

ILLUSTRATE IT

**CREATIVE
BRIEF**
≡ Week 4 ≡



TALENT TAP
≡ WORKSHOP ≡

© Copyright 2025 Illustrate It

WEEK 4 - Circus Fun

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 2 Creative Brief: Circus Fun

Step right up to the dazzling world of the circus—where **whimsy, excitement, and color** collide in a fantastical celebration of performance and spectacle. This theme draws inspiration from vintage circus posters, nostalgic carnival games, and the **magic of the big top**. It's a place where bold patterns, playful characters, and bursts of color come together to create an atmosphere of fun, thrill, and delight. Imagine acrobats flying through the air, clowns with their bright, oversized costumes, and animals in dazzling acts. The magic of the circus is as much about the spectacle as it is about the stories behind each act.

Inspiration & Direction

1. Mood & Atmosphere

Circus Fun is about joy, wonder, and the unexpected. Picture the hustle and bustle of a carnival, with colorful tents, twinkling lights, and the sounds of music and laughter filling the air. Your designs should evoke a sense of playful nostalgia, while also capturing the high-energy atmosphere of a lively show. It's about bringing the enchantment of the circus to life with vibrant colors, bold patterns, and lighthearted characters.

2. Visual Motifs & Elements

Explore these themes to bring Circus Fun to life:

- **Circus Performers & Characters** – Acrobats, clowns, strongmen, ringmasters, each dressed in over-the-top, whimsical costumes. **Please note: we do not want to see animal trainers, caged animals or any kind of animal mistreatment!**
- **Vintage Circus Posters** – Bold typography, striped tents, and the bright, graphic style of old-fashioned circus advertising.
- **Carnival Games & Attractions** – Ferris wheels, candy-striped booths, carnival prizes, and ring-toss games.
- **Animal Performers** – Elephants, lions, horses, and other circus animals, stylized in fun, playful ways. They should be having fun - not being controlled by humans!
- **Balloons & Streamers** – Bright, playful elements that evoke the fun, festive atmosphere of the circus.
- **Twinkling Lights & Fairground Vibes** – Bright lights, marquee signs, and colorful bunting that create the sense of a night-time celebration.

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

- Notebooks, planners, and journals with fun circus-themed illustrations, playful fonts, and bright patterns.
- Greeting cards & postcards featuring whimsical circus performers, animals, and festive circus scenes.
- Wrapping paper with colorful stripes, circus tents, and whimsical animal designs.
- Stickers and washi tapes with circus animals, carnival games, and fun, graphic typography.

2. Home & Lifestyle Products

- Textile designs for cushions, throws, and bedding featuring circus performers, balloons, and bold stripes.
- Wall art with vibrant, fun circus scenes, acrobats in mid-air, and retro carnival vibes.
- Ceramic or glassware designs with fun, playful patterns, and colorful circus animal motifs.
- Candles, journals, or packaging with vintage circus poster art, bold typographic elements, and cheerful details.

3. Fashion & Accessories

- Tote bags, scarves, or apparel prints featuring circus performers, fun animal motifs, and colorful stripes.



Extended Color Palette

A bold, nostalgic, and playful color palette featuring bright primaries, vintage pastels, and dazzling gold accents:

Classic Circus Brights

- Big Top Red – #E22D2D
- Carnival Yellow – #FDC82F
- Showtime Blue – #2264A7
- Electric Teal – #3BA6A4



Vintage Pastels

- Cotton Candy Pink – #F7B7C1
- Carousel Peach – #F9A26C
- Sky Blue – #7DC6E2
- Golden Popcorn – #F6D47A



Dark & Moody Contrasts

- Midnight Marquee – #2B1F36
- Velvet Burgundy – #7C2D40
- Shadowed Navy – #1E3358



Shimmering Accents & Metallics

- Antique Gold – #C9A34A
- Glowing Amber – #F0A83E
- Starry White – #FFF3E3
- Deep Charcoal – #4C4C4C



Moodboard:

You will find our Pinterest Circus Fun [moodboard here](#)
Inspiration only - please do not copy.

