

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 1 ≡



TALENT TAP
≡ WORKSHOP ≡

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WILD COUNTRY

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 1 - Wild Country

This week's brief takes you to the wide open plains, where sun-warmed leather, dusty denim, and frontier skies set the tone. Wild Country is about rugged charm and lived-in comfort - drawing on the spirit of the Wild West without slipping into costume. It's warm, earthy, and steeped in nostalgia, perfect for modern homes that love a touch of frontier style.

Your challenge is to create a collection that feels both adventurous and comforting - where weathered textures meet folk-inspired pattern, and every detail tells a story. Think slow sunsets over the prairie, the creak of saddle leather, and the worn edges of a well-loved quilt.

Inspiration & Direction

1. Mood & Atmosphere

Confident, warm, and authentic, with a hand-crafted touch. Designs should nod to Western heritage through shapes, motifs, and textures, but remain versatile for contemporary interiors and stationery. This is about style with a story, not novelty.

Draw inspiration from:

- Prairie grasses waving under wide skies
- Bandana borders and folk-floral swirls
- Tooled leather and stitched denim patches
- Weathered saloon signs and hand-painted lettering
- Rope loops, horseshoes, and star motifs used with subtlety

2. Visual Motifs & Elements

Main Motifs: Folk florals, stylised cacti, horseshoes, longhorn silhouettes, wagon wheels, rope borders, sheriff's stars, desert blooms

Textures & Patterns: Leather tooling, denim weave, woodgrain, rope twists, quilt blocks

Compositions:

- Bandana-style repeats with small icons and flourishes
- Central emblems framed like old saloon or rodeo posters
- Quilt-inspired geometric repeats in earthy tones
- Wide horizontal scenes echoing open plains

Tone Variation for Adult Markets

- Rich mid-tones anchored with deep, grounding shades
- Balance decorative flourishes with restrained colour placement
- Let texture and composition carry the Western spirit rather than overloading with motif quantity

Application Ideas & Markets

Choose your direction and imagine your designs applied to one (or more) of these products:

Home Décor

- Cushion covers with bandana-inspired patterns
- Wall art with central emblems or quilt block compositions
- Enamel-style trays with rope or star borders

Stationery & Gift

- Journals with denim or leather-inspired covers and stitched detailing
- Gift wrap with Western folk motifs in the earthy palette
- Notecards with bold, emblem-style designs

Market

Although this brief/theme was designed for **adult markets** - if your normal illustration style is aimed more towards the children's markets, then definitely go with that for this project. **You do you!**

Just a quick note on your submission page - We need to see your beautiful designs laid out on a single page, (sell sheet - see end of brief for an example). If you want to show mockups too, please add them to a second page. Also, there is no limit on how many pages you can submit.

Extended Color Palette

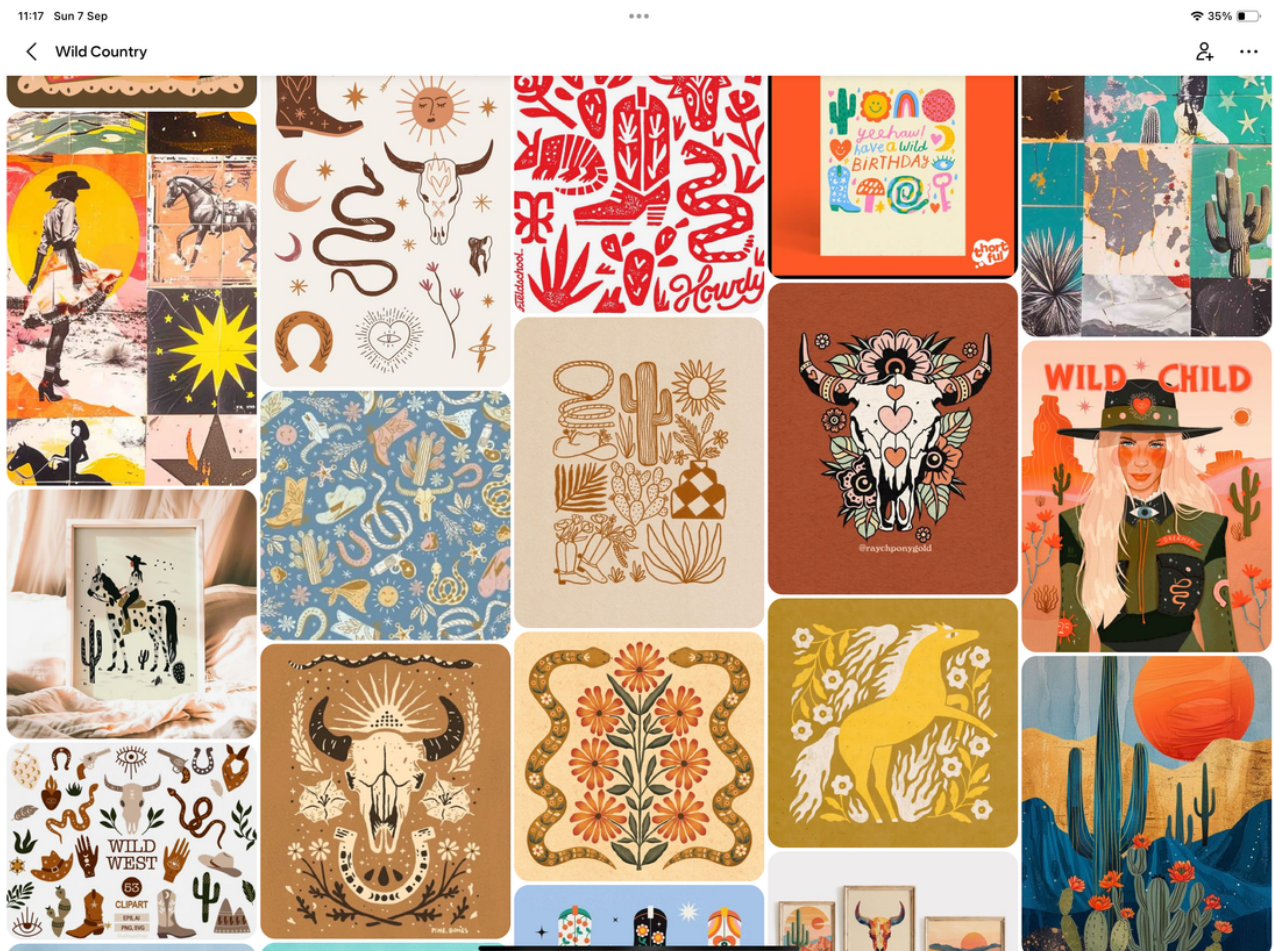
Feel free to add your own colours to this palette



