

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 5 ≡



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WEEK 5 - Tea Party Elegance

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 6 themes in total, (spread over 6 weeks), so you will end up with 6 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.

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 5 Creative Brief: Tea Party Elegance

A timeless celebration of **delicate florals**, **vintage charm**, and refined whimsy, where **intricate china**, **dainty treats**, and soft pastels set the scene for an enchanting afternoon gathering. This theme is all about sophistication, nostalgia, and a touch of fairytale magic, blending **classic English tea** culture with dreamy, romantic aesthetics.



Inspiration & Direction

1. Mood & Atmosphere

Picture a beautifully set tea table adorned with heirloom teacups, embroidered linens, and fresh blooms in soft hues. Sunlight filters through lace curtains, casting a warm, golden glow over pastel macarons and sugar-dusted pastries. This theme embodies elegance, nostalgia, and gentle indulgence—a world where time slows, conversations flow, and beauty is found in the smallest details.

Your designs should evoke a sense of refined whimsy, transporting the viewer to a dreamy afternoon of vintage charm and effortless sophistication.

2. Visual Motifs & Elements

Explore these key elements to bring the Tea Party Elegance theme to life:

- Tea Sets & Fine China – Delicate porcelain cups, antique teapots, and gold-rimmed saucers with intricate floral detailing.
- Afternoon Delights – Tiered cake stands filled with pastel macarons, sugared strawberries, dainty finger sandwiches, and freshly baked scones.
- Vintage Elegance – Lace doilies, hand-embroidered napkins, Victorian-style wallpaper patterns, and ornate silver cutlery.
- Floral Romance – Soft peonies, climbing roses, and sprigs of lavender in delicate arrangements, framing tea tables and adorning tableware.
- Whimsical Touches – Tiny keys, love notes tucked under teacups, pocket watches resting beside an afternoon spread, or fluttering butterflies adding a hint of movement and magic.

Application Ideas & Markets

This theme lends itself beautifully to multiple product categories - **firstly, you will need to choose which product(s) your mini collection will be designed for from this list:**

1. Stationery & Paper Goods

- Luxury greeting cards with embossed florals, gold foil detailing, and delicate hand-drawn elements.
- Notebooks and planners featuring intricate tea-themed patterns and soft, romantic colour palettes.
- Stickers and washi tapes with teacups, pastries, and elegant botanical flourishes.

2. Home & Lifestyle Products

- Wall art & prints – Romantic compositions of afternoon tea settings and dreamy florals.
- Ceramics & Glassware – Elegant illustrated teapots, mugs, and fine china patterns.
- Packaging – Soft pastel packaging for candles, luxury chocolates, or skincare items with vintage-inspired motifs.

3. Fashion & Accessories

- Apparel prints – Feminine, vintage-inspired illustrations and delicate lace-inspired patterns.



Extended Color Palette

A refined, feminine palette that balances soft pastels with rich, warm neutrals and gold accents:

Soft & Elegant Pastels:

- Porcelain White – #F7F5F2
- Blush Rose – #F4C6D2
- Lavender Cream – #D9C2E6
- Pale Cornflower – #BFD6F2
- Buttercup Yellow – #FBE7A2

Rich & Warm Accents:

- Antique Gold – #D4AF37
- Tea Rose – #E09F97
- Dusky Lilac – #A28EBF
- China Blue – #7A96B8
- Peach Fizz – #F7B499

Deep & Contrasting Notes:

- Clotted Cream – #F2E3D5
- Earl Grey – #8C7C72
- Mahogany Brown – #5C3B2E
- Gilded Olive – #A89B6D



Please note - you do not need to use all of these colours! Try to find a selection that has contrast and look good together. You can of course add your own colours, or even use your own favourite palette.

Moodboard:

You will find our Tea Party Elegance [moodboard here](#)

Inspiration only - please do not copy.

Final Thoughts & Creative Challenge

This brief is your opportunity to capture the delicate beauty, romance, and refinement of a timeless tea party through illustration, pattern design, and surface design.

- How can you use florals, lace, and fine china motifs to bring a vintage yet fresh perspective to this theme?
- How can you play with soft pastels and elegant detailing to enhance the sense of nostalgia?
- How can you incorporate handwritten script, gold accents, or intricate patterns to add sophistication?

The goal is to create a collection that feels elegant, nostalgic, and effortlessly enchanting, making it ideal for licensing, stationery, home décor, and lifestyle products.

Week 5 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 and the weekly submissions will be kept private - **if we choose to represent you, this work needs to be exclusive** (in order for us to pitch it for you). If you want to show this work on your socials, it will need to be sneak peeks or work in progress shots, **(not the completed presentation page)***



Submission Deadline:
Sunday 13th April

Please ensure your presentation page/submission is emailed to us as a low-res image, max 300dpi (200dpi is best), in RGB (for on-screen viewing) at: **talent@illustrate-it.co.uk** by **9pm (GMT/UK time)** on the deadline day - this is a special, priority mailbox set up for this workshop.

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 the Tea Party vibe! You can also tag us on your social posts so we can see your beautiful creations - **@illustrateit_agency** and/or use **#IllustrateItTeaParty**

If you have any questions, feel free to reach out on the email provided above,

Mel

Illustrate It Agency

***If we do not offer you representation at the end of this workshop, you can of course share the full presentation page of this work after the workshop has fully ended. We are simply asking that we are the first to see it please.**

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SEW much **FABRIC**



SEW little **TIME**

