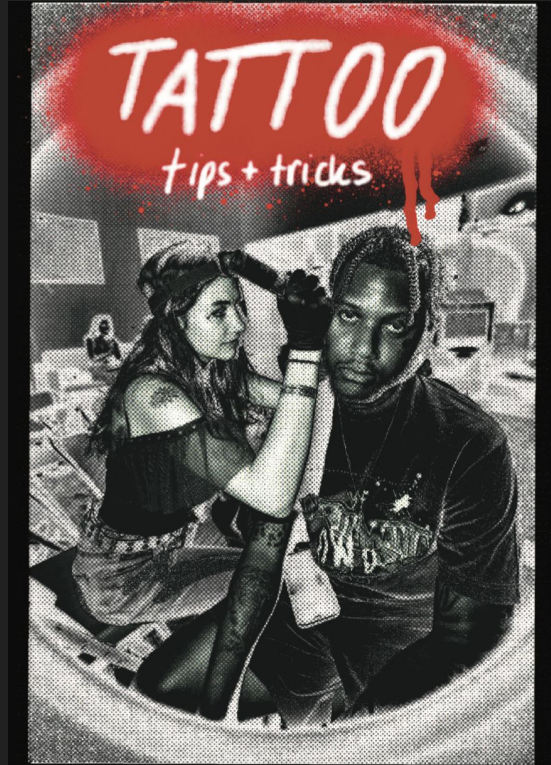


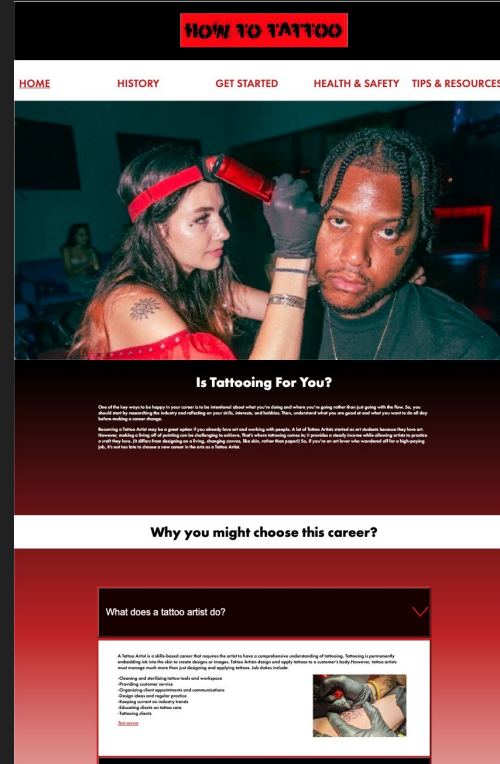


**Valentina Vidali**  
**GRDS 285 - Final Presentation**

# PRODUCTS



Booklet



Website

# CONCEPT

As tattoo meaning and sentiment have changed from cultural to gang-related to now, an artistic expression, people have become more comfortable and open to the tattoo culture itself.

Currently, there is a rise in interest of those who want to be tattoo artists for their careers.

My products have taken this into consideration.

The website is meant to be a place where any user can find all the information necessary about tattoos and tattooing.

The booklet is for users who have started tattooing and offers a more personal touch while still informing the readers on tips and tricks that are useful to their new career.

# STRATEGY PROPOSAL

## Website:

- Website is for all people (considering tattooing and people who have started tattooing)
- Users can expect to find not only information on how to tattoo but also the history, health and safety, and personal recommendations
- Website offers clean and easy way to read information on tattoos and tattooing
- Users can expect to find all the information they need on tattoos in one place

# STRATEGY PROPOSAL

## Book:

- Booklet offers users tips and tricks for tattooing - Booklet is for people who have already started tattooing
- Users can expect to receive valuable information on helpful facts that I personally wished I had known when I started my own tattoo journey.
- Booklet incorporates handwritten font and a section where the user can write their own tips and tricks in order to add a more personal and handmade touch. The booklet serves as a next step after the website.
- Users can expect to find my book in tattoo shops, local artist shops, conventions and through subscribing on my website

Professional but with a personal touch. My intended audience is young adults so I want to appeal to their grown yet also young side as well. I also assume my audience would mostly be comprised of artists so I want to have an Artsy DIY look as well.



