

Illustrator Brief

An illustration for the DerriEerie Inn's new tote bags.

Me and my Business

I am Maggie Stone, the owner of a **quaint, gothic inn** named “**DerriEerie Inn**” in Pikitopia, and it's my pride and joy. I've run the inn for what's going on twenty years now, and it's well known and loved by the locals! I never had a goth stage, but I found myself growing into one (**Victorian style goth**, of course, not the new-fangled goth aesthetic of the children)! Originally my “DerriEerie Inn” was “Maggie's Bed & Breakfast”, but as time passed I picked up more candles, chose darker fabrics, got more ornate furniture and the occasional decorative skull.

The Project

Recently I have had grandchildren telling me is that with such a strong theme I could make some very lovely tote bags! What I need is an illustration for the DerriEerie Inn's tote bags! It isn't a logo, but rather a cute, hip illustration that's fun to look at and reflects the DerriEerie Inn's energy.

The Vision for the Illustration

Subject Matter

- **Skeleton** wearing Victorian gothic clothing.
- **Little old lady** holding a silver tray of cookies out to the skeleton. Adorable and jolly, in a victorian style dress!
- **Background** must either be blank space, or a circular shaped stylised background.

The Style

- Cartoon, with detailed lineart.
- The lineart does not have to be pristine and perfect.
- Fairly detailed - not graphic designy simplified shapes.
- The **colour palette** will be varying shades and tints of this selection of colours:



Process - Budget and Milestones

My budget is **100 piki-dollars**.

I will need to see **two** concept sketches **printed out** by **Wednesday 2 September**.
The final illustration has to be brought to me in class **Wednesday 16 September**.

Artwork Specifications

- The illustration will be **3937x3937px**.
- **TIFF** file type.
- **CYMK** colour mode.
- **400dpi**.
- **Online** format.