

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 6 ≡



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WEEK 6 - Rockets & Robots

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 6 themes in total, (spread over 6 weeks), so you will end up with 6 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.

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—3 to 5 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 6 Creative Brief: Rockets & Robots

Theme: Rockets & Robots: Step into a futuristic world filled with sleek rockets, retro-inspired robots, and visions of tomorrow's technology. This theme merges mid-century sci-fi aesthetics with bold innovation, combining chrome surfaces, neon glows, and geometric patterns with playful, character-driven designs. Think of a future imagined in the past—nostalgic yet forward-thinking, where space travel is sleek, and robots are full of personality.



Inspiration & Direction

1. Mood & Atmosphere

This theme should capture the optimism and excitement of space exploration, robotics, and high-tech dreams. Whether drawing inspiration from vintage sci-fi posters, sleek modern minimalism, or quirky mechanical charm, the goal is to transport us into a world where technology and creativity collide.

- Retro-futuristic charm – Think 1950s sci-fi, atomic age optimism, and bold typography.
- High-tech sleekness – Clean metallic surfaces, glowing control panels, and sleek forms.
- Playful & quirky – Characterful robots, whimsical space inventions, and a hint of humor.

2. Visual Motifs & Elements

Here are some ideas to bring the Futurism – Rockets & Robots theme to life:

- Space Exploration – Rockets launching into neon-lit galaxies, futuristic cities on distant planets, astronaut animals.
- Quirky Robots – Vintage wind-up bots, humanoid AI, mechanical creatures with glowing eyes.
- Control Panels & Interfaces – Holographic displays, blinking buttons, and wireframe grids.
- Celestial Wonders – Distant planets, asteroid belts, sci-fi star maps, and cosmic landscapes.
- Futuristic Typography – Stylized block lettering, glowing neon text, or digital pixel fonts.
- Technology & Mechanics – Gears, circuits, robotic limbs, and jetpack designs.

Application Ideas & Markets

This theme lends itself beautifully to multiple product categories - **firstly, you will need to choose which product(s) your mini collection will be designed for from this list:**

1. Stationery & Paper Goods

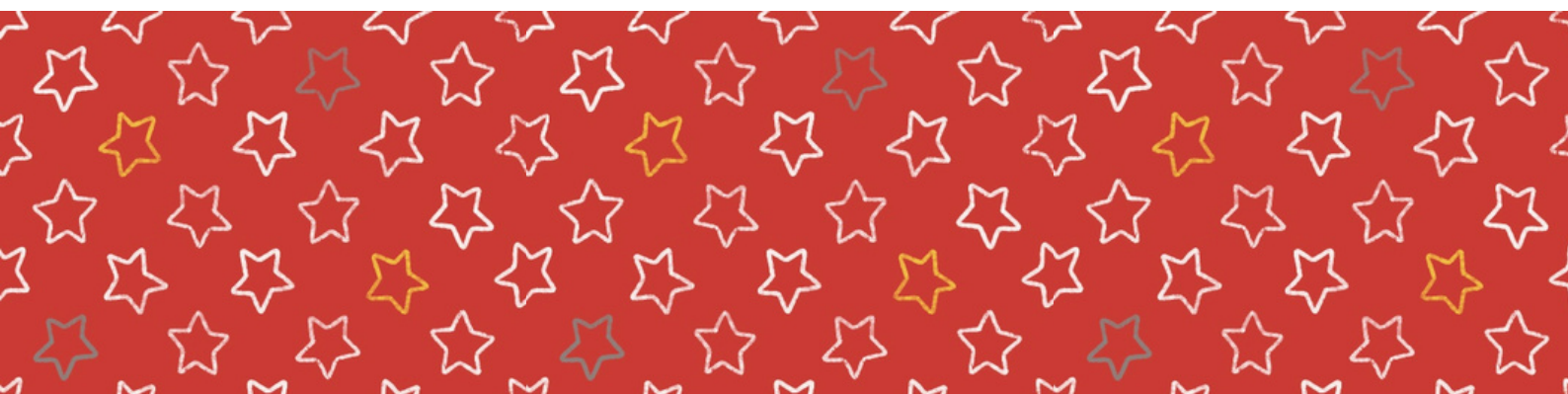
- Notebooks and journals with sleek, geometric patterns and neon sci-fi graphics.
- Greeting cards featuring retro robots and playful space-themed messages.
- Wrapping paper with repeating futuristic cityscapes, rocket launches, or tech-inspired grids.
- Stickers and washi tapes with sci-fi elements and bold retro-futurist shapes.

