

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 3 ≡



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MERRY & BRIGHT

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 - 2 to 3 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 - MERRY & BRIGHT

Create bold, uplifting artwork that captures the energy, warmth, and joy of the festive season. This theme is all about celebration, togetherness, and the little moments that make this festive holiday magical.

For adults: a confident, design-forward take on holiday fun with retro touches and high-impact style.

For children: a world of whimsy and colour-packed delight with festive characters and silly, sparkly fun.

Inspiration & Direction

1. Mood & Atmosphere

For Adult Audiences:

- Expressive, energetic, and fashionably festive
- Rich colours, unexpected combinations, and bold prints
- Celebratory nostalgia meets modern design
- Think: dinner parties, statement decor, and dancing in the kitchen

For Children's Audiences:

- Playful, loud, and full of joy
- Character-led scenes with party animals and cheerful silliness
- Brighter brights, chunkier patterns, and exaggerated motifs
- Think: holiday chaos, festive giggles, and sparkle overload

2. Visual Motifs & Elements

For Adult Illustration:

- Statement baubles with bold prints and layered textures
- Stylised stockings, geometric tree shapes, punchy candles
- Wrapped gifts stacked tall, abstracted holly and leaves
- Retro party decor: scallops, zigzags, stylised bells
- Cocktails, disco balls, party crackers, bold botanicals

For Children's Illustration:

- Party animals: reindeer in jumpers, llamas with pompom hats, birds with tinsel wings
- Wild and mismatched patterns: stripey stockings, dotty scarves
- Whacky baubles, giant candy canes, musical animals
- Characters throwing confetti, playing games, opening presents, giggling elves

Application Ideas & Markets

Adult Markets:

- Greetings: Bold holiday cards, gift tags, and festive note sets with sophisticated, design-forward motifs
- Wrap: Vibrant wrapping paper and gift bags featuring retro patterns, glitter, and foil accents
- Stationery: Notebooks, planners, journals, and decorative papers with festive typography and patterns
- Gift: Boxes, tins, and home accents celebrating holiday cheer with a high-impact edge
- Home: Textiles like cushions, table linens, kitchen accessories, and decorative objects featuring lively festive patterns

Baby / Children's Markets:

- Nursery Decor: Wall art, cushions, bedding, and mobiles with playful, character-led holiday scenes
- Toys & Games: Festive activity sets, interactive gift items, and playful holiday characters
- Stationery & Gift: Notebooks, gift tags, wrapping paper, and keepsakes featuring bright, whimsical designs

Extended Color Palette

Feel free to add your own colours to this palette



Moodboard:

You will find our Pinterest 'Merry & Bright' [moodboard here](#)

Inspiration only - please do not copy work seen here.

09:26 Sat 13 Sep

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< Joyfully Yours

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Final Thoughts & Creative Challenge

Push the boundaries of festive fun while keeping your designs bold, joyful, and engaging. Think about how patterns, characters, and motifs can interact in unexpected ways—layer textures, mix colour clashes, and bring energy to every element.

- For adults: Explore sophisticated nostalgia with modern flair—use bold graphics, retro patterns, and playful compositions to create designs that feel luxurious yet fun.
- For children: Maximise colour, movement, and whimsy. Think playful chaos, exaggerated characters, interactive elements, and sparkling details.

Create artwork that could delight both adult and child audiences simultaneously. Consider how a pattern or motif could be adapted for stationery, wrap, home décor, or gift products, while keeping it **festive, expressive, and unmistakably joyful**.

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!)**.

Submission Deadline:
Sunday 28th September '25

Please ensure your presentation page/submission is posted into the TT3 Discord gallery for this practice round by **9pm (GMT/UK time)** on the deadline day. You can find the gallery here:

[TT3 Wk3 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
#talenttapmerry

If you have any questions, feel free to reach out in the Discord Group, or message Mel on Instagram.

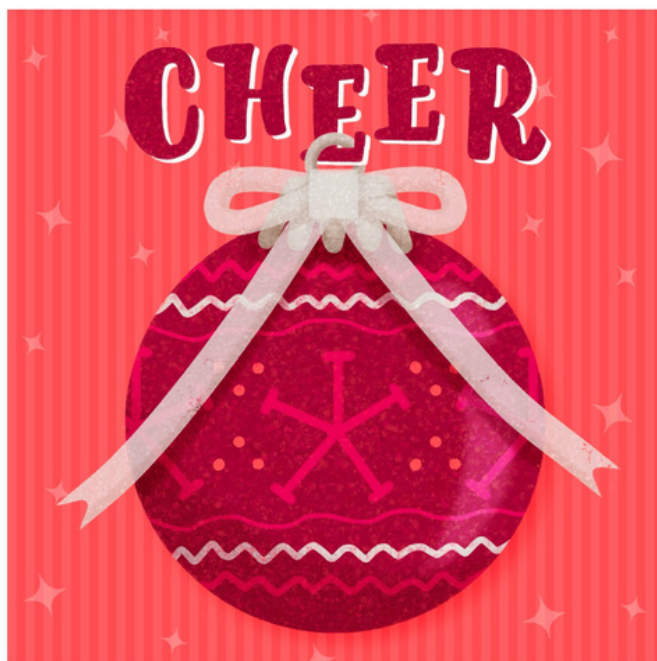
Mel

Illustrate It Agency

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Example presentation page - Mini collection:



MEL AMANN