



BRANDING & PROMOTION  
END TERM PROJECT

# *Adilabad Tattoo*

DESIGN REPORT

# INTRODUCTION

The Craft Cluster initiative at NIFT is designed with the objectives to sensitize NIFT students to the realities of the craft sector and give insight into regional sensibilities and diversities, resources, and environment.

Adilabad "The Gateway of South India." Adilabad district is a district located in the northern region of Telangana. Its comprises of a village called Waghapur where a tribe called Thottis practice the art of Tattooing for years -- an ancient technique of hand poking with needles and some herbal products that turns into permanent tattoos.

I would be addressing the problems faced by these tribes regarding their art of tattooing and come up with solutions to revive this art culture from declining in future.

# OBJECTIVES

To study the craft of Adilabad Tattoo ( Shingar) in detail and to derive intervention in all possible sectors for further development of this cluster.

To derive intervention in all possible sectors for further development of their craft.

To promote the art through various means of advertisements.

To spread awareness pf the craft and To highlight the constrain faced by the craft and suggest action for the future.

# CLIENT BRIEF

The Adilabad Tattoo studio is a place where the traditional art of GODNA (hand poking tattoo technique is carried out. This studio needs promotion and branding facilities. They need proper advertisement of their tattoo parlor, with posters, logo designs and business card. They require a full social media coverage, through videography and photography. To spread the awareness among people about the craft and its benefits.

# PROBLEM STATEMENTS

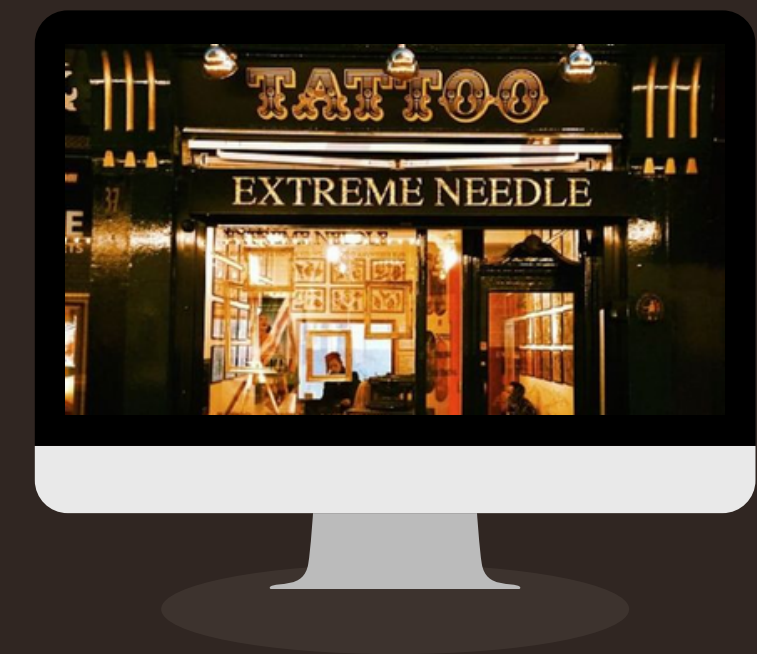
People are not so much aware of this form of art practiced in a few places in India. Specially the Adilabad district of Hyderabad.

- \*The designs are too minimalistic and simple compared to the modern day tattoo designs.
- \*Financial limitations ; time consuming
- \*Restricted to just villagers and other villages nearby.
- \* Declining interest of their younger generation in their craft
- \*Temporary tattoos are in trend
- \*HIV- The link between HIV and tattooing is possible although it is not proven through any cases that it could be transmitted through Tattooing.

# SOLUTIONS

On average, there is just one godna artist over 20 tribal villages in the state, which is scary. The government is making efforts, but they need to understand that holding workshops on godna promotes the art but the real canvas for this art is the human body and until we don't promote these artists, we cannot save it from dying.

