ILLUSTRATE IT

- AGENCY -

CREATIVE BRIEF

Week Ø

TALENT TAP
WORKSHOP

SUN-KISSED CITRUS

**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: 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-lifes, 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

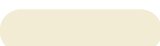A bright, fresh palette full of citrus joy and natural warmth:

## 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!**

# 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 1ˢᵗ 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:

<div align="center">

**TT2 Practice Round Gallery**

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**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 Sun-kissed Citrus vibe!

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

<div align="center">

**@illustrateit_agency**
**#talenttapcitrus**

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

Mel
**Illustrate It Agency**

# Example presentation page - Mini collection