

ILLUSTRATE IT *agency*

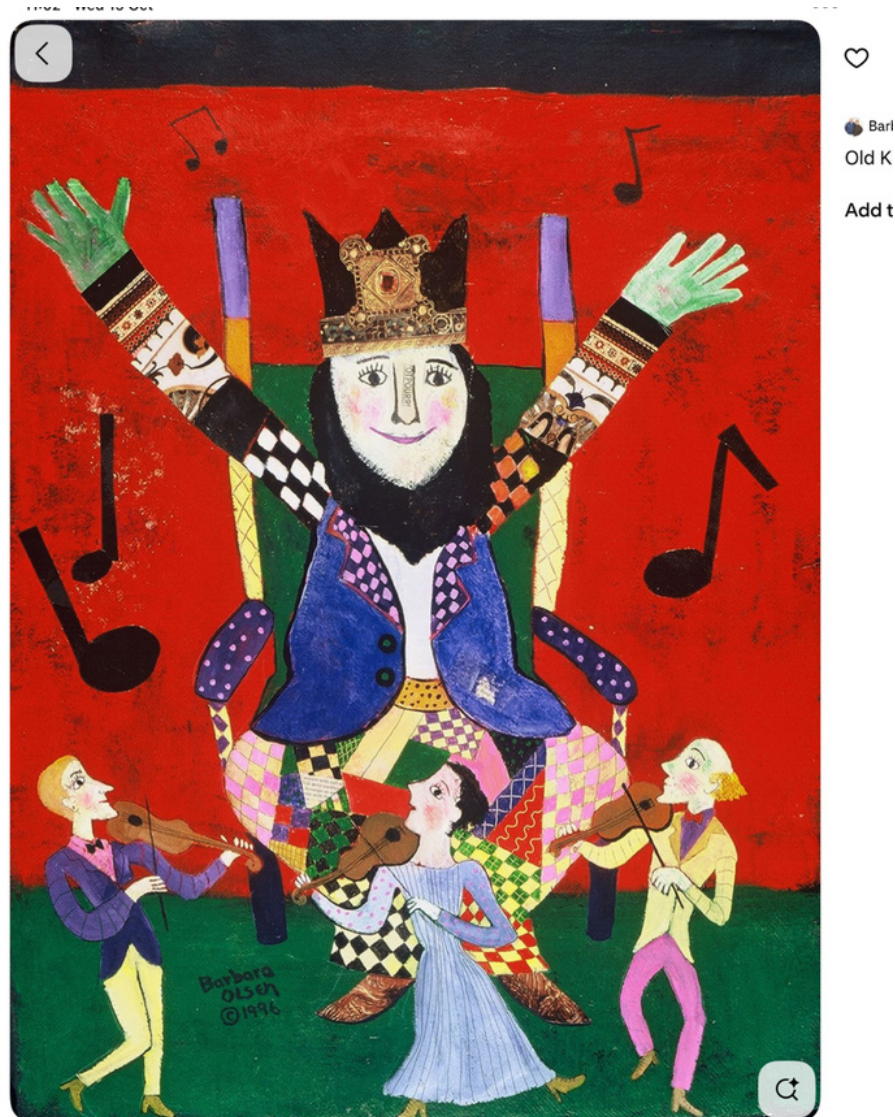
**Brief Pack
Nursery Rhymes
(Oct-Dec)**

OLD KING COLE

Assigned Months: Oct-Dec

Creative Direction:

Lean into warmth, festivity, and charm. Illustrators should focus on joyful gatherings, music, and storytelling. Think cozy feasts, candlelit rooms, and characters celebrating together. Encourage playful detail, expressive faces, and rich textures. This is your chance to explore seasonal coziness and a slightly regal, magical atmosphere for children's products and illustrations.



