

Content Outline

Helen Piloto

Project Title: Sailor Tattoos

Wiki Link: https://en.wikipedia.org/wiki/Sailor_tattoos

1. Project overview

The goal of my website is to be informational, and share an important part of tattoo history. This site would go over the design inspiration for these pieces and what it meant to the sailors, the history throughout the 18th-21st century, and briefly touch on how sailors were depicted on media because of this.

2. Resources Copy

The site is available at https://en.wikipedia.org/wiki/Sailor_tattoos which includes all the contextual information. Additionally, I would like to outsource some imagery, although the page has a good range of photography in it.

4. Audience

My demographic would be people who are interested in tattoos, history, have tattoos or just like learning something new. This will not be promoted in any way, but I can imagine the age range for this could be from 16-75 since tattoos are so popular now, yet the historical aspect of it can attract any age group.

5. Message

I'd like to focus on the historical aspect of tattooing and how they have evolved. Although there is many ways to express the history of tattoos i feel that sailor tattoos had a huge impact on tattooing in America and was revolutionary in New York. Therefore, the message is just sharing that history and how tattoos were viewed at that time.

6. Tone

The tone will be purely informative, although, I would liek to emphasized the artistry of it and impact.

8. Visual Style

I would probably stick to the traditional tattoo color palette and limit to 3-5 colors all around. I am also thinking of using old, black and white, photographs as inspiration for

the color palette in combination with the traditional tattoo color palette to emphasize the historical aspect of these pieces.

