
- Christmas Characters – Santa, reindeer, elves, or woodland creatures made of gingerbread or decorated with icing.
- Decorative Elements – Snowflakes, icing swirls, star anise, ribbons, and holly sprigs.

Application Ideas & Markets

Design your mini collection for one or more of the following product areas:

Stationery & Paper Goods

- Greeting cards, gift tags, and wrap featuring gingerbread motifs or sweet Christmas patterns.
- Stickers and festive washi tape with cookie characters and winter treats.
- Advent calendars or letter sets with charming festive illustrations.

Home & Lifestyle Products

- Holiday textiles like tea towels, table runners, and aprons with gingerbread and candy patterns.
- Mugs, treat tins, or cookie packaging with festive baking scenes.
- Wall art or countdown prints with warm, nostalgic Christmas vibes.

Children's Products

- Christmas activity sheets, sticker books, or puzzles with gingerbread villages.
- Story-style prints featuring gingerbread characters in festive scenes.
- Fabric patterns for pyjamas, stockings, or holiday accessories.

Extended Color Palette

A festive, cosy palette inspired by spiced treats, sugary sweets, and winter magic:

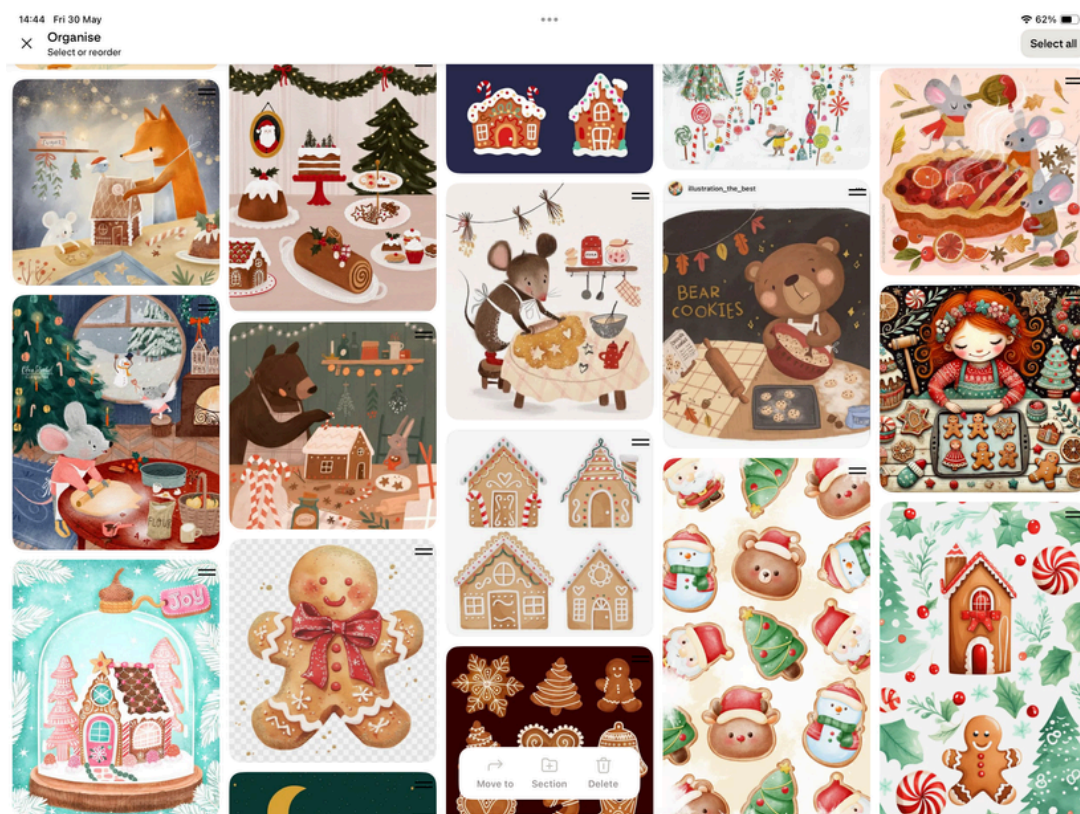


Moodboard:

You will find our Pinterest ‘Gingerbread Christmas’

moodboard here

Inspiration only - please do not copy work seen here.



Final Thoughts & Creative Challenge

This week is all about capturing the comfort, sweetness, and festive delight of the holiday season.

- How can you bring a handcrafted, homespun feel into your work while still making it feel fresh and fun?
- How might you create character or story within your gingerbread scenes?
- How can you balance decorative detail with playfulness to appeal to both the children's and family markets?

Let the sweet smell of Christmas baking guide your imagination!

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!)**

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 8th June

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 the scent of cinnamon and sparkle of Christmas lights guide your imagination - this is your chance to make the season feel truly magical!

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

@illustrateit_agency
#talenttapgingerbread

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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