Horror Tattoo Collection

Fall Semester Thesis | By Mason Mooney

What is it?

- ❖ Collection of 16 unique tattoo designs based around public domain horror stories, folklore, cryptids, & monsters
- ❖ Also a "Get What You Get" tattoo machine design made to look like a coffin

Thesis

My biggest objective is to build up my portfolio for a potential tattoo apprenticeship by creating this series of horror inspired tattoos. In addition, randomized artistic experiences are already popular in the tattoo industry, though it seems most "Get What You Get" experiences are catered to more traditional tattoos or "cutesy" and "nerdy" tattoos. While there's nothing wrong with that, my horror based "Get What You Get" machine will open up that experience to the very large horror community.
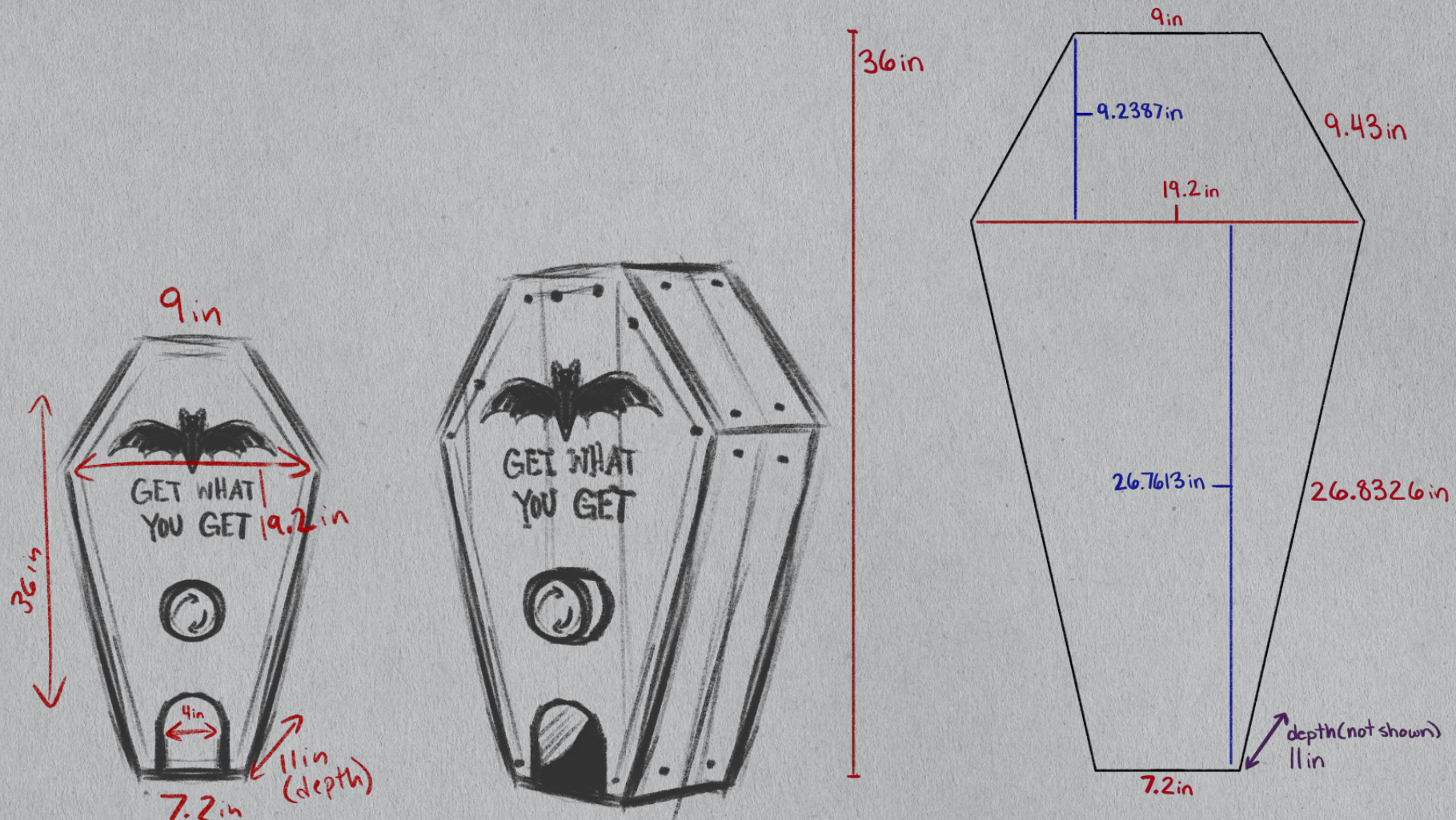
Inspiration

"Get What You Get" Coffin

9in

19.2in

36in

4in

7.2in

11in (depth)

GET WHAT YOU GET

Early ideation / rough sketch

36in

9in

9.2387in

9.43in

19.2in

26.7613in

26.8326in

depth (not shown) 11in

7.2in

Size estimation

"Get What You Get" Coffin

❖ Front features tattoo-style bat

❖ Right now, only a non-functional prototype has been made, but I want to actually make a functioning one soon

Process Going Forward

- ❖ First four weeks dedicated to getting four sketches done each week
- ❖ Next four weeks dedicated to getting four linearts done each week
- ❖ Remaining time was spent shading and adding limited color
- ❖ All illustrations are blackwork tattoo style with the acception of a single accent color per illustration
- ❖ I wanted to be able to stipple shade all of the illustrations the same way I did with my "Get What You Get" bat, however, due to time limitations, I resorted to other shading methods
  - ➢ So please not, when translated onto skin as a real tattoo, all shading would be stippled as in my bat example

Not Deer

Not Deer

- ❖ Urban legend based in the Appalachian region of North America
- ❖ Deer-like creatures but typically larger than average deer and body proportions and features that are not consistent with common deer
- ❖ Many different variations of them exist
- ❖ Seemingly not afraid of humans
- ❖ Tend to be more predator like

Baphomet

AS ABOVE

SO BELOW

Baphomet

As Above

So Below

- ❖ "Devil Goat"
- ❖ Baphomet history dates back to around the 1300s
  - ➢ Knights Templar accused of worshiping a false god (Baphomet)
- ❖ Modern depiction of Baphomet originated in mid 1800s by the French occultist Eliphas Levi
  - ➢ Drew Baphomet in the iconic pose
- ❖ Hand gesture referring to "As above, so below"
  - ➢ What a person does on Earth is reflected in the after-life
- ❖ Popular culture also commonly depicts the devil as a goat, or at the very least having hooves and horns