# TYPEFACES

For both the website and booklet I chose Futura PT because it is easy to read and it's simple letterforms allow it to be set at small sizes without the loss of legibility. I decided to incorporate the hand written font in my booklet rather than my website to add that additional handmade touch.

## Futura PT

### Is Tattooing For You?

One of the key ways to be happy in your career is to be intentional about what you're doing and where you're going rather than just going with the flow. So, you should start by researching the industry and reflecting on your skills, interests, and hobbies. Then, understand what you are good at and what you want to do all day before making a career change.

Becoming a Tattoo Artist may be a great option if you already love art and working with people. A lot of Tattoo Artists started as art students because they love art. However, making a living out of painting can be challenging to achieve. Such, where tattooing comes in, it provides a steady income while allowing artists to practice a craft they love. (It differs from designing on a living, changing canvases, like skin, rather than paper) So, if you're an art lover who wandered off for a high-paying job, it's not too late to choose a new career in the arts as a Tattoo Artist.

### Why you might choose this career?

Tattoo culture has undergone significant evolution throughout history, with its perception and significance shifting dramatically over the years.

In ancient times, tattoos were used primarily for spiritual or ritualistic purposes. Cultures such as the Maori in New Zealand utilized tattoos, known as "ta moko", as a form of social status and spiritual protection. In ancient Egypt, tattoos were worn predominantly by women, and often symbolized fertility and protection.

However, as time progressed into the 18th and 19th centuries, tattoos in Western societies were primarily associated with sailors, soldiers, and outlaws. They represented travel tales, commemorated battles, or signified a rebellious spirit. Consequently, tattoos were seen as markings of the marginalized or those who lived on the fringes of society.

It wasn't until the late 20th century that tattoos started gaining more mainstream acceptance. The rock and roll era, coupled with the rise of countercultural movements in the 1960s and 1970s, played a significant role in this shift. Tattoos became a form of self-expression, individuality, and even rebellion against societal norms.

In the 21st century, tattoos have become more prevalent than ever before. With the rise of social media, there's a constant sharing of tattoo artistry and design inspirations. The modern tattoo scene is marked by a surge of talented artists, evolving techniques, and a wider variety of styles ranging from minimalist to hyper-realistic. Tattoos are now seen as an art form and are embraced by diverse sections of the population, transcending age, gender, and socioeconomic status.

Nevertheless, the beauty of tattoos remains in their capacity to tell a story—whether it's deeply personal or part of a broader cultural narrative. As society continues to evolve, so will the interpretations and significance of tattoos, reflecting both individual journeys and societal shifts.

Booklet

## Logo / Handwritten

HOW TO TATTOO



FFFFFF FFFFFF FFFFFF FFFFFF FFFFFF

HISTORY  
HYGIENE  
HEALTH

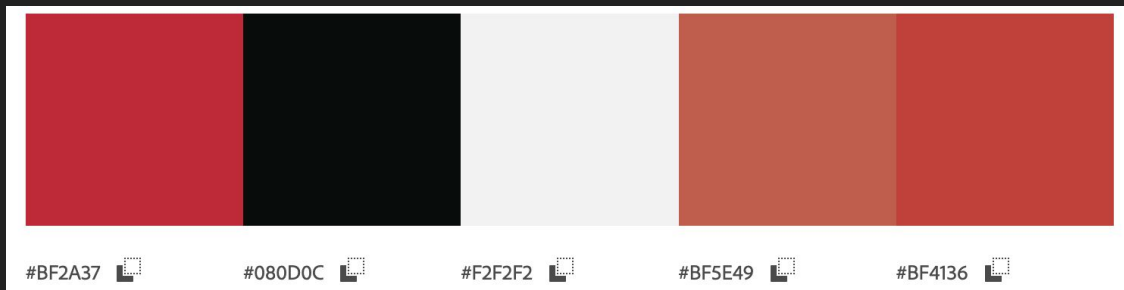
# COLOR SCHEME

I Chose these colors because they are often associated with tattooing. I wanted a classic black and white look with pops of color (red) to keep user engaged. For the booklet I chose a more opaque red because of all the textures and images I didn't want to overwhelm the user.

