



Carolin Saareots

“BODY ART” TATTOO MAGAZINE/WEBPAGE



Something about me

- My name is Carolin
- I'm 19 and i'm learing in Tallinna Transpordikool (Tallinn school of transportation)
- It's a vocational school
- And my specialty is digital graphics. (Photoshop, Illustrator etc.)
- I hate country music.

Background

- I want to do this because I like this kind of lifestyle.
- I have 6 tattoos and 2 piercings.
- It's needed to inform people about what to do, where pay close attention.



My project

- My project idea is to create a online magazing/ webpage about tattoos, piercings, scarifications etc.
- In estonia the name would be “ Keha Kunst”
- The main thing is to give information about this kind of lifestyle.
- This isn't taboo anymore.
- And this idea is kind of unique everywhere.

My project

- I hope to get this page ready on 1st Nov. In 2011.
- I need about 6 months for the works.
- After 3 months from opening the page, I would like to get about 10 000 visitors.
- After 6 months there would be about 20 000 visitors etc.

My project

- To lock the domain name it will cost 350.- per month. 4200.- in year.
- The template of design will cost around 10 000 – 30 000.
- Programming will cost around 10 000-40 000.-.
- To advertise our webpage it will cost around 1000 - 5000.-.
- To keep the webpage running it will cost around 1000 – 3000.- in month.
- Total – 80 000.-

Host company

- My host company was the biggest website for women in Latvia (LGL Net)
- <http://www.sievietespasaule.lv>
- Most of my work I made at hotel what was fine with me.
- We met 2-3 times a week to talk about only my project.

Tasks

- My first task was SWOT about my project.
- Then I looked over the webpage for women.
- Made research about these webpage in Estonia. (+ & -, differences etc)
- Made marketing system about my project

Tasks

- Made a collage for their webpage.



- ⦿ It's not that easy to start a business, it takes time, money and your own free will to do it.
- ⦿ I have to push myself really hard to do my project and I know that I want to do that.

Future

- At first the page will be only in Estonian, but later it would be in English and Russia.
- Want to go national.
- Work with the tattoo salongs and with the tattoo festivals in Estonia and another countries.

Entertainment



http://www.metacafe.com/watch/2923862/world_s_strangest_body_modifications_part_1/



<http://picasaweb.google.com/GertNogu/StreetMirrorExpo2010#>

And I hope this was interesting for you.

Thank you for your time.