Final Thoughts & Creative Challenge

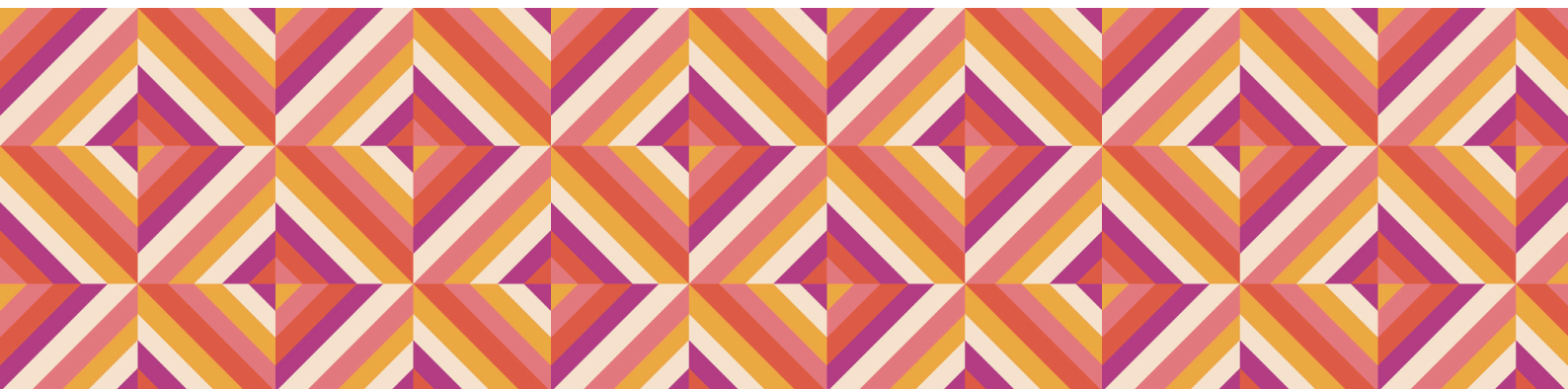
This brief is your opportunity to capture the whimsical excitement of Circus Fun through illustration, pattern design, and surface design.

- How can you play with bold patterns and textures to bring a sense of movement and energy?
- How can you balance vintage nostalgia with a contemporary twist to make the theme fresh?
- How can you incorporate light and shadow to evoke the magic of a glowing carnival at night?

The goal is to create a collection that is fun, lively, and full of wonder—ideal for licensing, stationery, home decor, and lifestyle products.

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 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 6th 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 Cottagecore vibe! You can also tag us on your social posts so we can see your beautiful creations - **@illustrateit_agency** and/or use **#IllustrateItCircus**

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

Mel

Illustrate It Agency

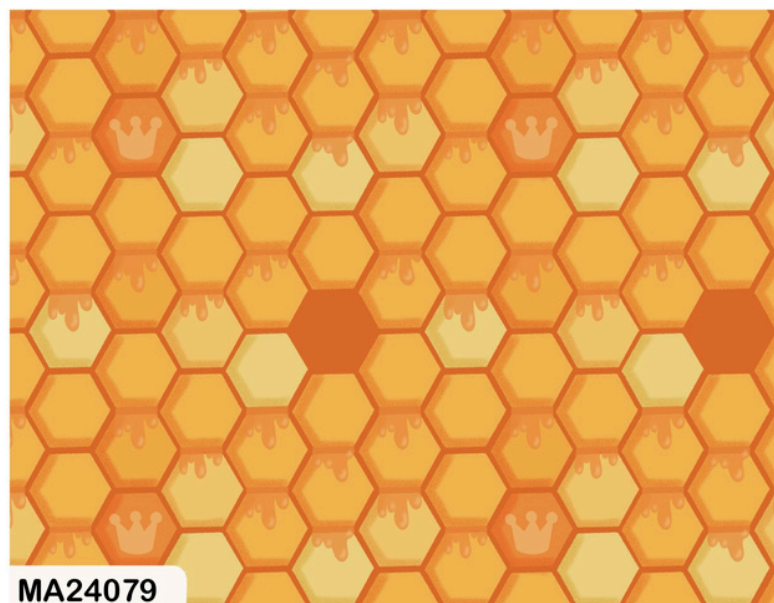
***If we do not offer you representation at the end of this workshop, you can of course share the full presentation page of this work after the workshop has fully ended. We are simply asking that we are the first to see it please.**

This Brief has been created by Mel Amann for personal use only - not for resale or redistribution.

© Copyright Mel Amann/Illustrate It Agency 2025, all rights reserved.



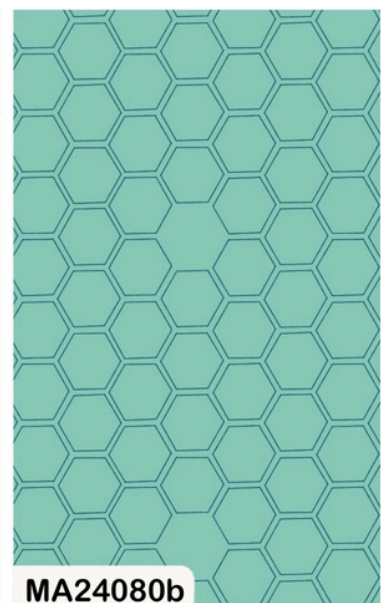
MA24078



MA24079



MA24080a



MA24080b

QUEEN BEE

SKU: MA24078-MA24080

Repeats 12x12"

© Copyright Mel Amann 2024. All rights reserved.



MEL AMANN
hello@melamann-illustration.co.uk
Insta: @mel.amann.illo