- Advertisements and promotion of the art through social media
- Exposure to proper photography and videography
- Awareness of the products used and the whole process of the godna art
- Spread awareness of the benefits of this art culture - like Acupuncture
- Minimum cost range
- Proper poster designs and banner designs
- Creating aesthetic social media feed







# INSPIRATION

*Ideas*



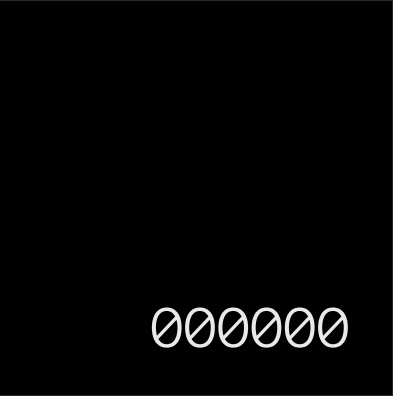
## COLOR PALETTE



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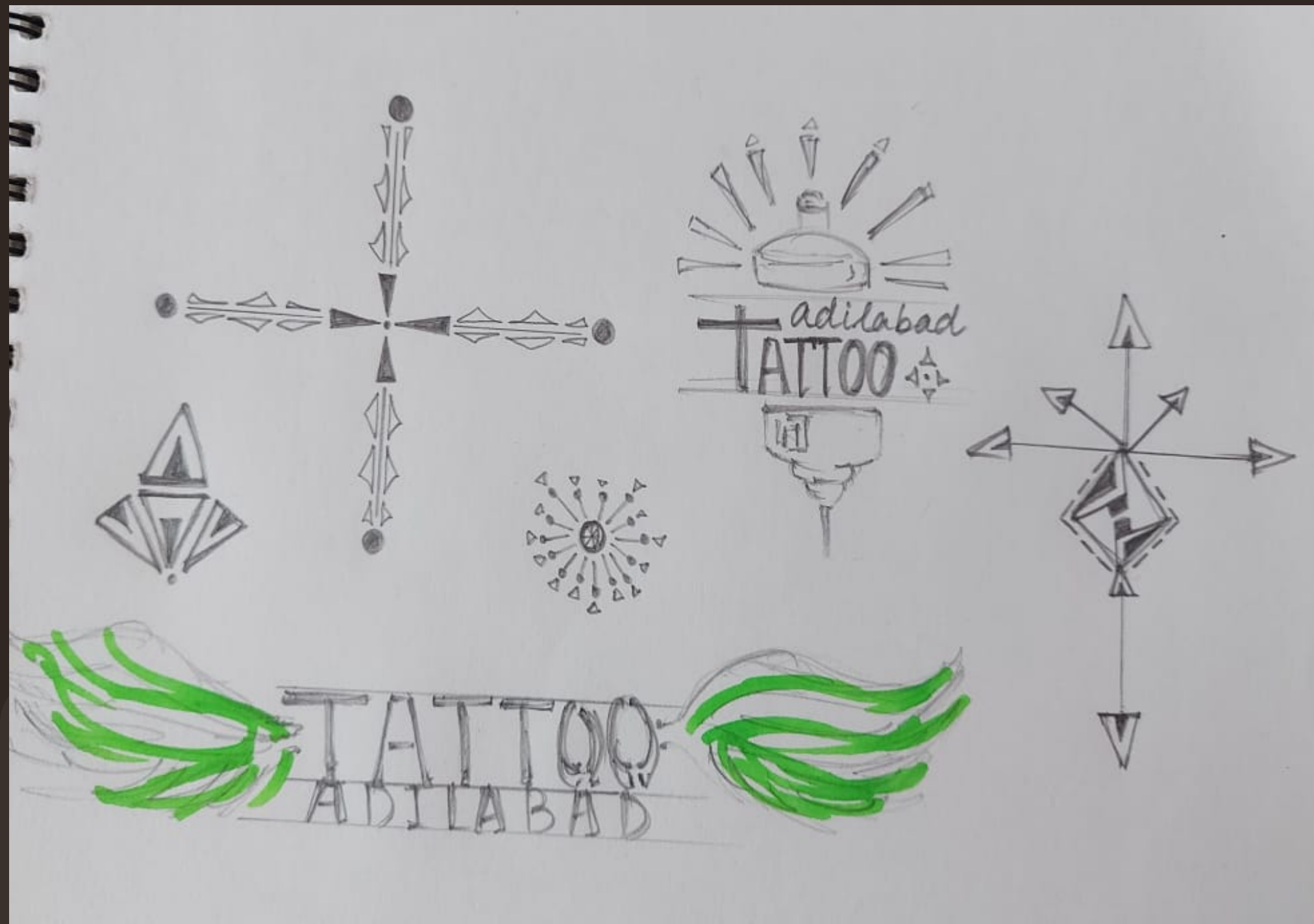
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# INITIAL SKETCHES

