

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 4 ≡



TALENT TAP
≡ WORKSHOP ≡

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CAMPFIRE NIGHTS

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—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 4 - Campfire Nights

Theme: Campfire Nights

This week's brief invites you into the cosy, crackling world of Campfire Nights - a playful, nostalgic theme filled with stories, s'mores, and starry skies. This collection is all about the magic of being outdoors together: tents, toasted marshmallows, and the joyful chaos of bonding time. It's aimed at Father's Day, so lean into the fun, warmth, and silliness of dads and kids enjoying a night under the stars. Whether it's a backyard camping adventure or a wild trip into the woods, let your illustrations celebrate everything that makes campfire moments memorable: from burnt marshmallows and spooky stories to silly songs and bug spray.

Inspiration & Direction

1. Mood & Atmosphere

Campfire Nights should feel wholesome, warm, and full of personality, (with a sprinkle of outdoorsy mischief). Think illustrated tales told by firelight, a dad trying to pitch a tent, or a child proudly cooking something questionable on a stick. Let the setting inspire you: pine trees, glowing lanterns, sleeping bags, and a sky full of stars.

This is Father's Day with a twist—sweet and sentimental, but also messy, real, and laugh-out-loud funny.

2. Visual Motifs & Elements

Mix and match from the following to create a rich, character-led world:

- Characters: Dads and kids (human or animal!) enjoying camping rituals—roasting marshmallows, telling ghost stories, stargazing, fishing, playing card games, or snoozing in hammocks.
- Campfire Scenes: Flames, sparks, logs, lanterns, tents, shadows dancing across trees, and fireflies.
- Humour & Chaos: Tent mishaps, bugs in the sleeping bag, toast-on-a-stick disasters, or burnt food.
- Cosy Details: Patterned blankets, plaid shirts, enamel mugs, thermoses, or glowing lanterns.
- Nature Elements: Trees, mountains, lakes, starry skies, crescent moons, animal visitors.
- Father's Day Messages: Puns and heartwarming humour - “You're In-Tents, Dad!” or “Best Flippin' Camp Cook!”, “I Love You S'more Than Anything!”, or “Campfire King” etc. You get the idea!

Application Ideas & Markets

Design your mini collection with Father's Day greeting and gift categories in mind:

Greeting Cards & Gift Wrap

- Illustrated Father's Day cards with heartfelt or humorous scenes (e.g. Dad's Snore Scared the Bears).
- Gift wrap with repeat patterns: tents, trees, marshmallows, stars, or animal characters in camping gear.
- Gift tags or mini cards with cosy campfire motifs or pun-based messages.

Home & Room Décor

- Father-child wall art prints featuring camping scenes—customisable with names.
- Mini art prints for frames or desk displays with tent-themed quotes or cosy scenes.
- Tea towels or mugs with Dad-and-kid illustrations and clever phrases.

Apparel & Accessories

- T-shirt graphics with "Campfire King," "Marshmallow Master," or illustrated badges and patches.
- Enamel-style badge designs for pins, keyrings, or iron-ons (e.g. Camp Dad, S'more Love).
- Bandanas, tote bags, or socks with repeat patterns or character icons.

Extended Color Palette

A warm, woodland-inspired palette with pops of campfire glow and sky tones:



Moodboard:

You will find our Pinterest ‘Campfire Nights’

moodboard here

Inspiration only - please do not copy work seen here.



Final Thoughts & Creative Challenge

This is your chance to celebrate the quirks and joys of Father's Day through the cosy, imaginative lens of campfire nights. Create characters, spark mini stories, and fill your collection with warmth, humour, and heart.

- How will you illustrate a memorable dad-and-kid moment?
- Can you capture both chaos and calm in the same scene?
- What makes a “Campfire Dad” instantly recognisable and lovable?

Your goal is to create a charming, character-led collection perfect for Father's Day cards, gifts, and keepsakes—rooted in love, laughter, and the great outdoors.

Week 4 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!)**

You can either email your submission for this week's brief to:
talent@illustrate-it.co.uk

Or, post it into the Discord group (link is on the next page).

Submission Deadline:

Sunday 29th June

Please ensure your presentation page/submission is posted into the [TT2 Discord gallery](#) for this week 4 round by **9pm (GMT/UK time)** on the deadline day.

