

Courtney Cheseborough
Needs Assessment

November 01, 2018 Saul Baizman



ILLUSTRATION SKETCHBOOK SHOP CONTACT

My client's name is Courtney Tassillo. She is a twenty-two year old college educated illustrator and aspiring tattoo artist. Courtney graduated from Massachusetts College of Art and Design in 2018 and currently lives in New Jersey. Since graduating college last May She has been trying to break into the tattoo industry by obtaining an apprenticeship with a shop in or around her area.

While in college Courtney built herself a website using Squarespace during her senior year. This was a requirement for her senior thesis class. Her current site features some of her senior work including prints, poster design, and postcards. She also has some pages of her sketchbook. She has a contact me page, but doesn't have any information or pictures of herself. She also has a link to her etsy shop where she sells enamel pins that she made featuring some of her illustrations. She thinks the current site is a little boring and wished it was more colorful and inviting, and reflected the tone of her work.

Courtney wants a site that is up-to-date with her most current illustrations and art work, and also wants it to feature her senior thesis, which isn't currently on the site. Since graduating Courtney has been illustrating a lot of tattoo flash which she wants to be featured on the site as well. Because her current website is not up-to-date she believes it does not reflect the work she wants to do, and does not appeal to the industry she wants to work in. She thinks her new website needs some sort of text about her so potential employers can get a sense of her personality, experience, and interest even without meeting her face-to-face.

Courtney hopes to use her new website as a way to brand herself and her work. She is hoping the new site will market her less as a college student, and more as a working professional now that she is out of school. This website is specifically targeted towards tattoo artists and shops she hopes to work with in New Jersey and beyond. However, she generally just wants it to reflect who she is to any future employer, and in the long run, future clients.

Courtney has never worked with a designer before, so she doesn't have any past experience to compare this one to. However, having an art school background, and having worked as an RA for two years while she was in college ,she is used to working in teams, and collaborating with others on projects. She is very open to ideas and suggestions for layout, color, type styles, etc. However, she did disclose that while she wants this website to be an update to the one she already has, and while she wants additional work to be added, she doesn't want to get rid of all the work she has on her current site.

Courtney is excited to have a new website that accurately reflects her abilities and her desire to become a tattoo apprentice, and eventually a tattoo artist.



