

# ILLUSTRATE IT *agency*

PITCH DECK BRIEFS

**‘WOVEN EARTH - BEJEWELLED BUGS’  
FOR HOME DECOR, STATIONERY & GIFT**

## **Creative Brief: Bejewelled Bugs**

Theme: Woven Earth

Markets: Dual – Adults & Baby/Kids

### **Objective**

Design a visually rich mini collection inspired by bugs, beetles, and winged creatures — celebrating nature's intricate beauty through two distinct lenses:

- For adults: Elevate beetles, bees, and bugs into miniature works of art, echoing the luxurious detailing of vintage jewellery and heirloom brooches.
- For kids: Create a whimsical, story-driven world of gentle bugs with big personalities, nestled into soft and natural surroundings.

This collection should feel connected through colour and motif, but flexible enough to suit two audiences — one focused on refined beauty, the other on joyful play.

### **Mood & Atmosphere**

#### **Adults:**

Elegant, tactile, and refined. Imagine a moss-lined jewellery box, glints of gold catching natural light, and the ornate craftsmanship of antique pins or embroidered heirlooms. The palette and tone should feel rich but grounded — where nature meets adornment.

#### **Kids:**

Gentle, curious, and magical. Picture a leafy world where bugs wear leafy hats, play hide and seek in flowers, and sip dew from teacups. The atmosphere should be comforting, imaginative, and warm — a garden adventure filled with friendship and wonder.

## **Motifs to Explore**

Universal Motifs (adapt for each market):

- Beetles, bees, dragonflies, butterflies, fireflies, moths
- Antennae, wings, fuzzy bellies, spots and stripes
- Florals, leaves, moss, pebbles, rain droplets
- Cocoons, hives, nests, soft mushroom caps

## **Adults – Refined & Decorative:**

- Symmetrical beetles with filigree wings
- Gemstone-like patterns: amethyst dots, opal sheen, topaz stripes
- Jewelled body parts (e.g. gemstone wings, gilded limbs)
- Insects placed in central medallions or oval frames
- Botanical flourishes (gold vines, climbing florals)

## **Kids – Whimsical & Character Driven:**

- Friendly bugs with tiny boots, hats, umbrellas
- Insects gardening, having picnics, reading under mushrooms
- Baby bugs learning to fly or make friends
- Houses inside flowers, bugs tucked into leafy beds
- Expressions, body language, storytelling interactions

## **Suggested Supporting Patterns**

### **Adults:**

- Jewel-tone repeats of ornate beetles on dark or linen bases
- Mirrored wing patterns, moths in symmetry
- Decorative placement prints (like an enamel pin layout)
- Abstract wing textures, scale details, or crawling trails
- Gold line art over tonal backgrounds

**Kids:**

- All-over scatter prints of character bugs among leaves
- Garden scenes in repeat (bug village, picnic day, rainy day)
- Nature trails with footsteps or flight paths
- Simplified floral and foliage backgrounds
- Motif blocks or patchwork-style layouts