## WEBSITE



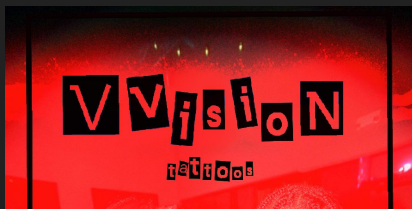
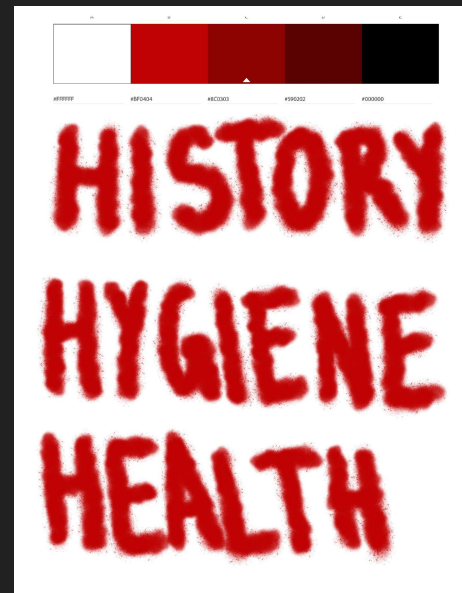
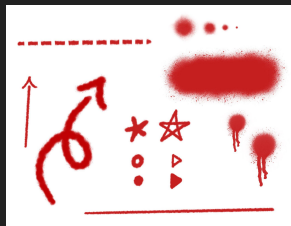
## BOOK



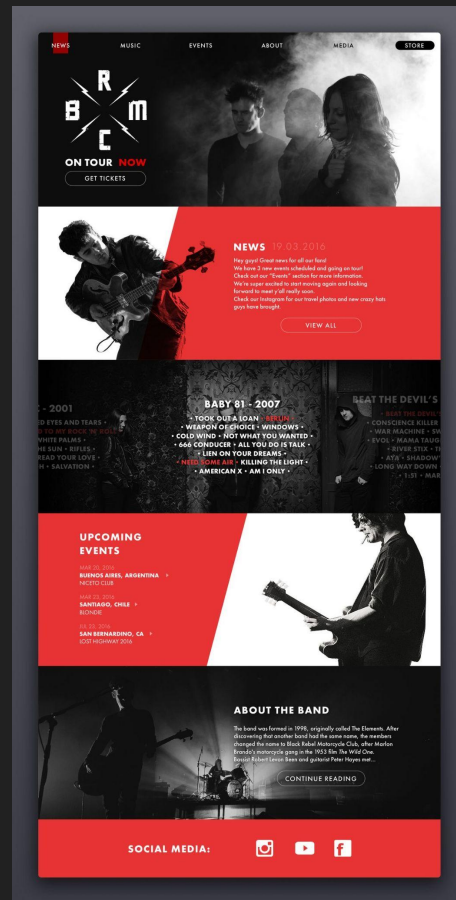
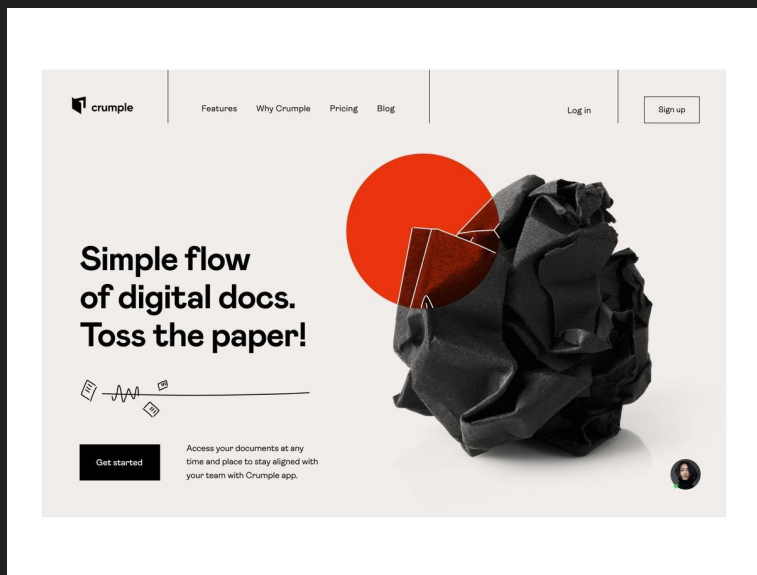
# TEXTURE AND GRAPHICS

I Chose to use my booklet as a chance to incorporate texture and graphics.