Loveland Frog
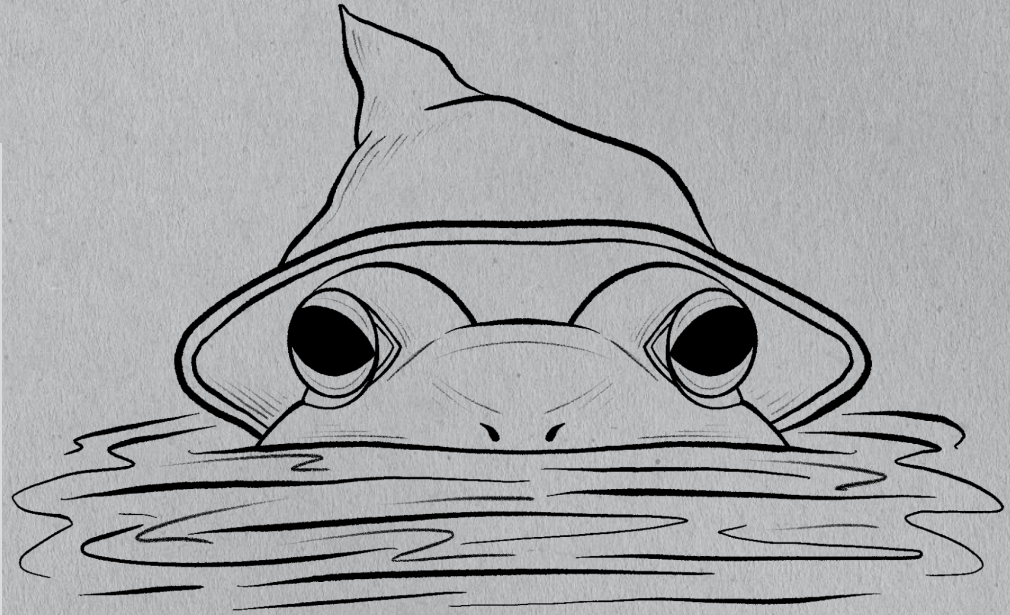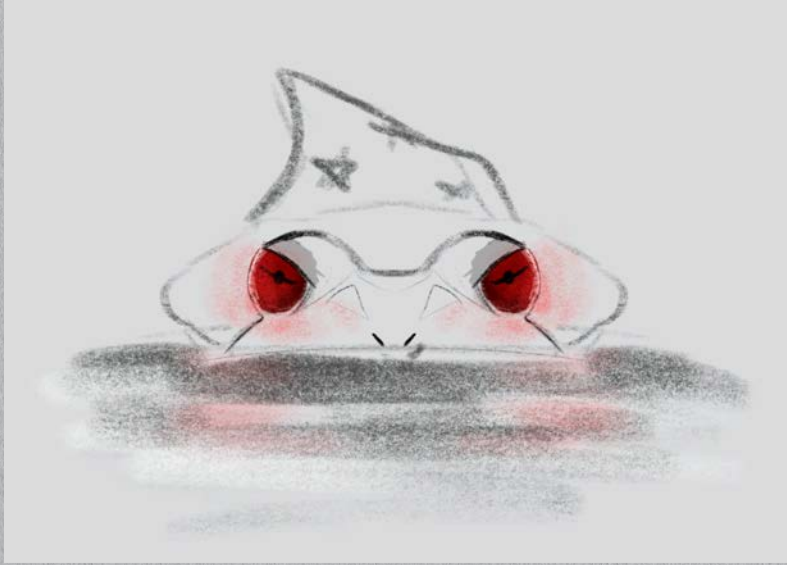
Loveland Frog
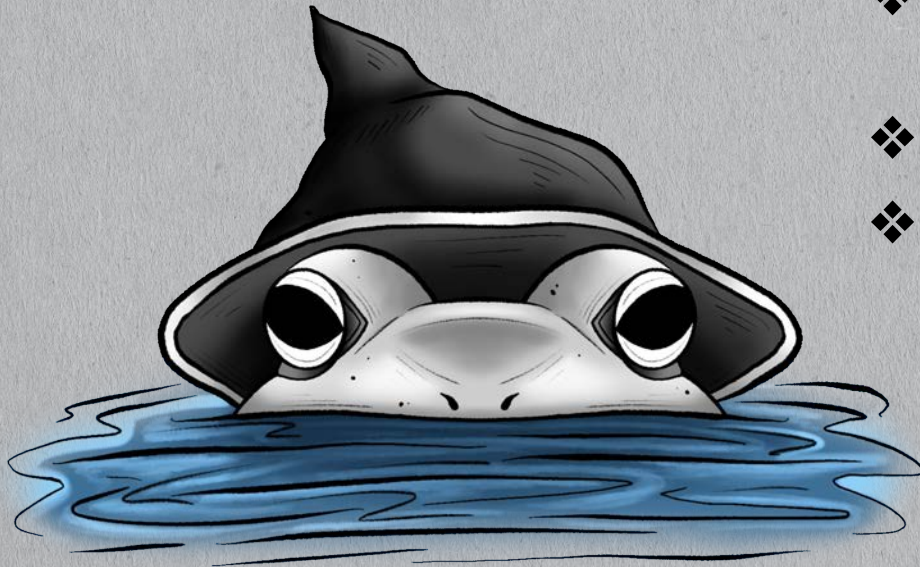
- ❖ Also known as Loveland Frogman or even Loveland Lizard
- ❖ Originated in Loveland, Ohio
- ❖ Only 3.5 hours away from Cleveland!
- ❖ Has had 4 documented sightings
  - ➢ 1955, 2 in 1972, and 2016
- ❖ Bipedal frogs about 3 feet or so tall
- ❖ Said to have magical wizard-like powers
  - ➢ Have been seen using sticks as wands
  - ➢ Ability to control electricity

Phantom of the Opera

Phantom of the Opera

- ❖ Novel written in 1910 by Gaston Leroux (Public domain)
- ❖ "Tells the take of a disfigured musical genius who haunts the Paris Opera House"
- ❖ Described as "corpse-like" in the novel
- ❖ Was adapted into a musical by Andrew Lloyd Webber in 1986
  - ➤ Longest running Broadway show in history with 13,981 performances
  - ➤ Just closed on Broadway in April of 2023
- ❖ Has had several TV/Film adaptations but most notable are the 1925 silent horror film & the 2004 musical film

Little Shop of Horrors (Audrey Jr.)

Little Shop of Horrors (Audrey Jr.)

- ❖ The original 1960 film version is public domain, though most people are most familiar with the musical adaption
- ❖ 1960 "Audrey Jr." vs 1982 "Audrey 2"
- ❖ Carnivorous plant from space that demands his owner to feed him human blood and flesh
 - ➢ Yes, it has to be human

