

Three Little Pigs Creative Brief // Introductory Email from Art Director

SAMPLE/PRETEND EMAIL FROM ART DIRECTOR TO ILLUSTRATOR:

Dear Awesome Illustrator,

My name is Sally Sims, and I am an art director at Swanky Publishing. We are publishing a new, contemporary version of the children's classic, *The Story of the Three Little Pigs*. We looked at your illustration portfolio and think your work would lend itself perfectly to our vision for an updated version of the classic. The assignment, if you choose to accept it, would be divided into two phases: cover artwork (phase one, to be completed in the next month) and interior illustrations (phase two, to be completed after the cover is finished).

What follows is the Creative Brief for the cover illustration:

We are looking for a contemporary twist on the illustrations for the book, and the cover should illustrate how this version of the story is different from all the others that have come before it — bold colors and composition, a modern look and feel. Can read “cute” but with a modern edge. We are looking for an illustration that clearly references the story and its characters, but can be a more symbolic representation of one or several elements from the book, as opposed to a scene from the tale. The elements could be the houses (or the materials used to make them) or the characters or both. We encourage you to think outside the box when creating the illustration. The cover design must also include the title of the book, hand written to fit nicely in the space. The audience for the book is both parents (adults) and children. We'd like the book to appeal as much to adults as to kids.

Two concepts are due by (insert date); Please make a rough sketch for each concept, and then we will take one sketch to final artwork for the cover. The illustration should be 6x7 inches full bleed, full color.

The fee for the cover phase is \$2000 firm.

Let me know if you are available and interested.

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TEXT FOR STORY:

Once upon a time, there were three little pigs who went off to build their houses.

The first little pig built his house of straw, which was not very strong.

One day, the big bad wolf came and said, “Little pig, little pig, let me come in.”

“Not by the hair of my chinny chin chin,” said the first little pig.

“Then I'll huff and I'll puff, and I'll blow your house down.”

And he did. And he got the little pig and ate him all up.

The second little pig built his house of sticks, which were not very strong.
One day, the big bad wolf came and said, "Little pig, little pig, let me come in."
"Not by the hair of my chinny chin chin," said the second little pig.
"Then I'll huff and I'll puff and I'll blow your house down."

And he did. And he got the little pig and ate him all up.

The third little pig built his house of bricks, which were very strong.
One day, the big bad wolf came and said, "Little pig, little pig, let me come in."
"Not by the hair of my chinny chin chin," said the third little pig.
"Then I'll huff and I'll puff and I'll blow your house down."

But no matter how much the wolf huffed and puffed, the house did not blow down.

So the big bad wolf said, "I'll come down the chimney and eat you all up."

But when the wolf came down the chimney, he fell into a pot of boiling water and boiled all up.

And the third little pig lived happily ever after in his house of bricks.

The end.