Moodboard:

You will find our Pinterest 'Wild Country' [moodboard here](#)

Inspiration only - please do not copy work seen here.



Final Thoughts & Creative Challenge

This theme is about bringing the romance of the open range into modern design—warm, lived-in, and full of story.

Ask yourself:

- Does my work capture the warmth and adventure of the West without becoming costume-like?
- Are my textures and compositions as important as my motifs?
- Could these designs sit in both a modern home and a rustic cabin with equal ease?

Your goal is to create a mini collection that blends frontier spirit with timeless comfort - authentic, versatile, and made to be treasured.

This is your chance to make frontier charm meet modern comfort!

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 14th September '25

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:

[TT3 Wk1 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
#talenttapwildcountry

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

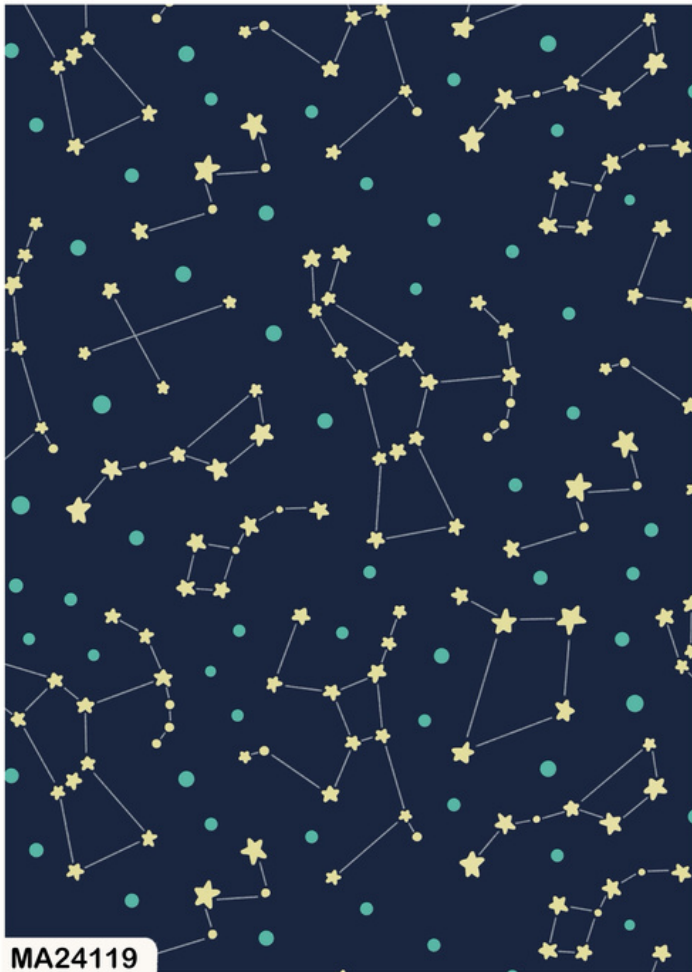
Mel

Illustrate It Agency

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Example presentation page - Mini collection:



CELESTIAL IV

SKU: MA24119-MA24121

Repeats 12x12"

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