

# ILLUSTRATE IT *agency*

PITCH DECK BRIEFS

June 25 - FESTIVE DECK  
'HOMEMADE HOLIDAYS'

# Creative Brief: Handmade Holidays

## Objective

Celebrate the comfort and charm of simple seasonal traditions. This trend embraces handmade touches, nostalgic scenes, and the beauty of a slower pace. For adults, it's a heartfelt return to traditional craftsmanship and meaningful rituals. For children, it's a festive world of cosy kitchens, handmade magic, and joyful family moments.

## Mood & Atmosphere

### For Adult Audiences:

- Cosy, nostalgic, and handmade
- Inspired by baking days, craft nights, and thoughtful gatherings
- Quiet luxury through texture, warmth, and tradition
- Earthy tones, homemade charm, and lovingly layered details

### For Children's Audiences:

- Wholesome and playful — a festive day in the life of a happy home
- Kitchens with cookies, stockings to hang, toys to play with
- Bright-eyed wonder, laughter, and holiday fun
- Soft, tactile textures and colourful child-friendly details

## Motifs to Explore

### Shared Core Themes:

Homespun holiday moments, heartfelt and warm

Crafted textures, hand-drawn charm, and festive storytelling

### For Adult Illustration:

- Rolling pins, cookie trays, and seasonal baking rituals
- Wool mittens, quilted blankets, stitched ornaments
- Toy trains and wooden décor as nods to the past
- Homemade garlands, dried citrus, kraft-wrapped gifts
- Peaceful family scenes: decorating the tree, wrapping presents
- Mince pies, gingerbread, and warm mugs on rustic tables

### For Children's Illustration:

- Gingerbread families, cookie faces, sprinkle-topped treats
- Patchwork teddy bears, soft mittens, stitched stockings
- Whimsical toy trains, jingly bells, paper snowflakes
- Holiday houses glowing with light and activity
- Children playing, baking with grown-ups, storytelling in pyjamas
- Bright gifts, sticky fingers, silly snowman hats

### Suggested Supporting Patterns

#### For Adult Collections:

- Checkerboard Kitchen Cloth: Plaids and gingham in cranberry, pine, and kraft
- Baking Icons Repeat: Stylised cookies, wooden spoons, whisks
- Felt Garland Motif: Dried orange slices, stitched stars, homespun banners
- Hand-Stitch Grid: Delicate faux embroidery in earthy tones
- Simple Snow Toss: Soft, irregular flakes on brown paper textures
- Patchwork Blocks: Patterned squares mimicking heirloom quilts

### For Children's Collections:

- Cookie Sprinkle Scatter: Gingerbread people, sweets, and frosting
- Whimsy Toy Parade: Toy trains, dolls, teddies in playful repeats
- Craft Corner Toss: Paper chains, crayons, scissors, sparkles
- Happy House Rows: Simple festive homes with stars and smoke
- Cosy Quilt Patch: Childlike block repeats with soft textures
- Merry Mugs Grid: Hot cocoa, marshmallows, cinnamon sticks with smiles

### Illustration & Composition Style

#### For Adult Work:

- Hand-drawn lines with pencil, crayon, or brush textures
- Folk-style illustration with warmth and charm
- Compositions that feel like lovingly arranged table scenes
- Subtle colour palettes with pops of holiday red or gold
- Layered paper cut-outs, cross-stitch hints, or textured shading

#### For Children's Work:

- Naïve line work, squishy textures, and bright accents
- Friendly characters and exaggerated shapes
- Soft outlines with felt-tip, pencil crayon, or collage effect
- Storybook energy in scenes and vignettes
- Warm, expressive colours that evoke play and cosiness

★ Please use the Pinterest board for reference/ideas - add to it if you like, (I've started it off, but I didn't search for all of the motifs suggested in the brief) - but please stick as close as possible to the colour palette provided 🙌🙌 If you need to extend the palette, please only add neutral colours.

Pinterest board - Please use this board for inspiration only - please do not copy anything from here:

<https://pin.it/qaJwWePi4/>



~ Example artwork found on Pinterest

### Colour Palette:

#a71a27	#c1895a	#234833	#486d75	#eca3a5
#a84a2b	#e1b58d	#8c8e53	#517d9b	#f2ebde
#e96c21	#e5d4bf	#e0a439	#7f7e79	#f6f3f1

## DELIVERY:

✓ Sell sheets containing at least 2 images and a maximum of 9 images eg. 1 placement and 1 pattern, or 2 placements, or up to 9 patterns boxes - but mix of pattern and placement is best.

✓ size 8.5in x 11in - if you have A4 size already that's fine! But please try to make the new sheets in this size - eventually they will all be the same.

✓ Page orientation - not fussy 😊

✓ Preferably at 200dpi - but keep a min 300dpi copy for yourself.

✓ When submitting work for the new trending themes - please use the theme when naming your image (important) - all of the evergreen work can be named anything, and please also include your name or initials on all of your work (eg. MEL-home4holidays01).

✓ Please aim to provide a new mini-collection artwork for at least one of the 'festive 25' trending themes - but please bear in mind that the more you are able to send to me, the more I can pitch for you 😊

✓ **Submit using your personal Airtable form by 30th June - thank you.**

I cannot wait to see what you create ★ 🔥 ❤️ 💎