# Loch Ness Monster
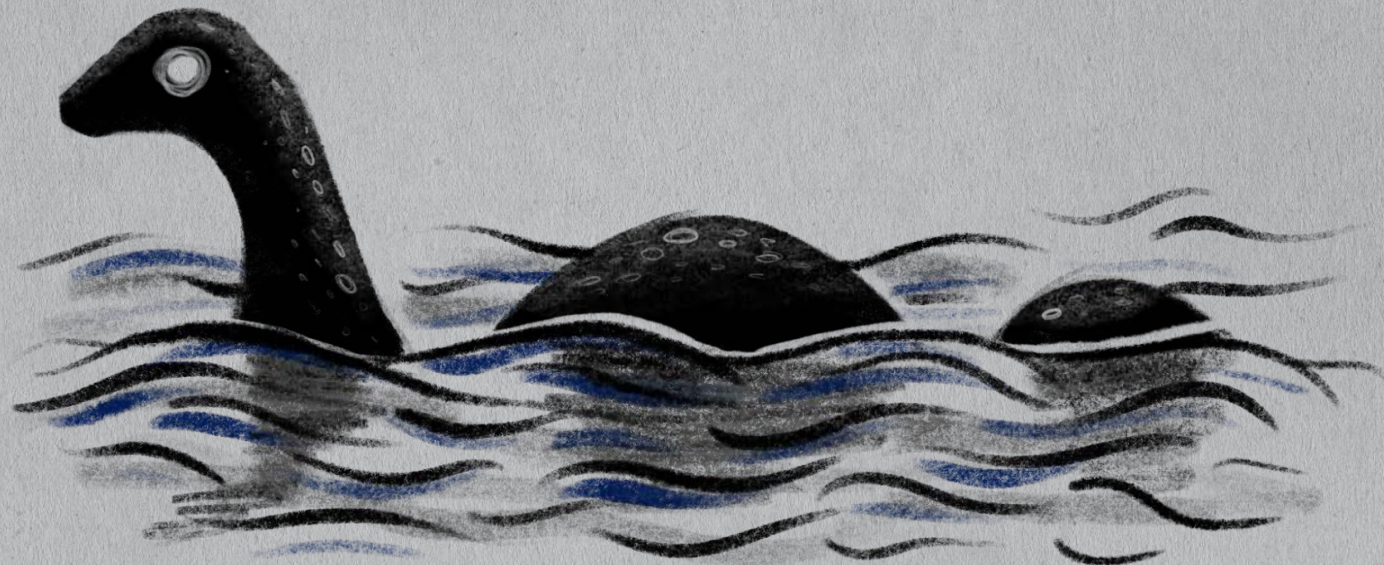
Loch Ness Monster

- ❖ Also known as "Nessie"
- ❖ Scottish folklore creature that is said to live in Loch Ness in the Scottish Highlands
- ❖ Lots of theories as to how Nessie is alive
  - ➢ Wormhole? Is Nessie a dinosaur that went through a time wormhole into modern day?
  - ➢ Unevolved prehistoric animal that somehow remained unchanged
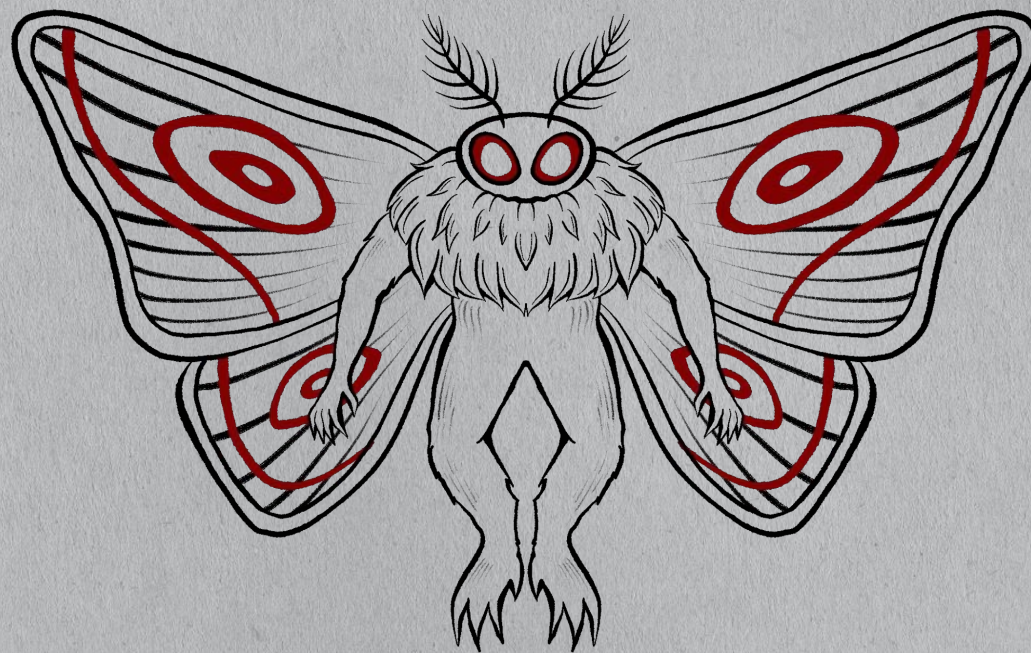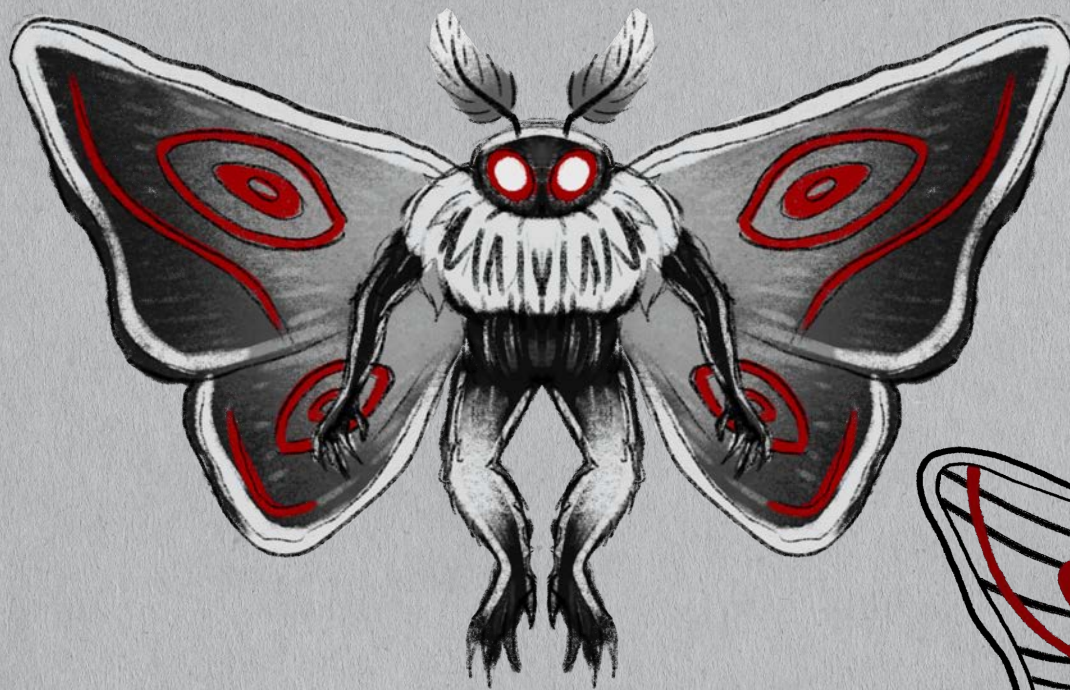 - ➢ Something more fantastical, a dragon? Serpent?

