

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 4 ≡



TALENT TAP
≡ WORKSHOP ≡

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FOLKY FOREST

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 - 2 to 3 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 - FOLKY FOREST

Create charming, nature-inspired artwork that invites children into a whimsical forest adventure. This theme is about celebrating curiosity, discovery, and the quiet magic of the natural world. Think friendly woodland animals, hidden trails, and playful discoveries under leafy canopies. Designs should feel tactile, textured, and full of heart - bringing together earthy tones, soft shapes, and folky patterns that spark a sense of storytelling.

The goal is to capture the wonder of exploring the outdoors, encouraging little ones to imagine themselves wandering through enchanted woods filled with shrooms, ferns, trees, and cheerful animal companions.

Inspiration & Direction

Mood & Atmosphere:

- Cozy, welcoming, and playful with a gentle sense of exploration
- Earthy, natural tones combined with pops of bright, cheerful colours that spark imagination
- Hand-drawn, painterly, and folk-art influenced styles that feel approachable and storybook-like
- Inviting woodland scenes that feel like stepping into an enchanted forest filled with secrets
- Whimsical and characterful, encouraging curiosity and discovery with every detail
- A mood of warmth, friendship, and adventure, where every animal and plant feels alive with personality

Visual Motifs & Elements:

- Forest animals: foxes, deer, owls, hedgehogs, squirrels, raccoons, bears, rabbits
- Botanicals: trees, leaves, ferns, mushrooms, berries, acorns, wildflowers
- Playful details: forest trails, footprints, logs, toadstools, little backpacks and scarves
- Folk-art influence: simplified, patterned animals, symmetrical motifs, decorative leaves
- Seasonal magic: dappled light, soft textures, gentle woodland atmosphere

Supporting Pattern Ideas:

- Repeating rows of animals and plants in folk-art style
- Leaf and fern silhouettes layered with textured brush strokes
- Trail maps or woodland path illustrations with tiny footprints to follow
- Mushroom clusters with whimsical caps and dotted details
- Scattered berries, acorns, and flowers in organic, irregular repeats
- Decorative woodland borders for placement prints and product details

Application Ideas & Markets:

Children's Nursery:

- bedding, wall art, mobiles, rugs, storage baskets with woodland motifs

Stationery:

- notebooks, sketchbooks, stickers, activity pads, calendars with playful animal patterns

Gifts:

- mugs, tins, lunch boxes, pencil cases, and backpacks with forest characters

Toys & Puzzles:

- jigsaw puzzles, memory games, stacking blocks, or play mats inspired by forest trails and animals

