

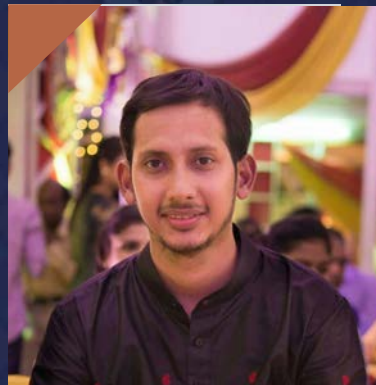
# 'Kala Jaadu' : souvenirs and gifts

IOE18 024

15 seats

Gandhinagar Campus

## COURSE FACULTY



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Current Affiliation : Founder at  
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Education : Post Graduation in  
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## OVERVIEW

**KEYWORDS** : Tattoo Art, Personal Identity,  
Motifs

Art of Tattoo has existed in India since eternity  
and has traditionally defined one's identity.  
This elective aims to bring to the forefront the  
elaborate history of Tattoo Art in India.

## OBJECTIVE

Conceptualize ideas to represent our heritage and  
culture. Rejuvenate traditional motifs and stories.  
Create mementos, jewellery pieces, installations,  
a catalogue of tattoos.

## METHODOLOGY

Research

Field visit

Brainstorming sessions

Ideation

Design

Production

## FINAL DELIVERABLES

Souvenirs, gifting ideas and installations, posters  
etc.