2. Home & Lifestyle Products

- Wall art featuring colourful space-age compositions or character-driven robot designs.
- Ceramic mugs, plates, and glassware with sci-fi patterns and metallic foils.
- Textile patterns for cushions, blankets, and fashion accessories with planetary motifs or digital textures.
- Packaging with sleek, chrome finishes and cosmic-inspired typography.

3. Fashion & Accessories

- Tote bags, scarves, or apparel prints featuring retro robots and stylized rocket illustrations.



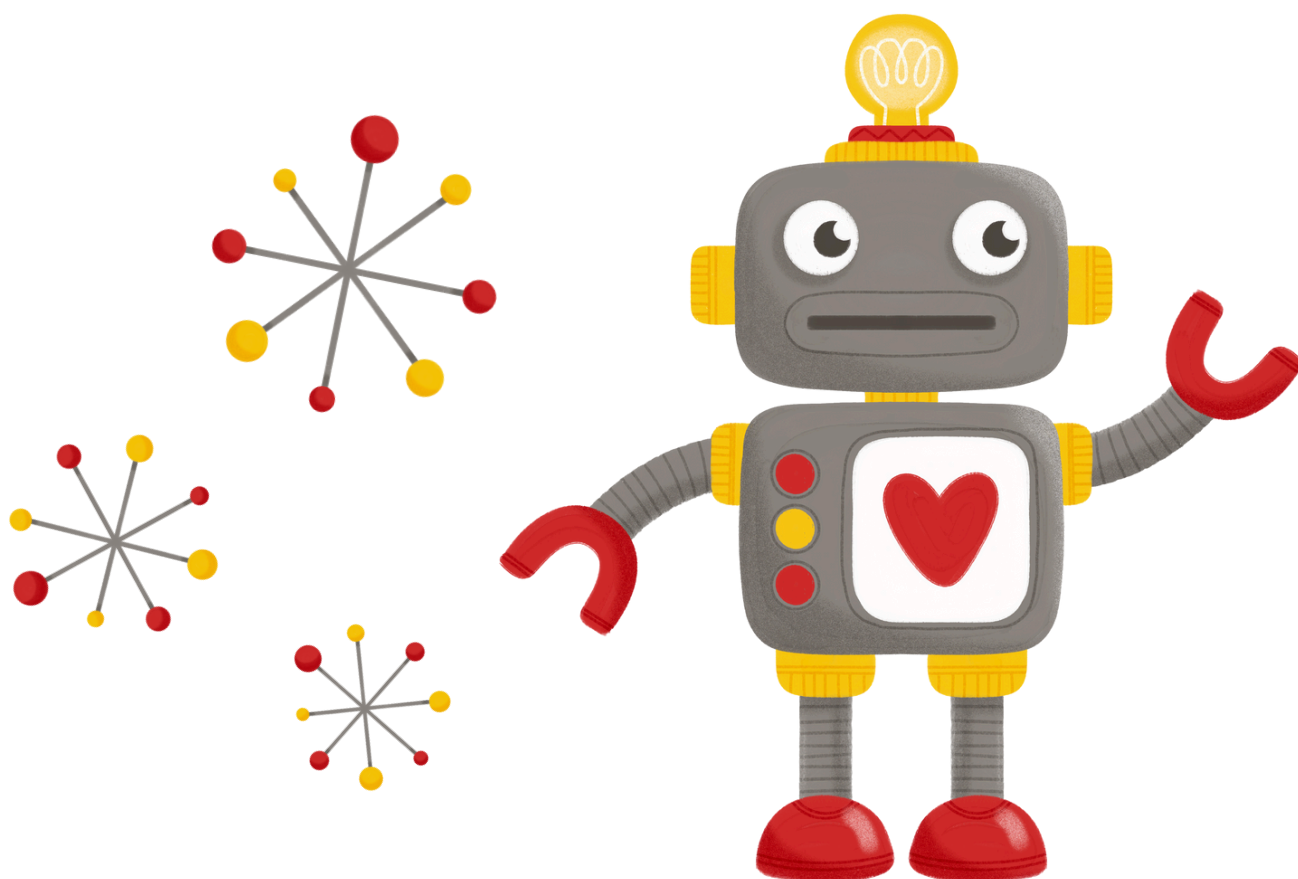
Limited Colour Palette Challenge

This week, we are setting a challenge! **You must use the three core colors below** - you can either stick to just these three or expand the palette by adding your own complementary colors.

Core Palette:

- Rocket Red – #D02B2B (bold, fire-engine red)
- Solar Yellow – #F9C80E (bright, cosmic yellow)
- Warm Alloy Grey – #8C8681 (a soft, industrial grey)

This is your chance to experiment! Will you embrace the limitations of a three-color palette, or will you strategically expand it to push your designs further?



Moodboard:

You will find our Pinterest Rockets & Robots [moodboard here](#)
Inspiration only - please do not copy.

Final Thoughts & Creative Challenge

This is your chance to envision the future through illustration, pattern design, and surface design.

- How can you create a futuristic yet nostalgic aesthetic that feels fresh?
- How can you use light, metallics, and glowing effects to enhance your designs?
- How can bold geometric shapes and clean lines add to the high-tech feel?
- How can you infuse personality into robots and space-age inventions?
- How will you approach the limited color palette—will you stick to just three colors or expand the palette with your own choices?

Your goal is to create a visually dynamic collection that blends retro sci-fi charm with modern futurism—perfect for licensing in stationery, home decor, and lifestyle products.

Week 6 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 and the weekly submissions will be kept private - **if we choose to represent you, this work needs to be exclusive** (in order for us to pitch it for you). If you want to show this work on your socials, it will need to be sneak peeks or work in progress shots, **(not the completed presentation page)***

Submission Deadline:
Sunday 20th April

Please ensure your presentation page/submission is emailed to us as a low-res image, max 300dpi (200dpi is best), in RGB (for on-screen viewing) at: **talent@illustrate-it.co.uk** by **9pm (GMT/UK time)** on the deadline day - this is a special, priority mailbox set up for this workshop.

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 the Rockets & Robots vibe! You can also tag us on your social posts so we can see your beautiful creations - **@illustrateit_agency** and/or use **#IllustrateItRocketsRobots**