I chose this because there was more room to play with without it being distracting unlike my website which has a lot of text my booklet has significantly less because of its “tips and tricks” purpose

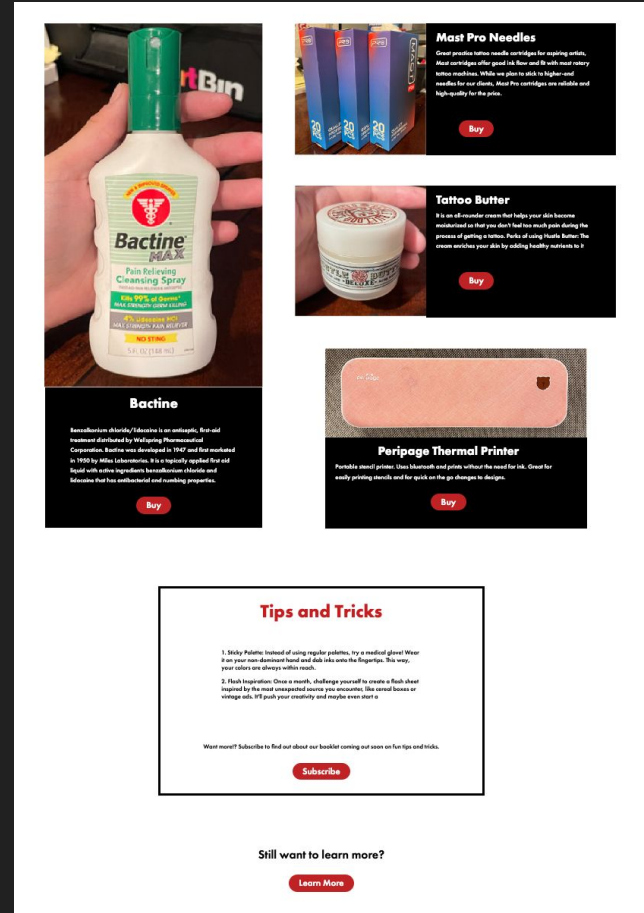
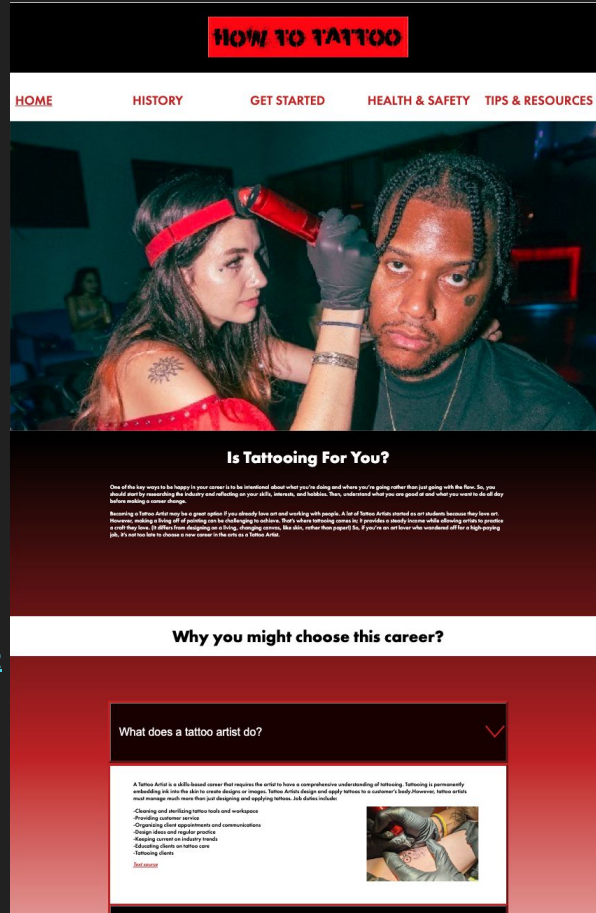


