

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 5 ≡



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SEED PACKETS/FLORALS

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 5 - SEED PACKETS/FLORALS

Design elegant, nostalgic artwork inspired by vintage seed packets and botanical illustrations of flowers. Capture the charm of cherished gardens, timeless blooms, and the joy of floral beauty. Aim for a sophisticated yet heartfelt aesthetic perfect for stationery, gifts, editorial, puzzles, and packaging in adult markets.

Inspiration & Direction

Mood & Atmosphere:

- Classic, refined, and slightly romantic, evoking the timeless beauty of cultivated gardens and antique botanical illustration
- A gentle nostalgia that recalls heritage seed packets, sunlit garden corners, and the slow, meditative joy of planting and tending flowers
- Layered compositions with subtle depth — overlapping blooms, vines, and tools creating a sense of richness without clutter
- Invites the viewer into a serene, almost storybook-like garden experience where each element feels carefully curated and lovingly illustrated
- Balance between elegance and approachability, suitable for adult markets seeking sophisticated, nature-inspired design

Visual Motifs & Elements:

- Botanical Illustrations: Highly detailed flowers such as roses, peonies, lilacs, daisies, tulips, wildflowers, and seasonal blooms, drawn in classic hand-rendered or watercolor styles
- Seed Packets & Labels: Vintage-inspired seed packets, hand-lettered garden labels, and tags with charming typography that adds personality and nostalgia
- Floral Arrangements & Wreaths: Flourishing vines, leafy wreaths, small bouquets, and intertwined blooms for decorative borders or patterns
- Pattern Potential: Motifs that can be repeated in borders, structured grids, or layered collage-style arrangements for packaging, stationery, or textile applications

Supporting Pattern Ideas:

- Repeating Botanical Motifs: Rows or grids of hand-drawn flowers, leaves, or seed packets that create an elegant and cohesive pattern
- Layered Florals: Overlapping blooms and foliage to give depth, richness, and a sense of a lush garden
- Tool & Accessory Accents: Small-scale illustrations of watering cans, gloves, trowels, or garden tags integrated into patterns or borders
- Natural Borders & Frames: Wreaths, vines, or leafy garlands that can frame a product, greeting card, or label
- Whimsical Collage: Combine flowers, tools, and garden wildlife (bees, butterflies, birds) in playful, organic arrangements for stationery, wrapping paper, or home textiles

Application Ideas & Markets:

- Stationery: Notebooks, planners, greeting cards, and journaling accessories featuring elegant floral patterns and garden motifs
- Gift: Boxes, tins, and packaging for artisanal or botanical-themed products
- Wrap: Repeating floral and garden illustrations suitable for wrapping paper, gift bags, or tissue papers
- Home: Cushions, tea towels, table linens, or wall art that bring a touch of timeless garden elegance to interiors
- Lifestyle & Crafts: DIY kits, seed packet-inspired sets, and small decorative objects that appeal to gardening enthusiasts and fans of heritage botanical design

