

ILLUSTRATE IT *agency*

Brief Pack
Family Games Night

FAMILY GAMES NIGHT

Creative Direction:

Celebrate laughter, connection, and the joy of simple fun with artwork inspired by family game nights and friendly get-togethers. This theme is all about togetherness — gathering around the table, sharing snacks, and playing old favourites or silly new games.

For adults: capture the warmth and nostalgia of shared moments — classic games, retro packaging, and a touch of vintage charm.

For children: celebrate energy, imagination, and play with bright colours, lively characters, and interactive details. Whether it's a family tournament, a night of laughter with friends, or a cosy winter evening indoors, this theme embraces creativity, competition, and connection.



Mood & Atmosphere:

- Warm, joyful, and filled with friendly chaos
- A balance of nostalgia and freshness — familiar icons reimagined in modern palettes
- Laughter, chatter, and snacks scattered across the table
- Think mismatched mugs, retro board designs, doodled scorecards, and silly winners' poses
- For children: bright, expressive, and full of personality — think movement, smiles, and dynamic compositions
- For adults: contemporary yet cosy — mid-century colour blocking, graphic details, and a wink of retro flair

Visual Motifs & Elements:

- Board game pieces: dice, pawns, counters, cards, spinners
- Game boards and grids — snakes and ladders, tic-tac-toe, checkers
- Playing cards, dominoes, bingo, and jigsaw puzzles
- Tablescapes: mugs of cocoa, bowls of popcorn, half-played games
- Trophy cups, score sheets, pencils, and banners reading Winner! or Your Turn!
- Friends and family gathered in laughter, pets joining the chaos
- Whimsical characters playing oversized games or joining the fun

Supporting Pattern Ideas:

- Checkerboard or grid-inspired repeats with playful movement
- Rows of dice, tokens, and game symbols with irregular spacing
- Overlapping cards and counters with subtle shadows for layered depth
- Starburst confetti or stylised sound words (click! roll! spin!) for playful energy
- Character-led patterns showing groups or teams mid-game joyful characters

Application Ideas & Markets:

Note: This is an art and illustration theme — not a product design brief for actual toys or games. The goal is to create surface designs and illustrations inspired by the joy and nostalgia of family fun, for use across gift, stationery, and home categories.

Adult Markets:

- Stationery: Journals, notepads, wrap, and greeting cards inspired by retro game graphics
- Home: Mugs, cushions, trays, and table linens celebrating togetherness and connection
- Gift: Boxed stationery, puzzles, and home accessories with playful nods to game night
- Packaging: Snack tins, chocolate boxes, and candles featuring nostalgic or geometric designs

Children's Markets:

- Home & Nursery: Prints, bedding, and wall art evoking the magic of family fun
- Lifestyle: Apparel, lunchboxes, backpacks, and accessories inspired by play and personality
- Stationery & Gift: Sketchbooks, sticker sets, wrapping paper, and party accessories

Final Thoughts & Creative Challenge:

Your challenge: create a joyful, magical celebration that feels alive with music, laughter, and warmth. Focus on storytelling through gesture, expression, and rich detail. Think about how to make every element feel part of a lively, festive scene that children will enjoy exploring.



Color Palette:

Feel free to add your own colours to this palette



Moodboard:

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

Inspiration only - please do not copy work seen here.