More to explore

Inspiration & Direction

Mood & Atmosphere:

- Warm, festive, and inviting
- Cheerful and jovial with a sense of celebration
- Slightly regal, yet approachable and friendly
- Cozy and storytelling-focused, encouraging imagination

Visual Motifs & Elements:

- Musical instruments: fiddles, flutes, drums
- Royal elements: crowns, robes, ornate furniture
- Cozy interiors: fireplaces, candles, long banquet tables
- Festive feasts and joyful gatherings
- Animated characters sharing laughter and music

Supporting Pattern Ideas:

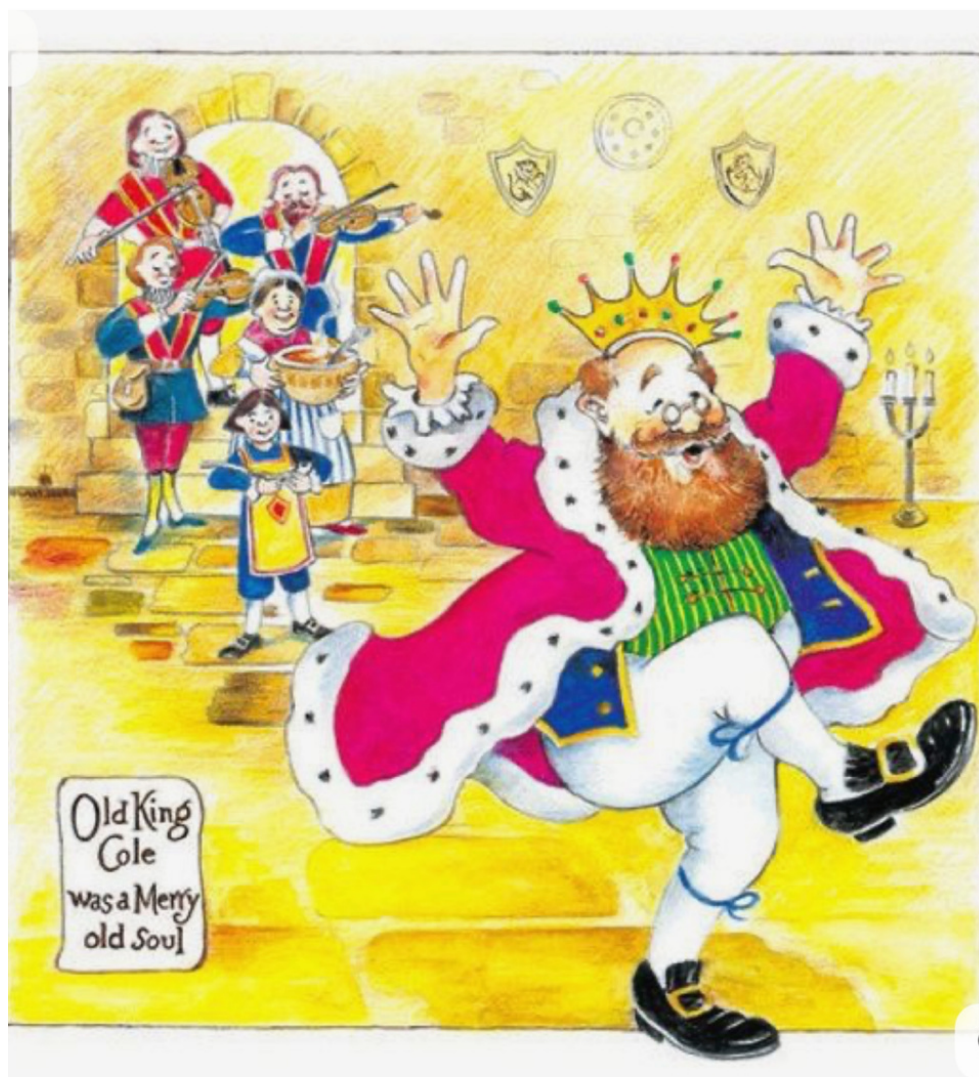
- Rows of dancing fiddlers or musicians
- Repeating crowns, candles, or small festive motifs
- Festive tableware, plates, and goblets in whimsical arrangements
- Layered compositions with instruments, crowns, and joyful characters
- Decorative borders inspired by ornate patterning for a regal feel

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: create a joyful, magical celebration that feels alive with music, laughter, and warmth. Focus on storytelling through gesture, expression, and rich detail. Think about how to make every element feel part of a lively, festive scene that children will enjoy exploring.



Color Palette:

Feel free to add your own colours to this palette



Moodboard:

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

Inspiration only - please do not copy work seen here.