Dracula
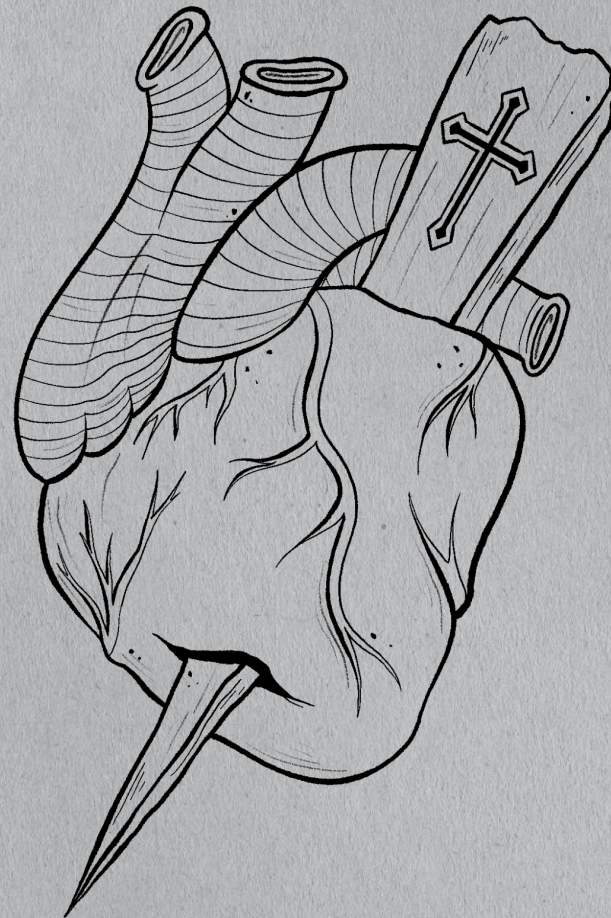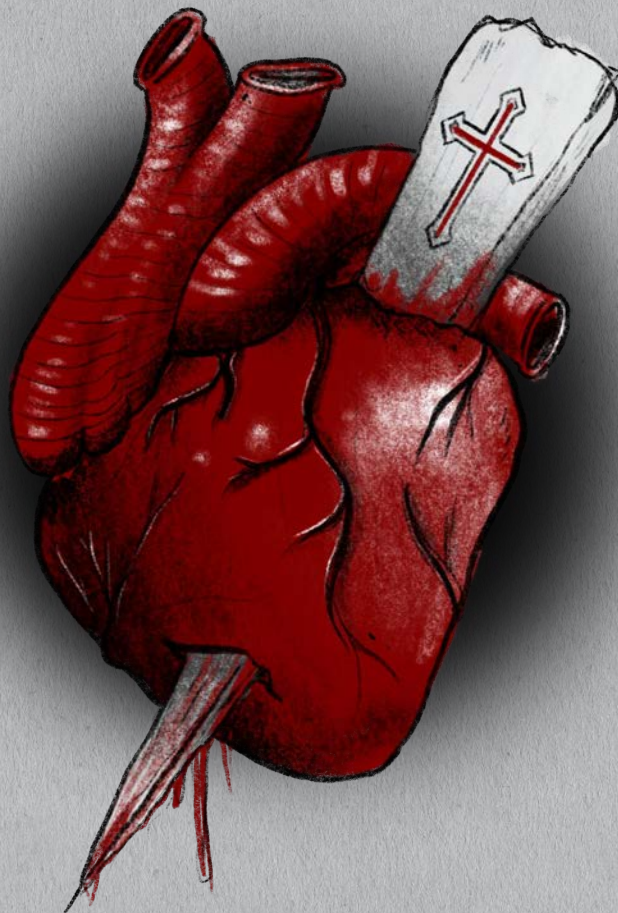
Dracula
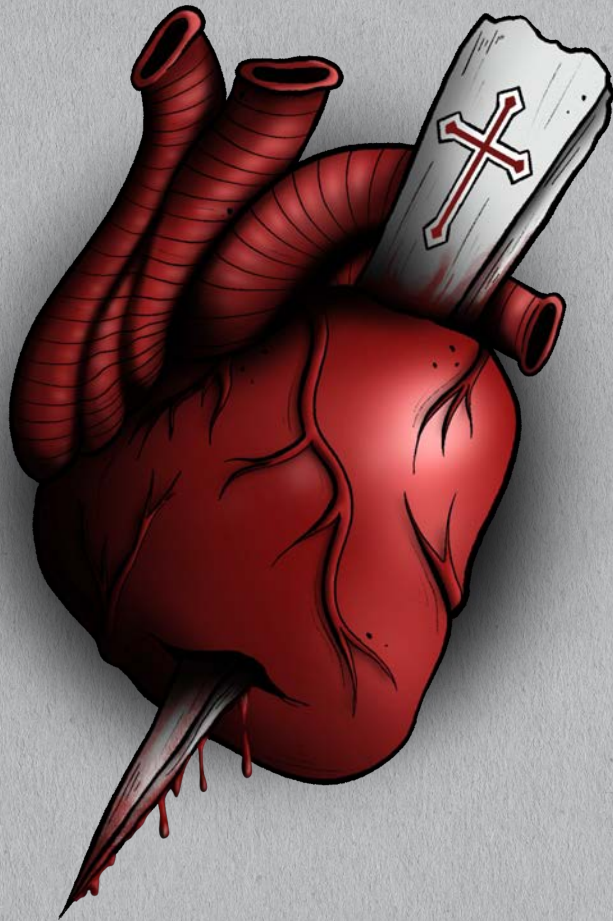
- ❖ Novel by Bram Stoker (1897)
- ❖ Public domain
- ❖ Lots and lots of adaptations (too many to list)
- ❖ One of the most popular vampires in history
- ❖ Killed by a stake in the heart
- ❖ Staking vampires was said to kill the undead because it would pin them to their graves, preventing them from rising again

Mothman

Mothman

- ❖ One of the most popular cryptids nowadays
- ❖ Loved by many
- ❖ Originated in West Virginia, specifically Point Pleasant
- ❖ First sighed in 1966
  - ➢ News paper stated "Couples See Man-Sized Bird Creature"
- ❖ Around 7 feet tall with a wingspan of about 10 feet
- ❖ Able to fly great distances at high speeds
- ❖ Point Pleasant has a 12 foot tall stainless steel sculpture of him

The Velvet Ribbon

DON'T LOSE YOUR HEAD

DON'T LOSE YOUR HEAD

The Velvet Ribbon

DONT LOSE YOUR HEAD
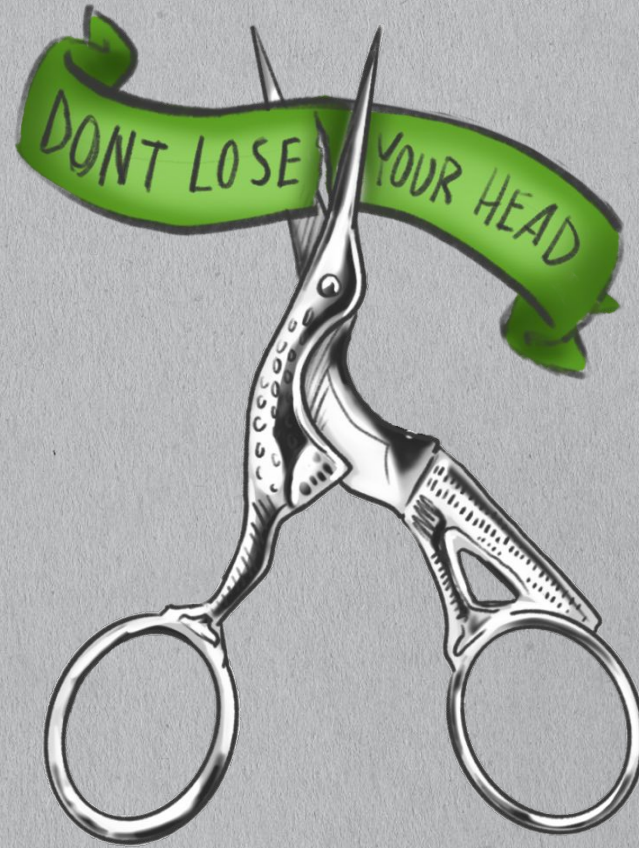
- ❖ Tale that dates back to around the 1800s (no official "origin"
- ❖ Believed to have possibly originated during the French Revolution
  - ➢ Lots of beheadings… adds up
- ❖ Story about a woman with a velvet ribbon around her neck that she never removes. She falls in love but refuses to answer any questions about the ribbon. One day her partner's curiosity gets the best of him and he removes the ribbon. When he does, her head falls off

