

ILLUSTRATE IT *agency*

**Brief Pack
Nursery Rhymes
(Jul-Sep)**

LITTLE MISS MUFFET

Assigned Months: Jul-Sep

Creative Direction:

Explore contrast and storytelling through gentle tension: calm moments interrupted by surprising events. Illustrators can focus on texture, soft light, and playful narrative elements. Capture a balance between serenity and sudden excitement, making the garden scene engaging and full of character for children. Think of cozy picnics, curious creatures, and whimsical cottagecore charm.



Inspiration & Direction

Mood & Atmosphere:

- Gentle, calm, and slightly whimsical
- Playful curiosity and surprise
- Late summer warmth with soft sunlight filtering through gardens
- A cozy, inviting world that feels alive with nature

Visual Motifs & Elements:

- Garden elements: toadstools, flowers, picnic blankets, vintage tea sets
- Small animals and insects: spiders, bees, butterflies, birds
- Gentle sunlight, shadows, and soft textures
- Surprised expressions, movement, and storytelling gestures
- Cobwebs, creeping vines, and natural textures

Supporting Pattern Ideas:

- Repeating flora and fauna in delicate compositions
- Picnic scenes with small props and treats
- Spiders, cobwebs, and subtle surprises integrated into patterns
- Garden tools, watering cans, or whimsical insects as secondary motifs

Application Ideas & Markets:

- Wall art and nursery prints
- Children's bedding, textiles, and playroom décor
- Stationery, notebooks, and planners for kids
- Toys, puzzles, or educational products that feature playful storytelling

Final Thoughts & Creative Challenge:

Your challenge: bring both calm and surprise into one cohesive world. Capture small, delightful details that encourage children to explore the scene. Use textures and gentle contrasts to tell a story that feels alive and inviting.



Color Palette:

Feel free to add your own colours to this palette

#A1D2F0	#FFF5E4
#97BE5A	#FFF1A8
#A67C52	#F9C5D1
#4B4B4B	#CBA3E3

Moodboard:

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

Inspiration only - please do not copy work seen here.

