

ILLUSTRATE IT *agency*

Brief Pack
Tarot

TAROT

Creative Direction:

This theme invites artists to explore the mystery, beauty, and symbolism of the tarot — blending the mystical with the modern. It's about interpreting archetypes, intuition, and destiny through design-forward illustration. Whether you're inspired by the traditional Rider–Waite imagery, celestial motifs, or contemporary reinterpretations, focus on storytelling and emotional resonance. Think symbolic details, layered meaning, and a touch of magic.

Your work could evoke wonder and self-reflection while staying elegant and marketable. Consider how these designs might appear across sophisticated product lines — from illustrated journals and oracle decks to wall prints and candles.



Mood & Atmosphere:

- Mystical, introspective, and ethereal with an undercurrent of empowerment
- A balance of light and shadow — luminous golds and celestial blues contrasted with deep midnight tones
- Intricate linework, hand-drawn symbols, and subtly textured backgrounds
- A modern approach to magic — elevated, confident, and refined rather than overly mystical

Visual Motifs & Elements:

- Tarot cards: The Sun, The Moon, The Lovers, The Star, The Fool, The Empress
- Celestial symbols: stars, moons, constellations, eclipses, shooting stars
- Divination objects: crystal balls, candles, runes, keys, hourglasses, hands, and eyes
- Botanical and natural motifs: roses, laurel wreaths, vines, snakes, moths
- Symbolic elements: swords, cups, wands, pentacles
- Zodiac references or phases of the moon subtly woven into composition

Supporting Pattern Ideas:

- Repeat motifs of celestial icons (moons, suns, eyes) on dark, textured backgrounds
- Stylized botanical or starburst patterns echoing tarot suits (cups, wands, swords, pentacles)
- Ornate borders inspired by vintage card decks and celestial charts
- Mystical symmetry — mirrored designs suggesting balance, reflection, and fate
- Subtle gold linework or metallic accents for luxury appeal

Application Ideas & Markets:

Note: This is an art and illustration theme — not a product design brief for actual tarot cards. This collection lends itself beautifully to the adult lifestyle and gifting markets, where design, story, and intention meet:

- Stationery: journals, tarot decks, planners, notebooks, affirmation cards
- Home décor: wall art, candles, textiles, cushion covers
- Gift products: mugs, boxes, trinket dishes, tote bags
- Paper goods: wrapping paper, calendars, postcards, art prints
- Fashion & accessories: scarves, pins, pouches, or jewelry with symbolic emblems

Final Thoughts & Creative Challenge:

Let your intuition lead the way. 🌙

Choose one tarot archetype (e.g. The Star, The Lovers, or The Magician) and create a hero illustration that reimagines it in your signature style. Consider balance, symbolism, and modern relevance — what does this card represent in today's world?

Then, design one coordinating pattern or supporting piece (such as a celestial repeat, decorative border, or botanical accent) that complements your main artwork. Think of how your mini collection could live on stationery or wall art aimed at the mindful, design-conscious audience.

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.