BERENICE

OUT OF JOY
SORROW IS BORN

Berenice

OUT OF JOY

SORROW IS BORN
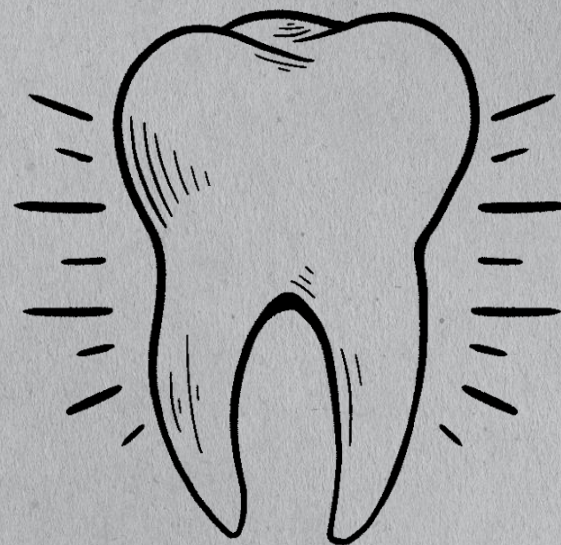
- ❖ Short story by Edgar Allan Poe in 1835 (public domain)
- ❖ Narrator sufferers from an obsessive disorder (monomania) that makes him fixate on small things, ideas, or even objects
- ❖ Soon to be marrying his cousin Berenice (it was 1835 okay...) who suffers from a degenerative illness
- ❖ As her beauty starts to lessen due to illness, he begins to fixate on her teeth, which are, in his eyes, a preserved version of her beauty unaffected by her illness
- ❖ She dies before their wedding and he drifts in and out of awareness in his mourning
- ❖ When he becomes aware again, he finds that he dug up her grave and stole the teeth from Berenice's corpse
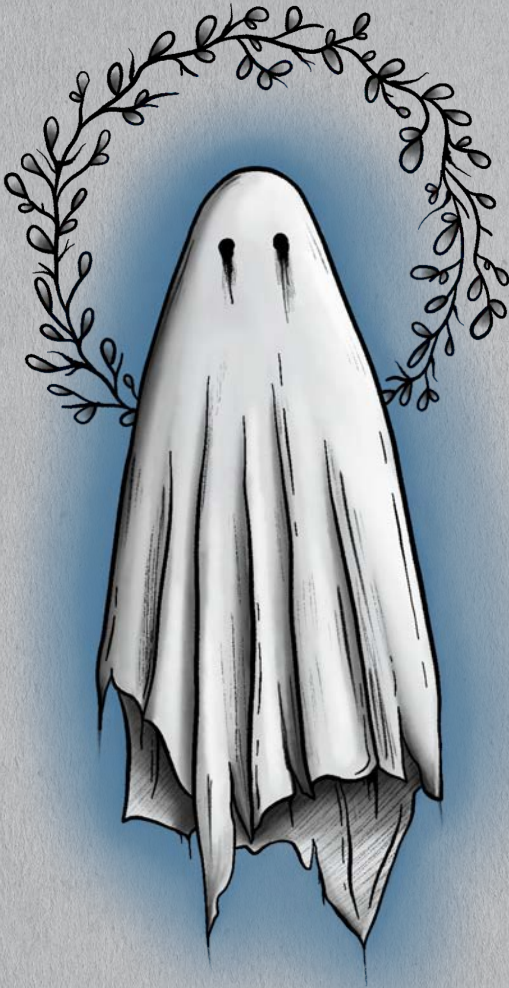
Herbert West: Re-Animator
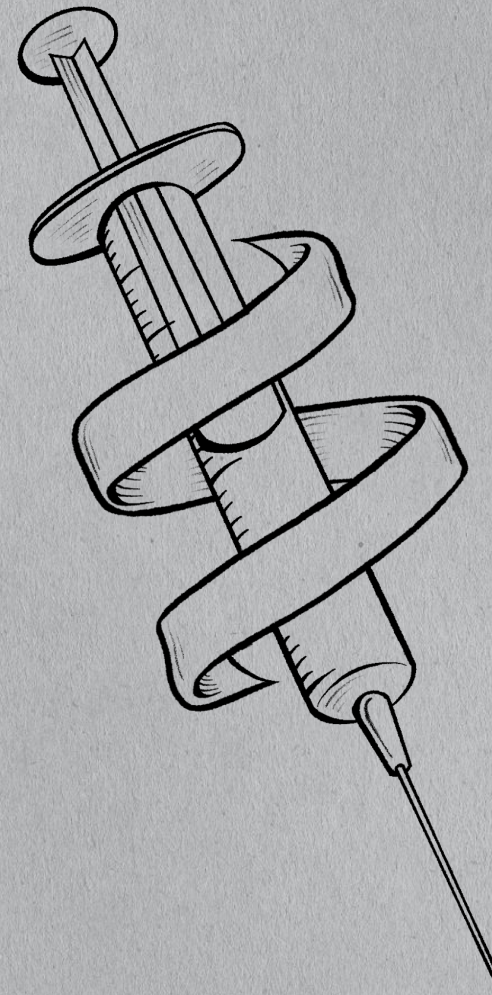
Herbert West: Re-Animator

❖ Short story by H.P. Lovecraft written between 1921-1922 (public domain)

❖ Story follows Herbert West, an ambitious medical student, who is set on bringing the dead back to life with his reagent

❖ Was adapted into a film in 1985, starring Jeffrey Combs as Herbert West

➢ Had 2 sequels made as well

HIDEOUS

POSSIBILITIES

Ghost

Ghost

- ❖ Honestly, this is just a regular old ghost, so there's not too much to say about the specific lore since ghosts are known in a variety of myths/tales/folklore
- ❖ Inspired by sheet ghosts because I personally find their design super charming
- ❖ Ghost fun fact: a 3,500 year old Babylonian tablet is thought to contain the earliest (currently known) depiction of a ghost

Kraken
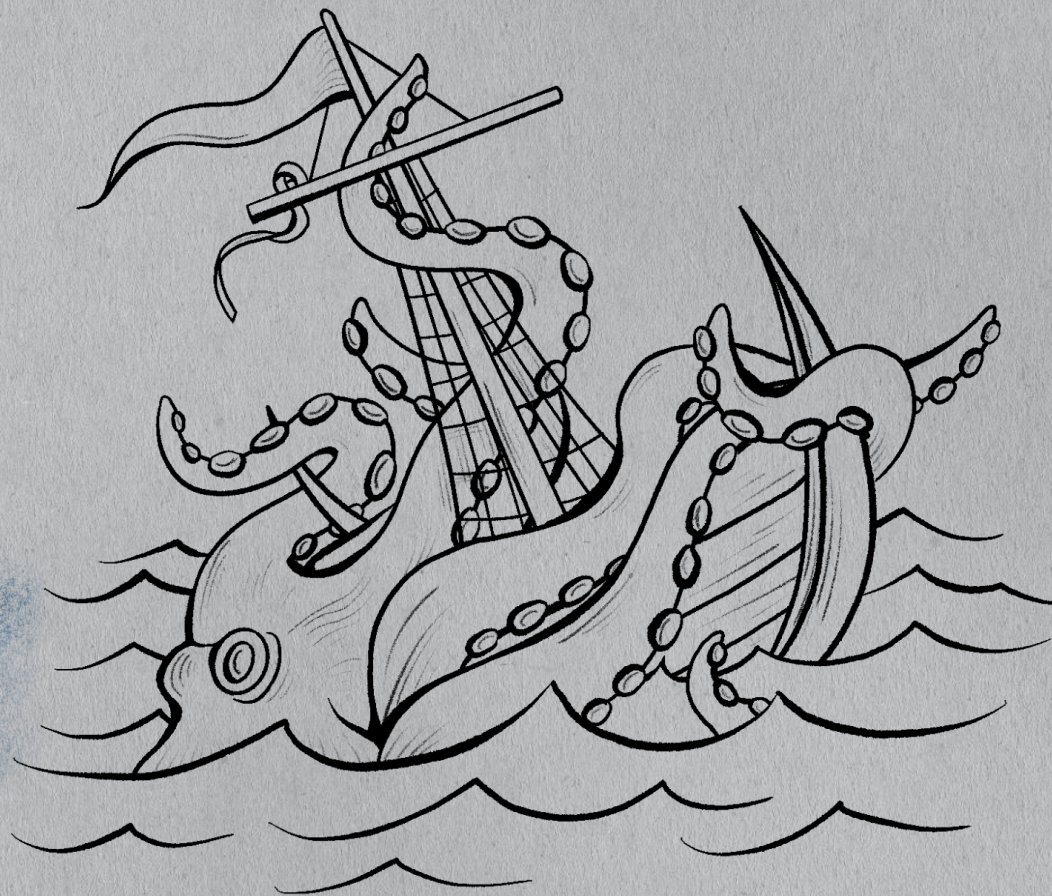
Kraken

❖ Likely originated from sightings of giant squid

❖ Scandinavian folklore

❖ Capable of destroying entire ships and killing sailors

❖ First description of the Kraken came from a Norwegian bishop in the mid 1700s who described the creature as a large octopus with a reputation for pulling down ships