If you have any questions, feel free to reach out on the email provided above,

Mel

Illustrate It Agency

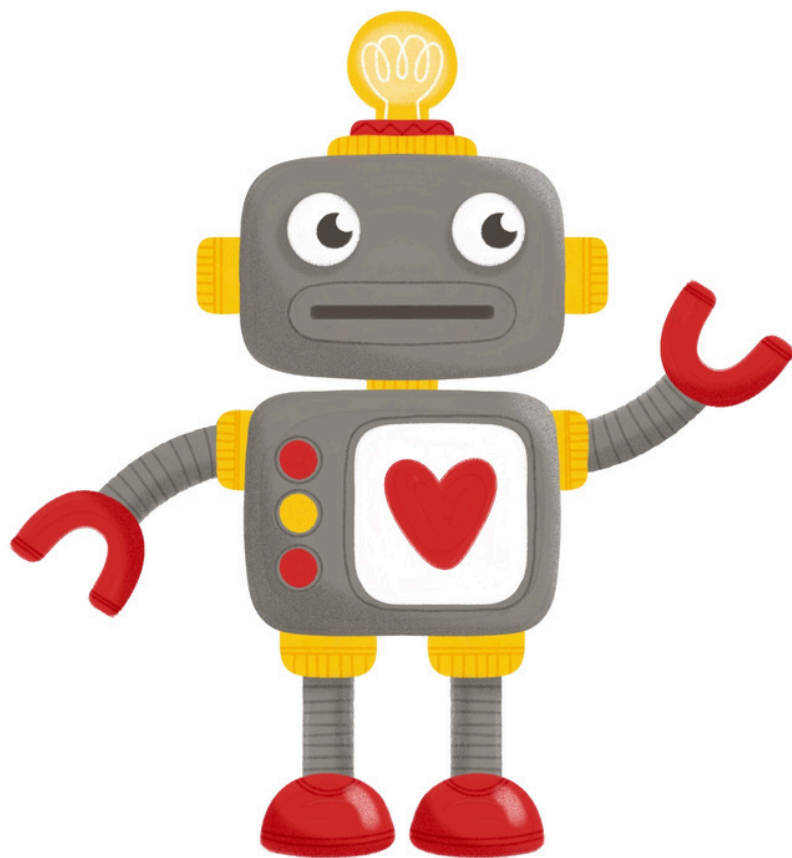
***If we do not offer you representation at the end of this workshop, you can of course share the full presentation page of this work after the workshop has fully ended. We are simply asking that we are the first to see it please.**

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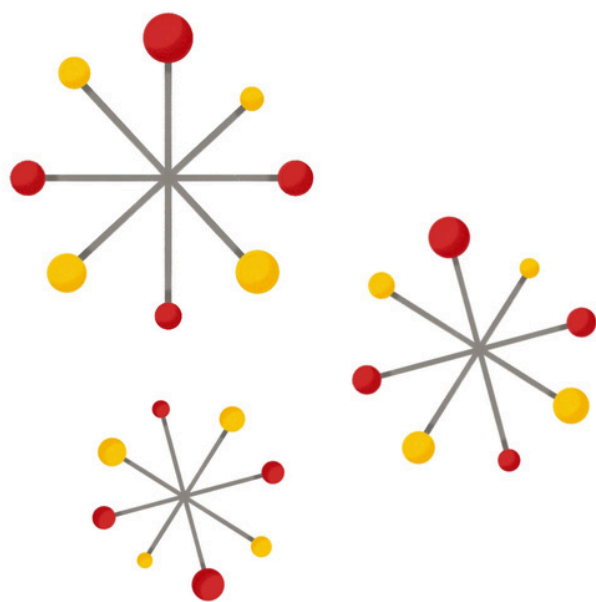
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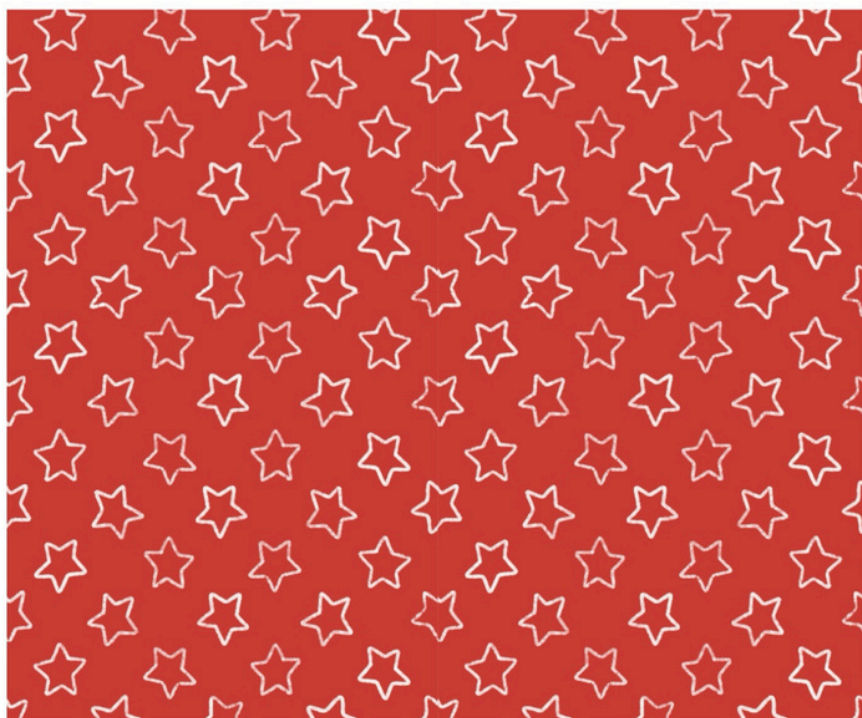
MA24027a