Extended Color Palette

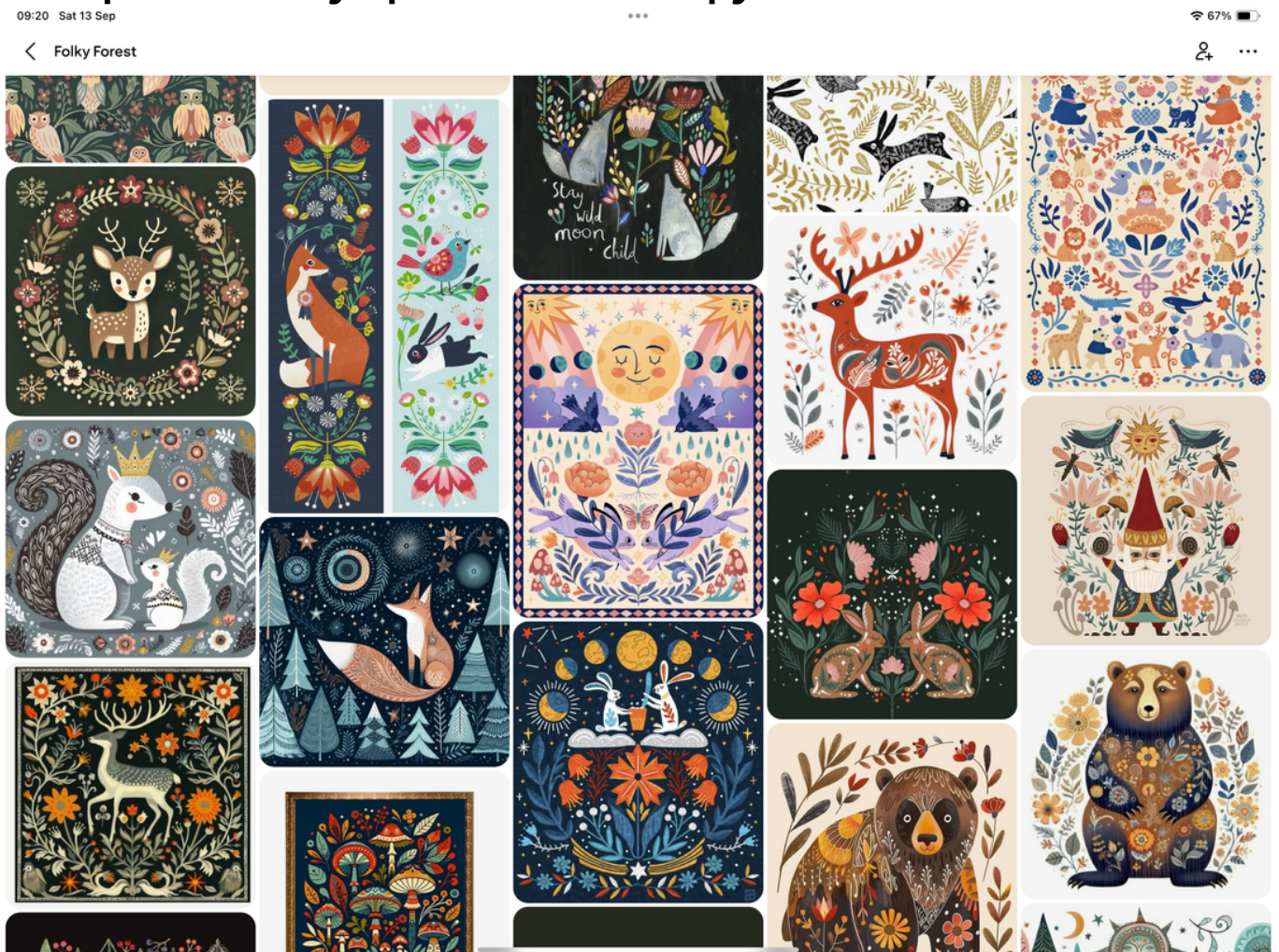
Feel free to add your own colours to this palette



Moodboard:

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

Inspiration only - please do not copy work seen here.



Final Thoughts & Creative Challenge

The Folky Forest theme is all about capturing the magic of the outdoors in a way that feels playful and approachable for children. Think about how your artwork can tell a story — perhaps a fox leading friends down a hidden path, or hedgehogs gathering acorns for winter.

Use texture, layering, and folk-inspired motifs to add warmth and character.

Creative Challenge: Create a woodland scene that feels like a storybook illustration — full of friendly animals, natural textures, and tiny details waiting to be discovered. Could your design work both as a large-scale nursery wall print and as a repeat pattern for a product like bedding or puzzles?

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!)**.

Submission Deadline:

Sunday 5th October '25

Please ensure your presentation page/submission is posted into the TT3 Discord gallery for this practice round by **9pm (GMT/UK time)** on the deadline day. You can find the gallery here:

[TT3 Wk4 Gallery](#)

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 Flight Club!

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

@illustrateit_agency

#talenttapforest

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

Mel

Illustrate It Agency

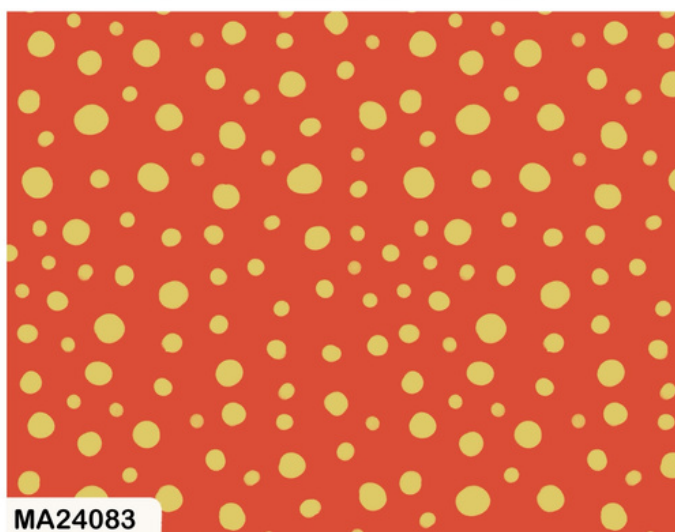
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Example presentation page - Mini collection:



MA24082



MA24083



MA24084a



MA24084b

MUSHROOM MAGIC

SKU: MA24082-MA24084

Repeats 12x12"

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