Werewolf

Werewolf

- ❖ Has many different variations, but a werewolf is essentially a human being who can turn into a wolf or wolf-like creature
- ❖ "Lycanthropy" is the supernatural transformation of a person into a wolf
- ❖ Lycanthropy become very popular with European folklore throughout the 15th to 17th centuries
- ❖ Most commonly known for transforming under full moons

Plague Doctor
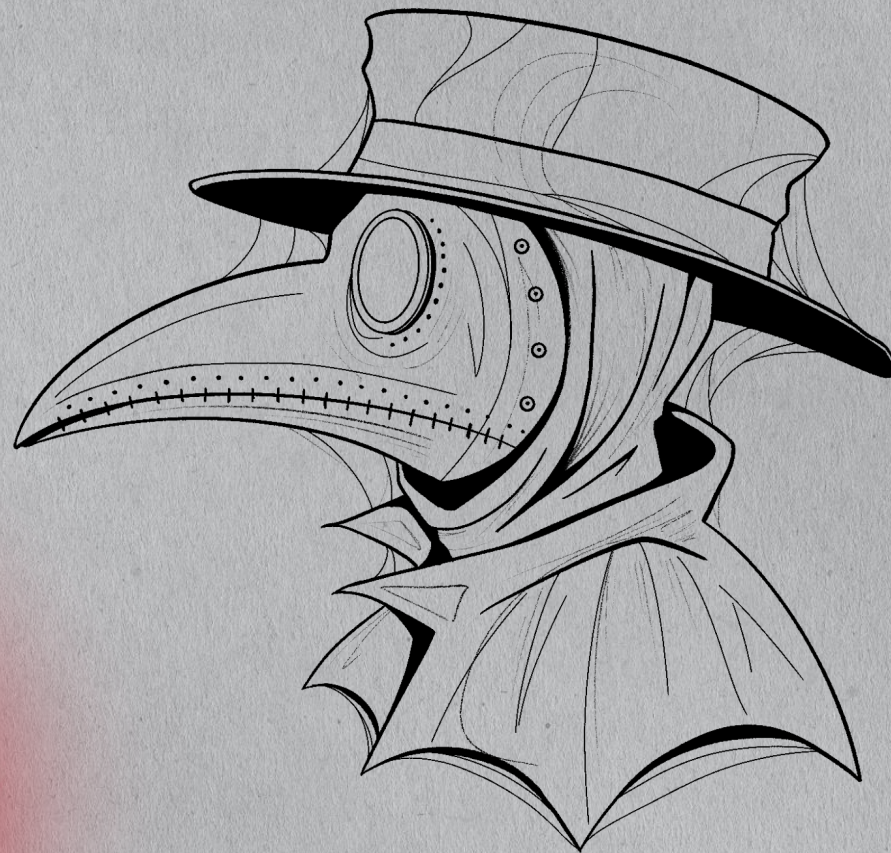
Plague Doctor

- ❖ Originating in the 16th and 17th centuries
- ❖ This one is actually based in reality, as these were actual physicians who treated the bubonic plague
- ❖ Wore a mask to help purify the air
  - ➢ Bubonic plague caused horrible stenches
  - ➢ Would fill mask with herbs and spices
- ❖ While some saw plague doctors as hope, others saw them as a bad omen warning them that death was near

Jackalope
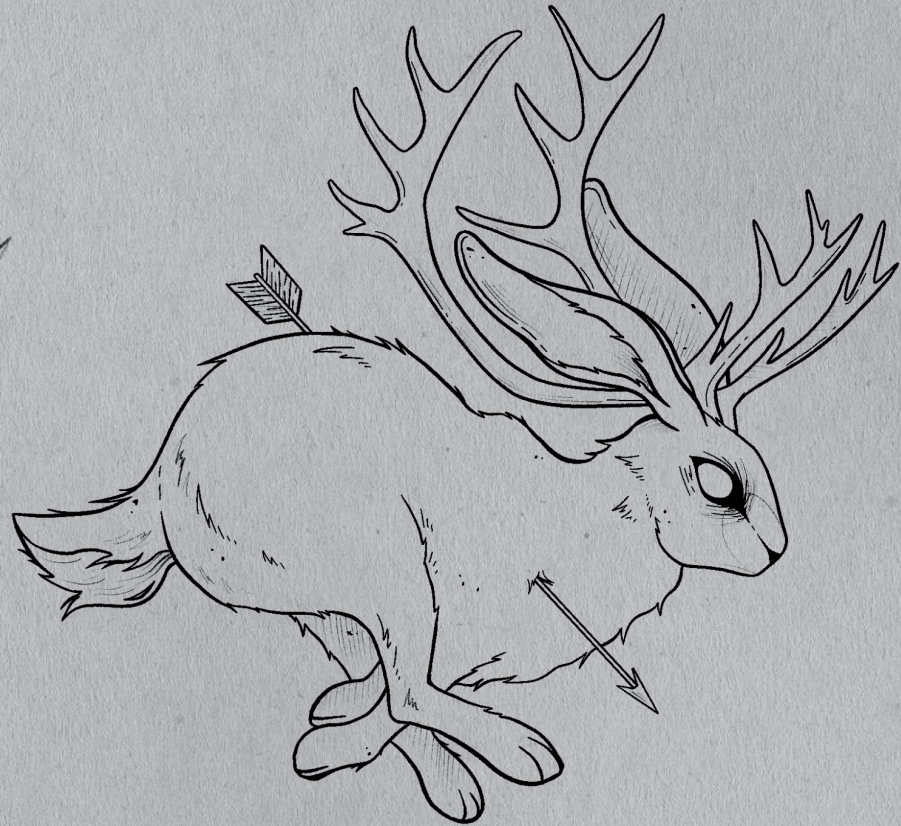
Jackalope

- ❖ You're gonna be seeing a lot more of these in a minute
- ❖ Mythical creature in North American folklore
- ❖ Jackrabbit with antelope horns
- ❖ Thought to be real in the early 1900s because taxidermists would frankenstein together "jackalopes"
- ❖ I thought they were real for a long time because there was a "taxidermy" jackalope at my local Texas Roadhouse
  - ➢ Bad day for young me when I found out they did not in fact exist

Inkalope Art

Spring Semester Thesis | By Mason Mooney

Big Leap From First Semester Thesis Project

❖ Sorry for the juxtaposition between my tattoos and this

❖ I like a lot of things! I love horror but I also adore cute pastel stuff

❖ Feeling a lot like these houses right now over on the right —>

WHAT IS IT?

- ❖ Merch collection based upon the mythical creature the jackalope
- ❖ Aesthetic based upon Valentine's day
- ❖ Rebranding for my shop & social media
- ❖ Creating a brand identity and mascot

Deliverables:

- ❖ Post Card
- ❖ Business Card
- ❖ Shaker Charm
- ❖ Plush
- ❖ Ita Bag
- ❖ Enamel Pin
- ❖ Cardigan
- ❖ Repeating Pattern

Thesis

My biggest objectives with Inkalope Art was to focus on cohesive branding for my shop that makes it easily recognizable, and shifting my merchandise towards more of my personal work rather than fan art. Using a beloved cryptid as my mascot, combined with a cute Valentine's Day inspired aesthetic, I will have a community of cryptid lovers and cute art lovers to be able to sell my work to.

