

ILLUSTRATE IT

CREATIVE BRIEF



Vol. 1

Creative Brief 1: GROOVIN' TO THE PAST

Overview:

Transport your designs to a time when vinyl records ruled, cassette tapes were the epitome of cool, and music festivals pulsed with the energy of funky beats and neon lights. **Groovin' to the past** combines the nostalgia of **vintage record players**, **cassette tapes**, and **classic microphones** with the rhythmic energy of abstract sound waves, musical notes, and bold, funky colour palettes inspired by **70s and 80s music culture**.

This brief invites you to channel the magic of **retro music** aesthetics through your art. Create a design that embodies the soulful, bohemian vibe of past music eras while celebrating the timeless energy of music that moves, grooves, and lives in vibrant color. Think **neon**, **geometric patterns**, and **nostalgia**, and let your creativity sync with the beat.

Theme Inspiration:

The theme draws from the golden era of **vinyl records** and the electrifying energy of **retro music festivals**. Imagine a world where **stylised record players** spin timeless tunes, **cassette tapes** hold the best mixtapes, and **vintage microphones** capture the voices of legends. Add in elements of **abstract sound waves** and **musical notes** to represent the pulse of rhythm, and let bold **neon colors** (think electric blues, hot pinks, and sunny yellows) evoke the vibe of **music festivals** from the 70s and 80s. The aesthetic should be energetic, fun, and bursting with life - just like the music it's inspired by.

This brief allows you to explore music as visual art, combining iconic symbols of retro music culture with abstract, energetic patterns that capture the essence of sound.

Key Elements to Include:

- Stylized record players and vinyl records: Think of groovy, mid-century modern designs or exaggerated, retro-styled turntables.
- Cassette tapes and vintage microphones: Play with bold graphic representations, stylized details, and playful interpretations.
- Abstract sound waves: Create patterns or shapes inspired by sound frequencies or music rhythms.
- Musical notes and rhythms: Incorporate flowing, dynamic shapes that convey movement and energy.
- Neon colors: Reflect the energetic vibe of 70s and 80s music festivals, including bright hues like neon pink, yellow, electric blue, and vibrant green.
- Geometric patterns: Think of 70s and 80s-inspired patterns like zigzags, grids, and abstract shapes.
- Funky typography: Experiment with typography styles that evoke the playful, bold aesthetic of vintage music festival posters.

Requirements:

- The design should evoke the playful and vibrant energy of the 70s and 80s music scene.
- Include stylized retro music elements such as vinyl records, cassette tapes, sound waves, and musical notes.
- Designs should reflect a bold, graphic approach with neon tones and retro patterns.

Colour Palette:

Here's an extended colour palette to capture the **Groovin' to the past** theme with its bold, neon-infused energy:

-  Electric Blue – Hex: #00A9E0
-  Neon Pink – Hex: #FF6A8F
-  Sunshine Yellow – Hex: #FFED42
-  Neon Green – Hex: #00F9B2
-  Bold Tangerine – Hex: #FF7F32
-  Retro Purple – Hex: #9B4D9D
-  Electric Red – Hex: #F72C25
-  Graphite Black – Hex: #2E2A2A
-  Soft Sky Blue – Hex: #6AC2E0
-  Gold Accent – Hex: #F2B902
-  Cool Lavender – Hex: #C9A4E3
-  Vinyl Black – Hex: #101010
-  Muted Teal – Hex: #006F73
-  Burnt Sienna – Hex: #E1742C
-  Powder Blue – Hex: #A3C8E5

You **do not** need to use all of these colours in your design!
And you can, of course, add your own colours to this palette.

Moodboard:

You can find a Moodboard for this brief on our [Pinterest link](#):

Key Considerations:

- Target Market: Think about how your work will resonate with **music lovers, retro enthusiasts**, or anyone with a passion for **vintage culture**, especially in the context of stationery (notebooks, journals, and greeting cards), posters for events, tote bags, apparel, or album art.
- Make it fun and dynamic: The goal is to visually communicate the energy, vibrancy, and nostalgia of the vinyl and retro music culture while keeping your style fresh and unique.

Show your work:

- Be sure to add what you have created to your portfolio.
- Post your work on Instagram using the hashtag: **#illustrateitgroovin** and tag us: **@illustrateit_agency** so we can like and share your work.

Let's Groove with Your Retro Vibes!

We can't wait to see how you interpret the timeless energy and nostalgia of retro vinyl and the music festival spirit in your work! Whether you're inspired by funky cassette tapes or the bold neon lights of the 80s, we're ready to see your creative rhythm!

Enjoy!