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FUTURISM - ROCKETS & ROBOTS

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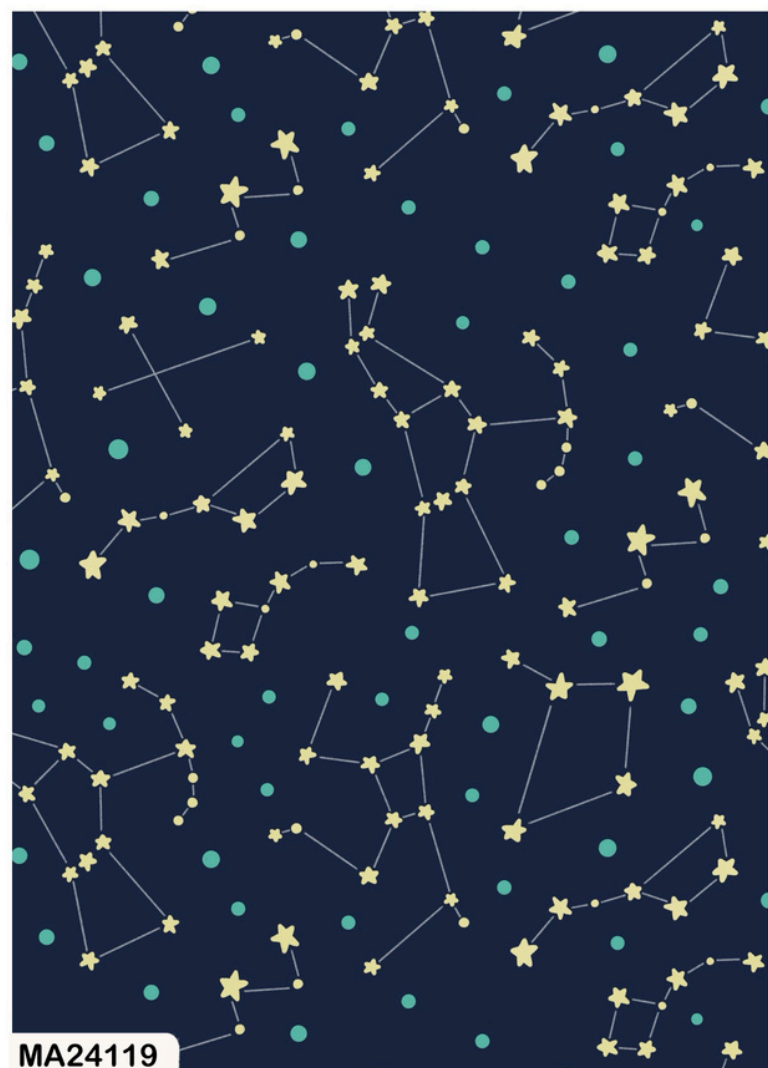
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MA24119



MA24121a



MA24121b



MA24120

CELESTIAL IV

SKU: MA24119-MA24121

Repeats 12x12"

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