Target Audience

❖ All ages

❖ Adults with disposable incomes who like cute things

    ➢ Pastel aesthetic has become very popular online

    ➢ Cryptids have also become popular online and in older audience communities

    ➢ Although I'm biased (most of my friends being queer, nerdy, and/or art school students) most if not all of my friends collect plushies: so there is definitely an adult audience

❖ Kids who can ask their parents to buy my merchandise for them

    ■ *Especially* at in person events like conventions

    ■ Parents/family/friends shopping for gifts for kids on Etsy

INSPIRATION

Vintage Valentine's Day Cards

I LOVE YOU

HAPPY VALENTINE'S DAY

I Love You

HELLO VALENTINE
I think you're
a LITTLE DEER!

If you carrot all for me

BE MY VALENTINE

I WANT TO SLIDE INTO YOUR HEART!

CALLING ON YOU TO BE MY Valentine

Love

Inspiration

@FUJIBEEShop

Fujibee Dateless Planner System

Pick A cover
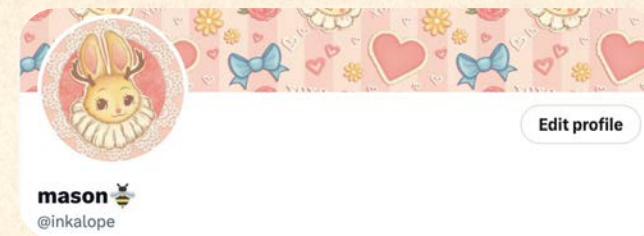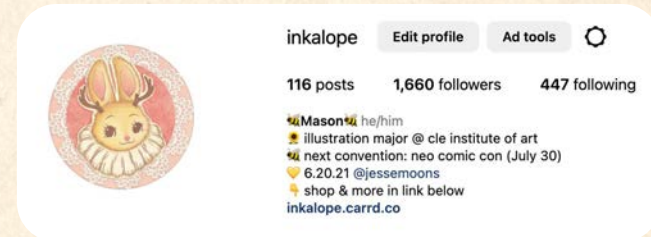
Pick Inserts

Decorate!
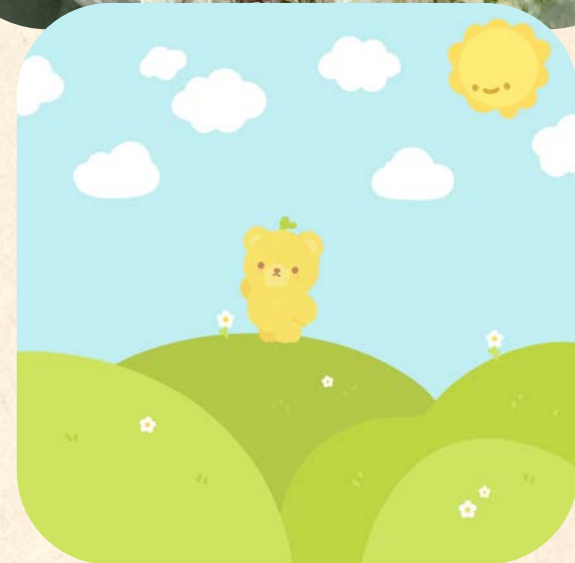
Inspiration

@Sugary_Carousel

Postcard

❖ To be included with every order

Thank you for supporting Inkalope Art!

I hope everything arrived quickly and safely. If you have any issues, please contact me so I can fix it.

Please remember to leave a review, & tag me if you post any pictures online.

Make sure to follow me and my shop for updates and art!

Thanks again & enjoy!

🐦 📷 t @Inkalope
INKALOPE.CARRD.CO

Inkalope Art

Social Media Icon

❖ Made a version of the postcard art to work as my social media icon
  ➢ Wanted unity across all platforms to stay identifiable

inkalope
Find me on twitter/instagram @inkalope
Cleveland, Ohio
3,375 Sales ★★★★★
♡ Follow shop

inkalope   Edit profile   Ad tools   ⚙
116 posts   1,660 followers   447 following
🐰Mason🐝 he/him
👤 illustration major @ cle institute of art
🐰 next convention: neo comic con (July 30)
💛 6.20.21 @jessemoons
👇 shop & more in link below
inkalope.carrd.co

mason 🐝
@inkalope
Edit profile

Business Card

- ❖ Wanted design to be elegant and easy to read
- ❖ Included link to all my links
- ❖ Only included business name– I'd like to keep my business a bit separate from myself

Shaker Charm

❖ Wanted it to be filled with oil so the pieces inside didn't just sit flat
❖ Manufacturer was unable to fill with oil, so I did that part myself
❖ Based on "Sweethearts" candy
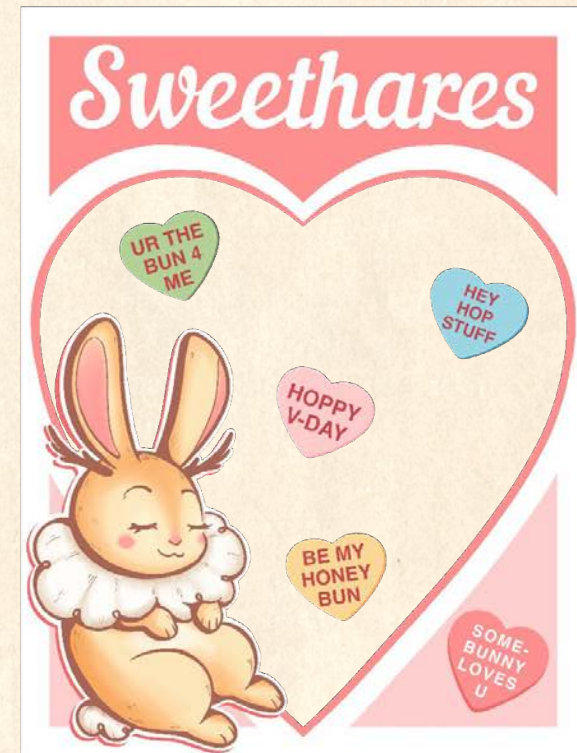
Shaker Charm

- ❖ Wanted the pieces inside to look like actual "Sweethearts" candy
  - ➢ Refrained from using a cuter font because of this
- ❖ Kept it all rabbit themed