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.

You can also tag us, (please no collaboration requests), on your social posts so we can see your beautiful creations:

@illustrateit_agency

#talenttapcampfire

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

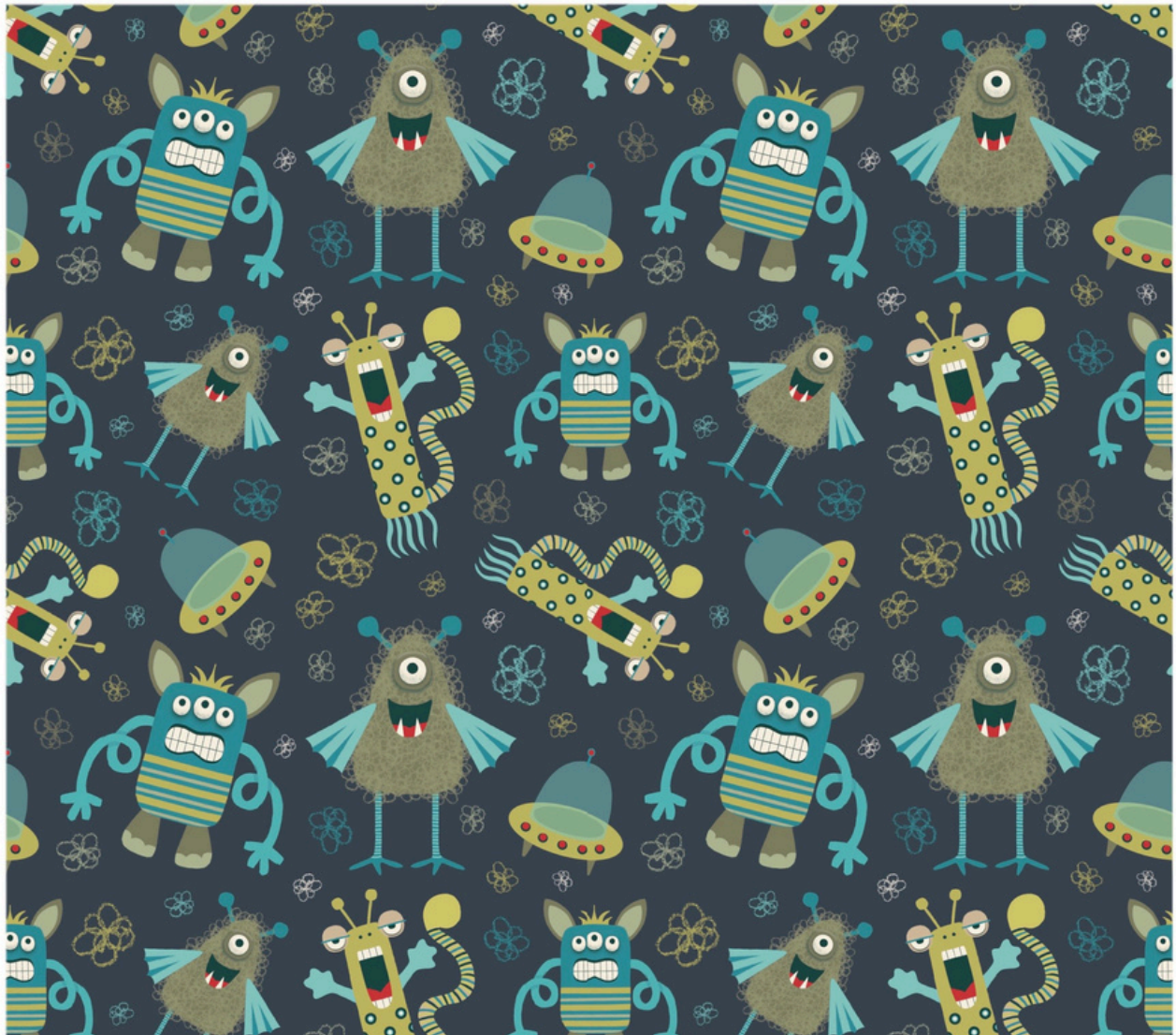
Mel

Illustrate It Agency

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Example Sell Sheet



Mel Amann

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‘Aliens’