ADILABAD TATTOO STUDIO



PENCIL SKETCHES : INSPIRED BY  
GEOMETRIC FORMATIONS



# LOGO DESIGN

1



- GEOMETRY INSPIRED

## COLOR PALLETE



# LOGO DESIGN

2



TRIBAL DESIGNS INSPIRED

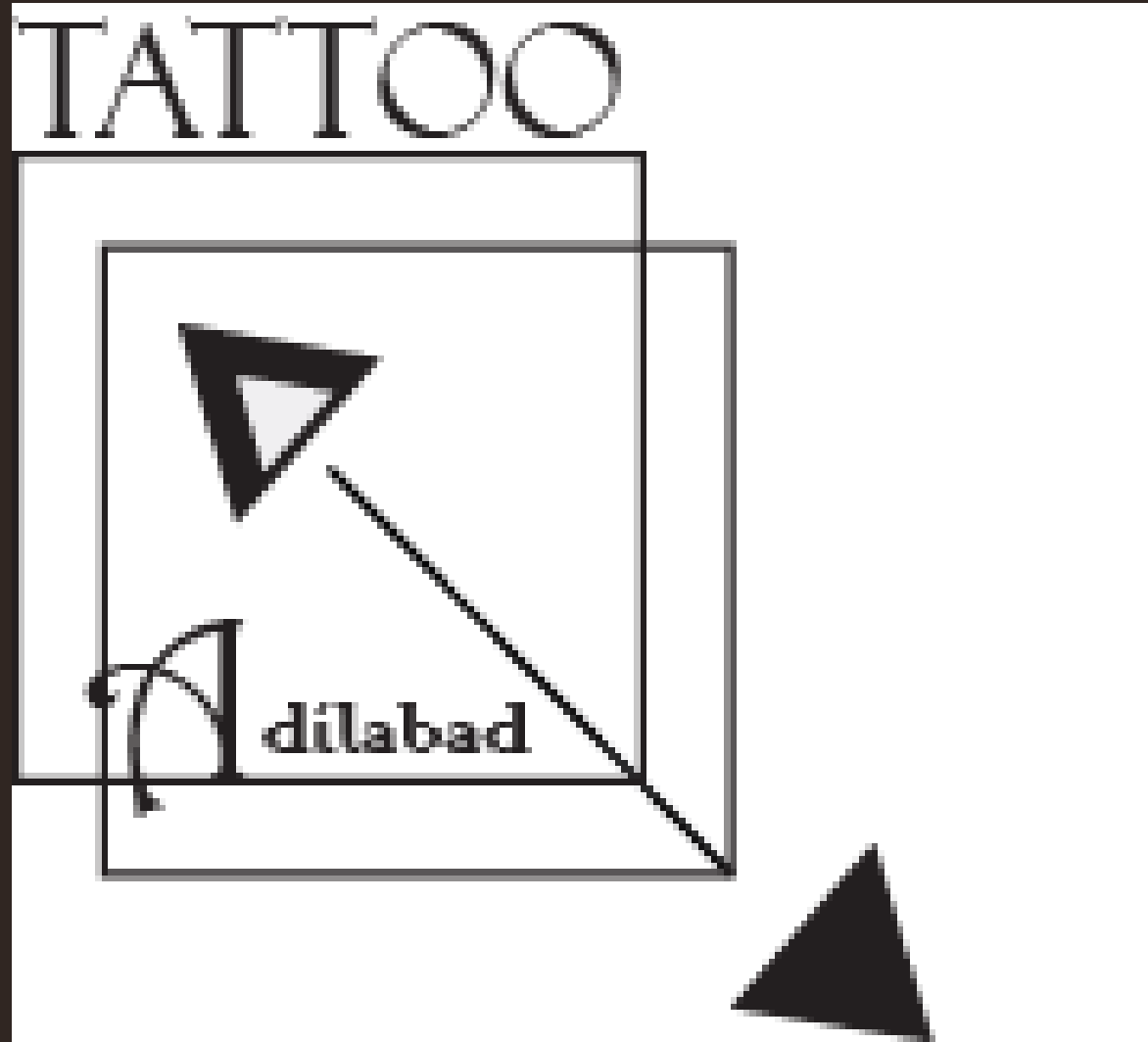


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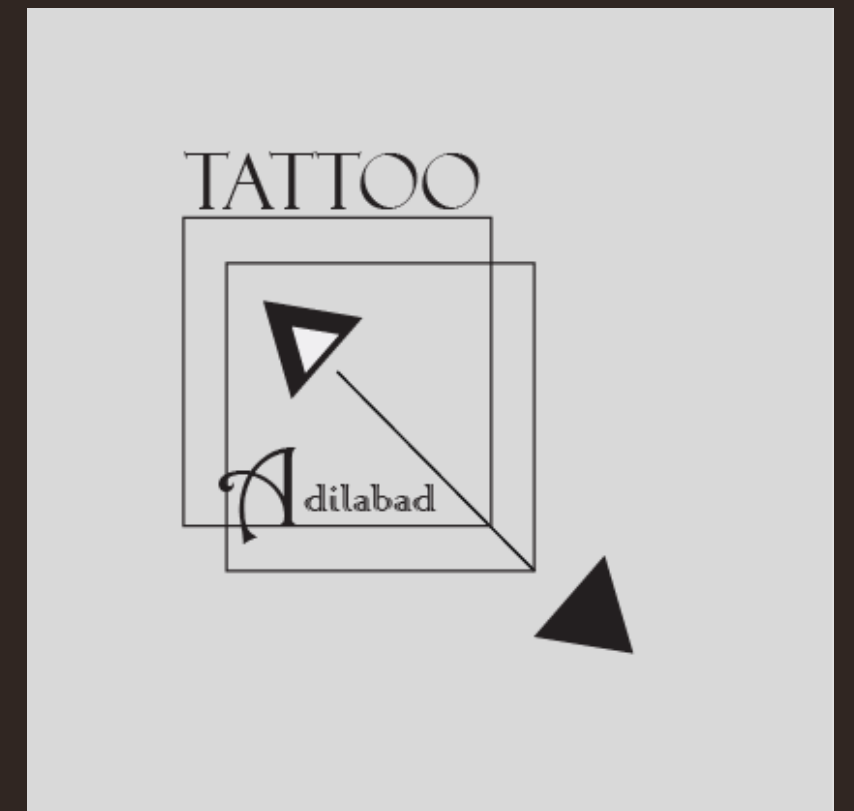


