

ILLUSTRATE IT *agency*

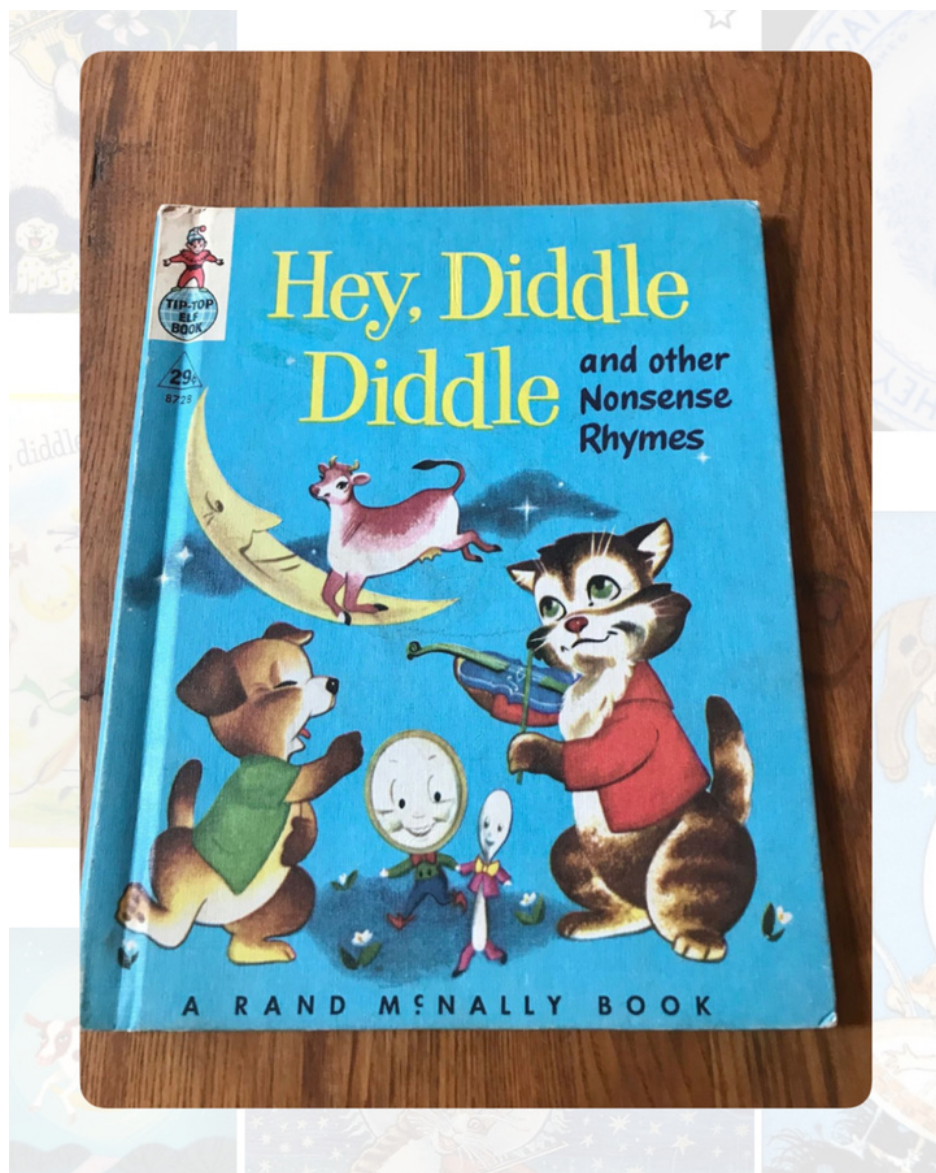
**Brief Pack
Nursery Rhymes
(Apr-Jun)**

Hey Diddle Diddle

Assigned Months: Apr-Jun

Creative Direction:

Celebrate imagination, laughter, and the unexpected with vibrant storytelling. Illustrators can focus on quirky characters, playful composition, and whimsical scenarios. Encourage unusual colour combinations and textures to evoke a sense of dreamlike fun. Think about lively animals, mid-air antics, and joyful chaos that sparks delight for children.



Inspiration & Direction

Mood & Atmosphere:

- Cheerful, mischievous, and lighthearted
- Dreamlike, magical, and slightly surreal
- Playful energy with a springtime freshness
- Scenes that feel dynamic and full of movement, inviting children to explore

Visual Motifs & Elements:

- Dancing or leaping animals: cats, cows, and other playful creatures
- Musical instruments: fiddles, drums, flutes
- Celestial imagery: smiling moons, twinkling stars, clouds
- Everyday objects brought to life: dishes, spoons, or household items with character
- Whimsical, gravity-defying compositions

Supporting Pattern Ideas:

- Repeating playful animals in motion
- Musical motifs combined with stars and clouds
- Floating dishes, moons, and tiny celestial elements
- Layered compositions of instruments, animals, and abstract shapes for energy

Application Ideas & Markets:

- Wall art and nursery prints
- Children's bedding, textiles, and playroom décor
- Stationery, notebooks, and planners for kids
- Toys, puzzles, or educational products that feature playful storytelling

Final Thoughts & Creative Challenge:

Bring joyful chaos to life in your illustration! Your challenge: capture a sense of motion and surprise in every detail, creating a world that children can get lost in. Explore unexpected colour combinations and quirky compositions to make the scene truly memorable.



Color Palette:

Feel free to add your own colours to this palette

#009C9E	#FFF8E1
#E94B3C	#CDA4DE
#F8C53A	#F9C5D1
#1C1C73	#87CEEB

Moodboard:

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

Inspiration only - please do not copy work seen here.