Extended Color Palette

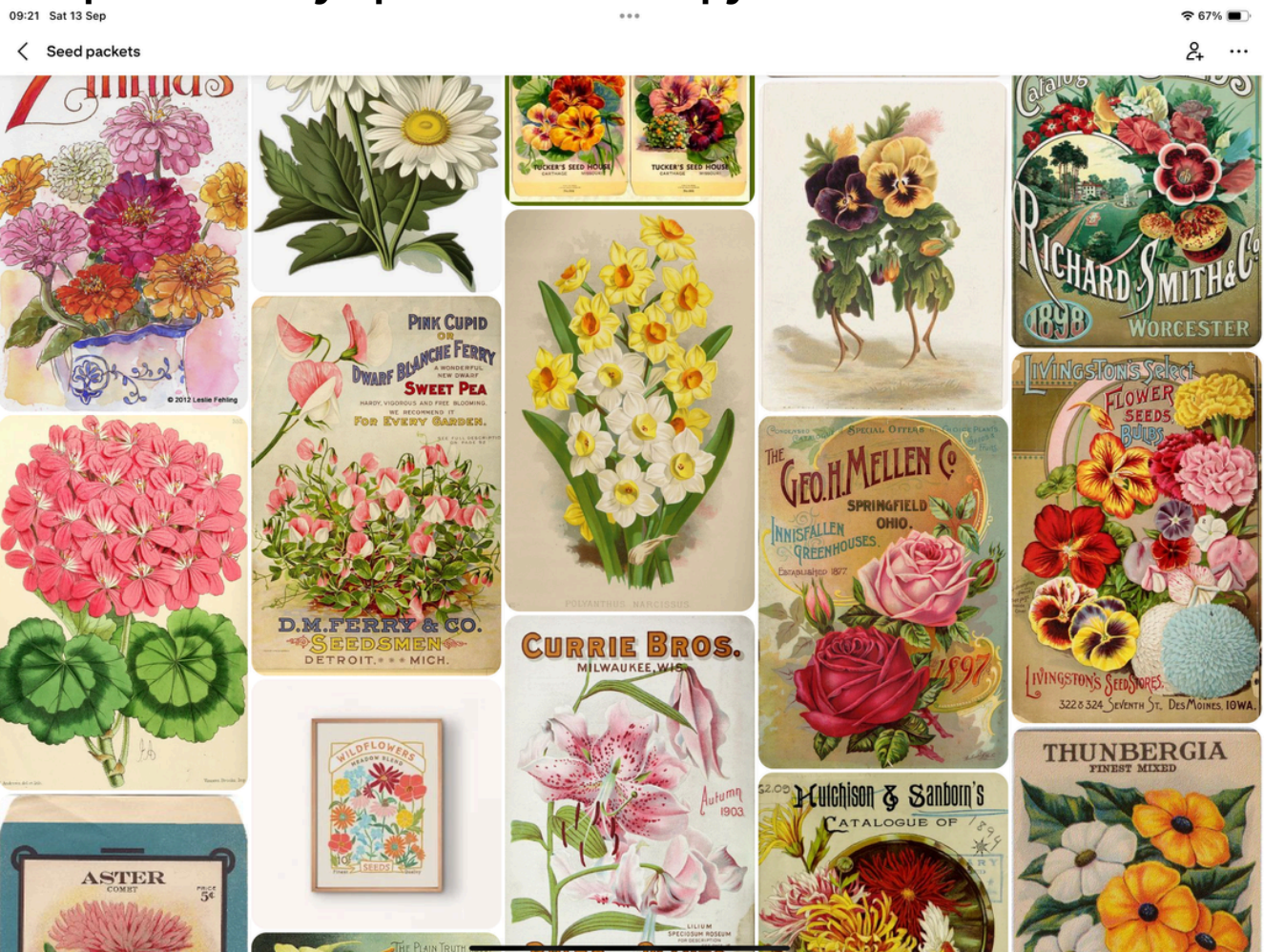
Feel free to add your own colours to this palette



Moodboard:

You will find our Pinterest 'Seed Packets' [moodboard here](#)

Inspiration only - please do not copy work seen here.



Final Thoughts & Creative Challenge

- Aim to capture the balance between nostalgia and contemporary design, making classic botanicals feel fresh, sophisticated, and highly giftable
- Experiment with layering, textures, and subtle pattern variations to give depth and interest across different applications
- Challenge: Create one detailed floral illustration and one repeating pattern that could work interchangeably across stationery, packaging, and home decor
- Encourage storytelling in your designs – consider the gardener, the garden's ecosystem, or the journey of a seed growing into bloom as inspiration

Week 4 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 19th October '25 (in 2 WEEKS).

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 Wk5 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
#talenttapseedpackets

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:



IIA25-MJA001



IIA25-MJA002



IIA25-MJA003



IIA25-MJA004



Sun-kissed Citrus 1
MEL AMANN

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