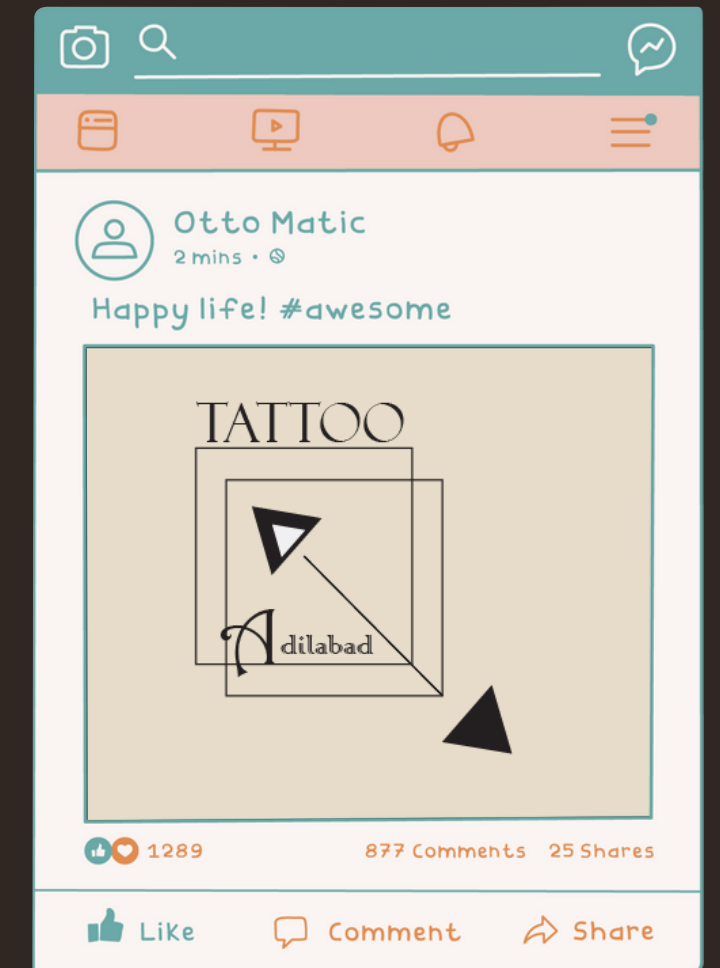
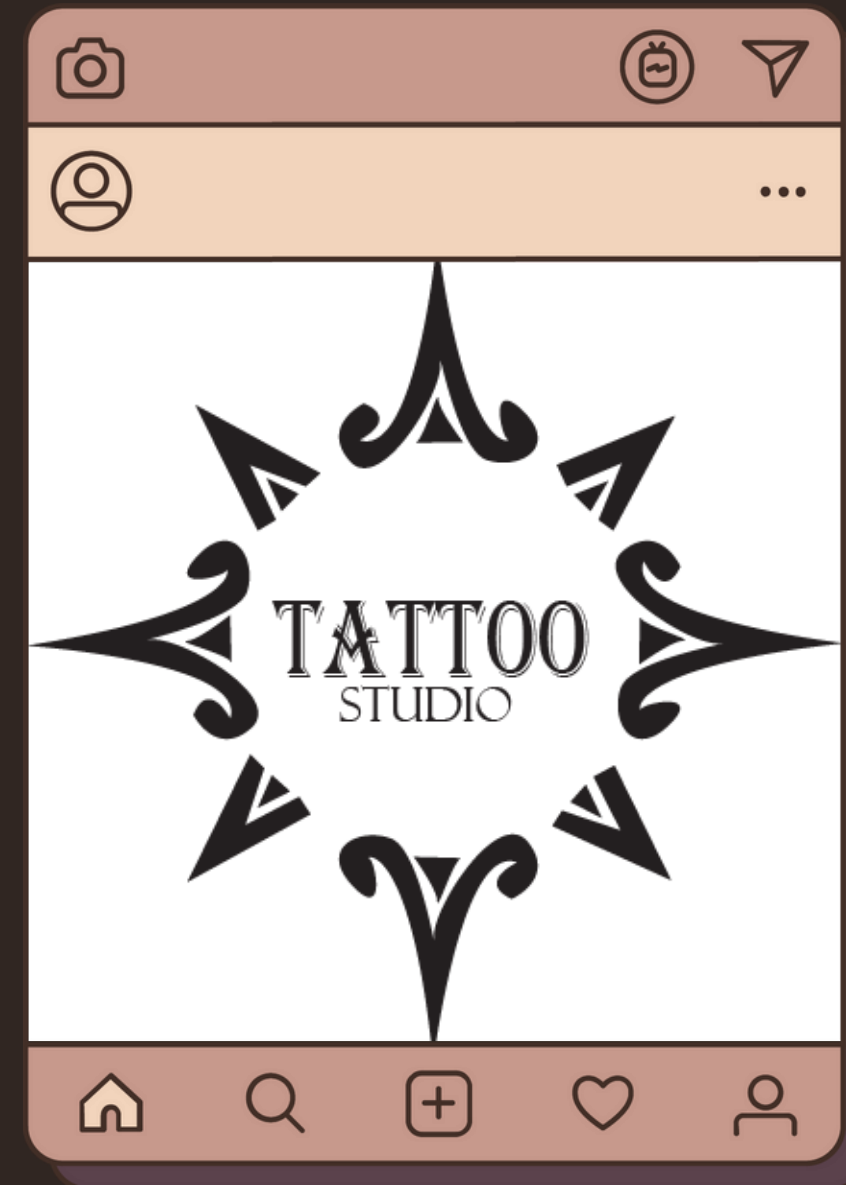
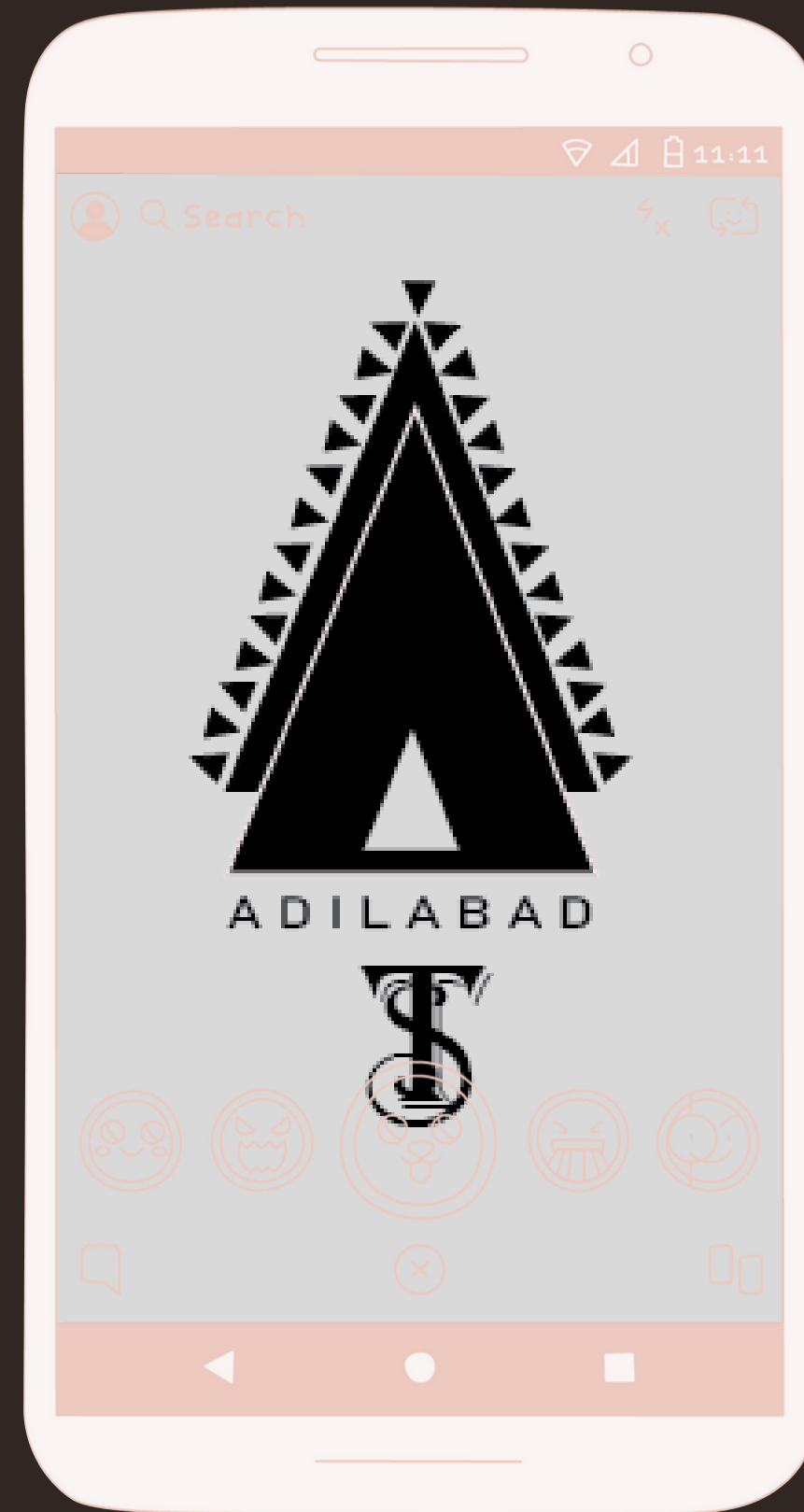
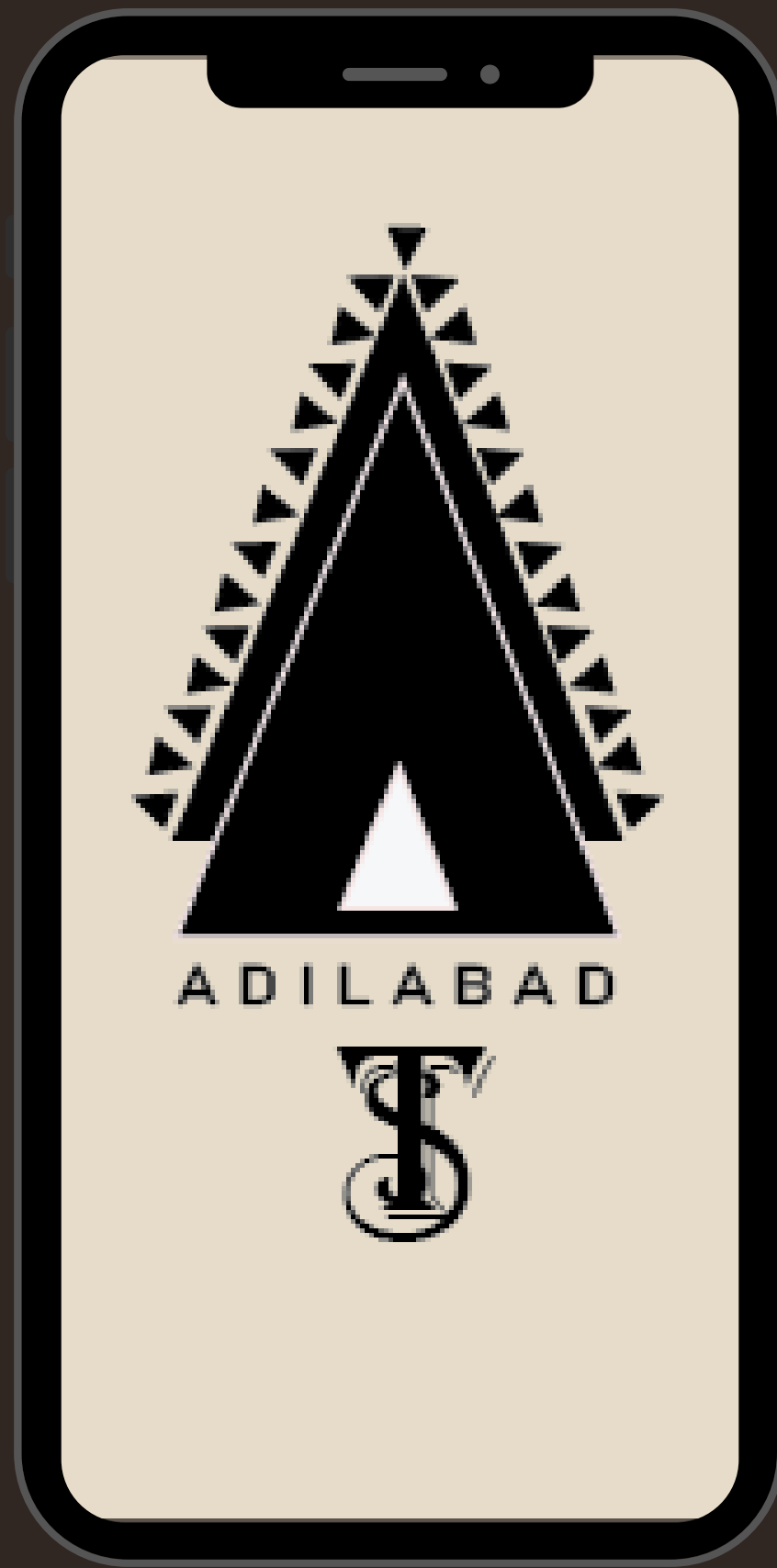
# LOGO DESIGN

3



TRIBAL DESIGNS INSPIRED





# SOCIAL MEDIA ADVERTISEMENTS

# CONCLUSION

Tattoo culture in India has had its origin since ancient times. As a CULTURE practice, it must have evolved as an ethnic marker through culture among the members of a community. Over time this cultural heritage experienced a lot of ups and downs. This ancient practice is not just an art, but an important custom of tribes of different places with myths and stories associated with it. Perceptions regarding tattooing reveal a huge variation among different cultures, it is a mandatory custom for some societies on another hand for some it is prohibited. Some use it for body beautification, some for safety purposes because of its magical tenets and some believe it has health benefits, while others think it is the cause of skin diseases.



# THANK YOU

BRANDING & PROMOTION END TERM

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