# WEBSITE INSPO



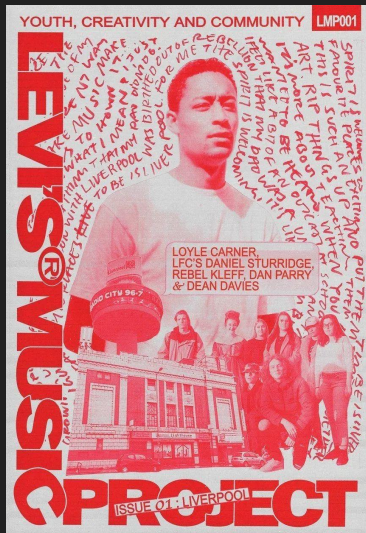
# WEBSITE

- Website designed with a clean and legible aesthetic
- Gradients visually lead users to next sections
- Helps users understand if this is a career for them while also informing them of the basics
- [https://studentpages.scad.edu/~cparod20/Grds285/live/tips\\_resources.html](https://studentpages.scad.edu/~cparod20/Grds285/live/tips_resources.html)



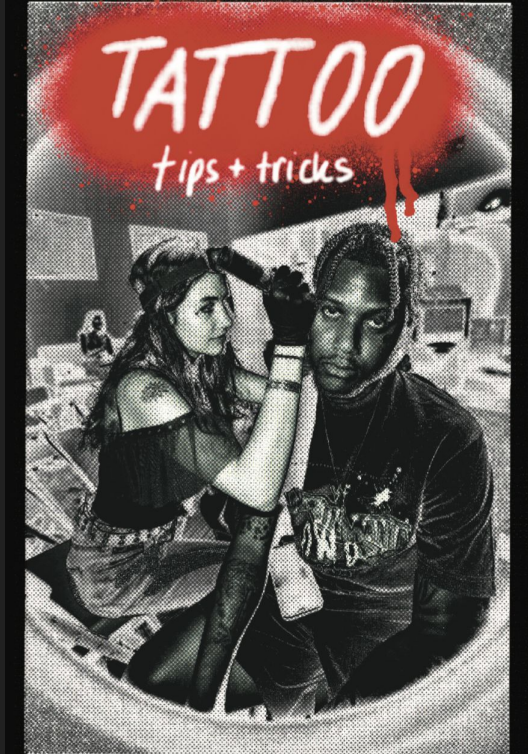
# BOOKLET INSPO

I want my booklet to be very artsy and visually appealing. Taking inspiration from Zines. I want this book so be something that an artist could put on their shelf or coffee table as an artistic piece also.



# BOOKLET

Booklet designed to be visually appealing. Intended to feel more personal and tangible. Incorporates part where user can add their own notes ultimately adding their own personal touch to the booklet as well



## Portfolio Power Up

Elevating your tattoo portfolio from ordinary to extraordinary involves a blend of artistry and presentation finesse. Begin by curating a diverse selection of your best work, showcasing versatility in styles, colors, and themes.

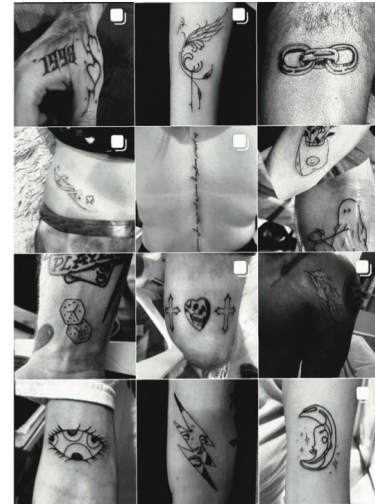
Organize your portfolio with a thoughtful flow, allowing potential clients or employers to experience the evolution of your artistry. Don't shy away from sharing the stories behind your favorite pieces, as narratives add depth to your creations.

Regularly update your portfolio to reflect your latest and proudest accomplishments. Embrace the digital age by maintaining an engaging online presence, with a professional website or social media platforms serving as your virtual gallery.

**Remember, your portfolio isn't just a collection of tattoos; it's a visual narrative of your artistic journey—make it a masterpiece!**

Tattoo Tips and Tricks

## TIP#2



Tattoo Tips and Tricks

# Conclusion

Booklet and Website effectively do what they were intended to do.

Website effectively allows user to find all information on tattoos and tattooing in one place.

Website offers all types of users useful information.

Booklet shows evidence of a more personal touch.

Booklets information is desirable to beginner and advanced tattoo artists.