**Illustration & Composition Style****Adults:**

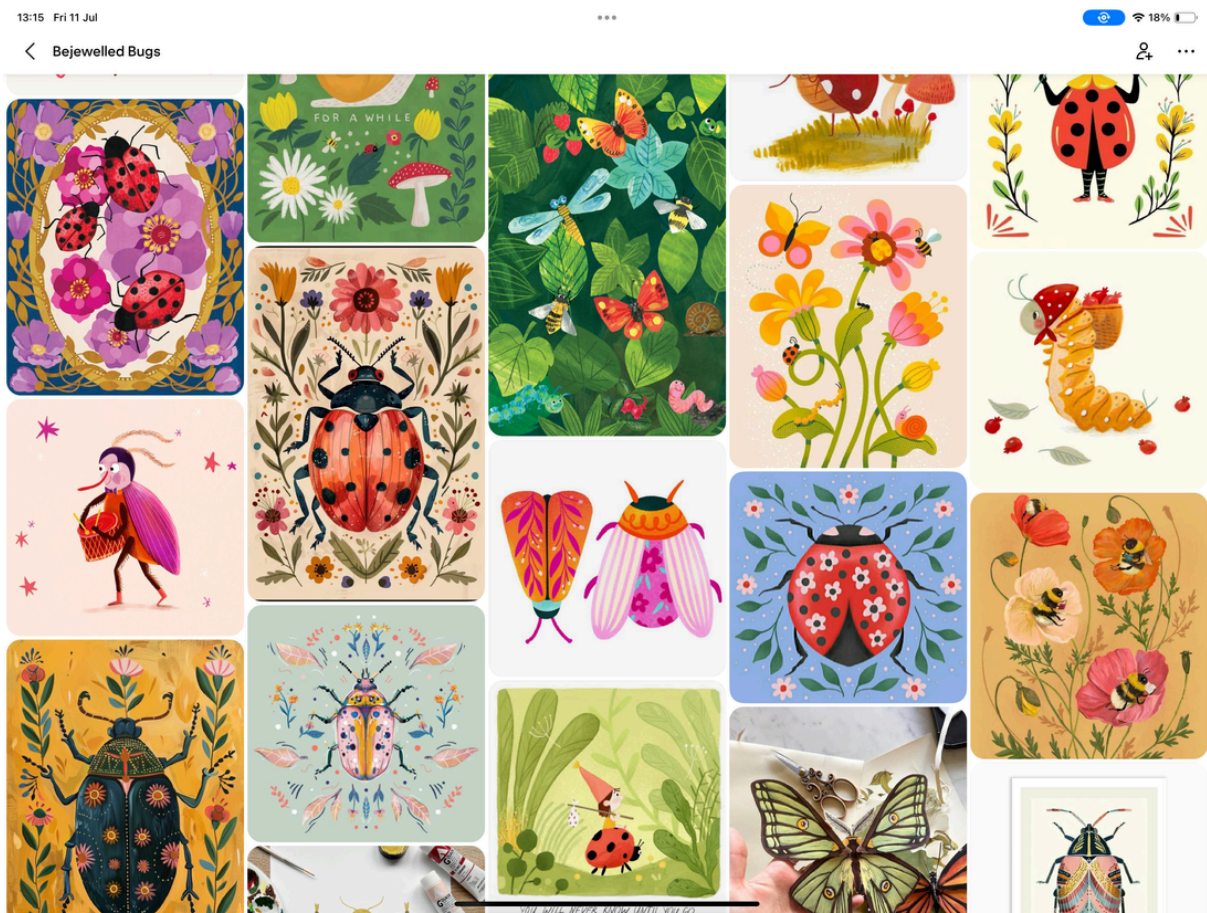
- Medium: Digital or mixed media with visible texture
- Style: Highly detailed, fine linework, with subtle shading
- Finish: Elegant, stylised realism with a decorative edge
- Composition: Emblem-style placement, framed beetles, or symmetrical layouts
- Vibe: Luxe, thoughtful, slightly vintage

**Kids:**

- Medium: Watercolour, soft digital painting, or pencil textures
- Style: Character-based, with exaggerated expressions and poses
- Finish: Soft edges, tactile textures, warm and inviting
- Composition: Story scenes or expressive spot illustrations
- Vibe: Friendly, imaginative, playful and natural

**Pinterest board** - Please use this board for inspiration only - please do not copy anything from here:

**Collaborate on Pinterest**



**Colour Palette** - feel free to add your own neutral colours:



**DELIVERY:**

- ✓ Sell sheets containing at least 2 images and a maximum of 9 images eg. 1 placement and 1 pattern, or 2 placements, or up to 9 patterns boxes - but mix of pattern and placement is best.
- ✓ size 8.5in x 11in - if you have A4 size already that's fine! Sell sheet templates are provided.
- ✓ Page orientation - not fussy 😊
- ✓ Preferably at 200dpi - but keep a min 300dpi copy for yourself.
- ✓ When submitting work for the pitch deck themes - please use the theme when naming your image (important) - and please also include your name or initials on all of your work (eg. MelA-bejewelledbugs01).

I cannot wait to see what you create 🌟❤️💎