HOPPY V-DAY

HEY HOP STUFF

BE MY HONEY BUN

UR THE BUN 4 ME

Shaker Charm

- ❖ Added some glitter into the baby oil
- ❖ Filled using syringe & then plugged with a stopper
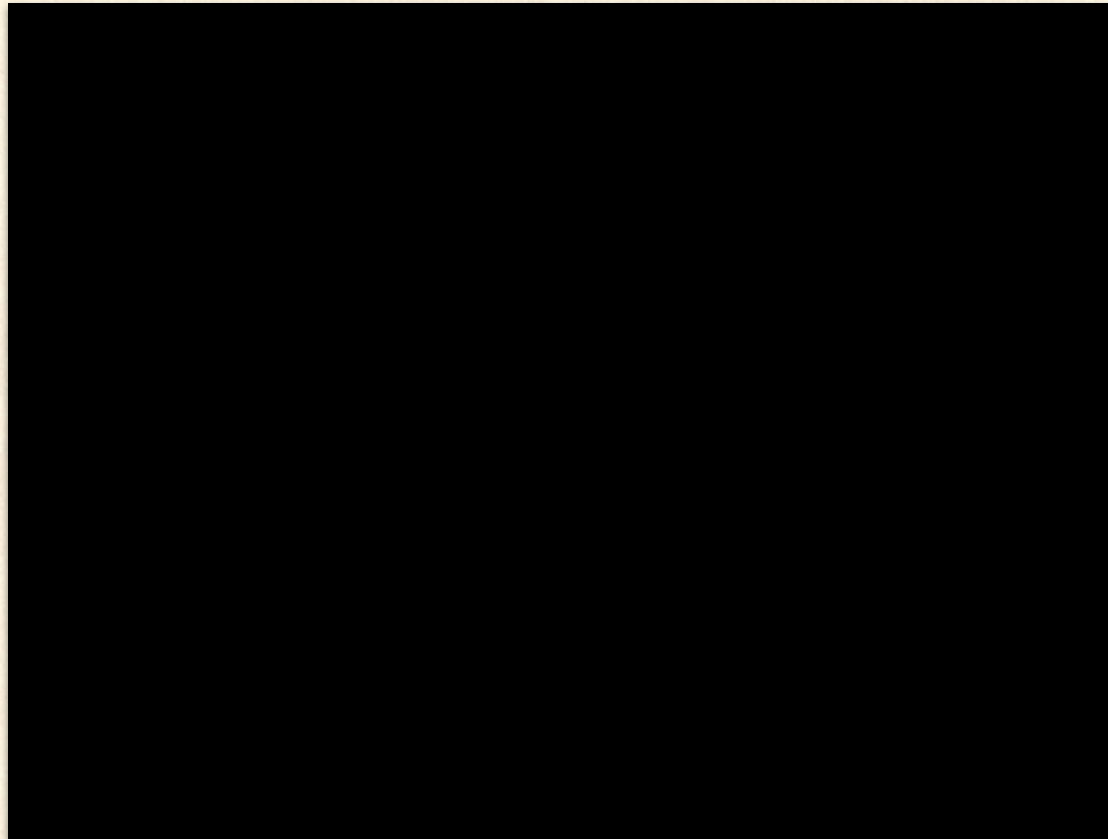
Plush

- ❖ Initial sketching
- ❖ Figuring out the general pose and format of the plush
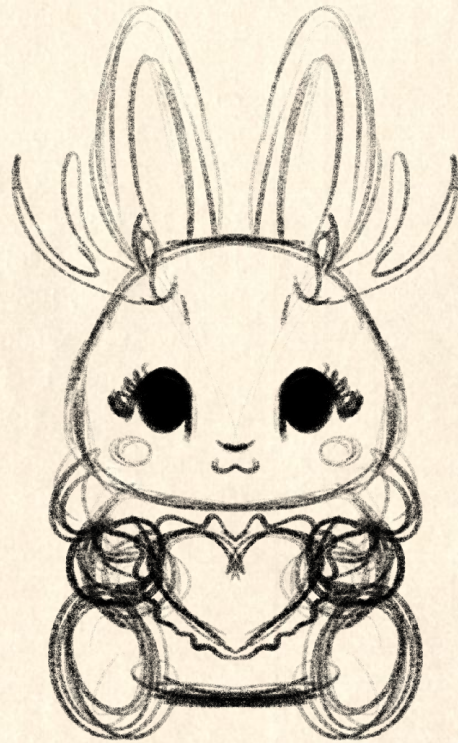
Plush

- ❖ Ended up going with the sitting pose– simple looked cuter
- ❖ Turn around sketch
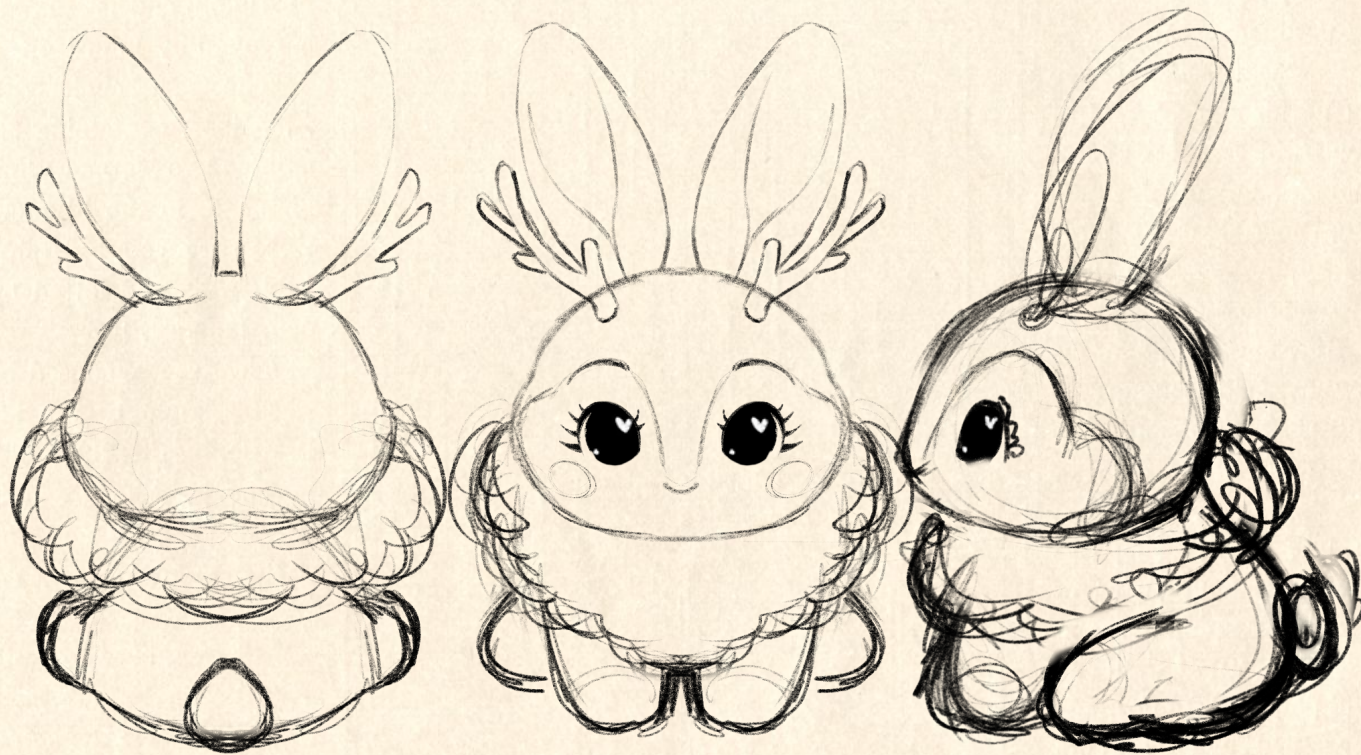
Plush

❖ Cleaned up front and back

❖ No toe beans? Rabbits don't have toe beans!

Plush

❖ Some colors have to slightly change based on what fabrics my manufacturer has available

Blush

颜色编号: 529

Antlers & Eyes

324

Light part of the body

37

Dark part of the body

36

Neck Fur

7

Color #36

Pattern in ears & bottom of paws

color #324

antlers should be slightly stuffed (not flat)

Face details (eyes, brows, nose, mouth, blush) should be embroidered
• brown embroidery color #324
• pink embroidery color #529

Longer fluffy fabric for neck fur
• color #7

Shorter fuzzy fabric for body (anywhere yellow)

Color #37
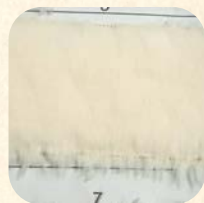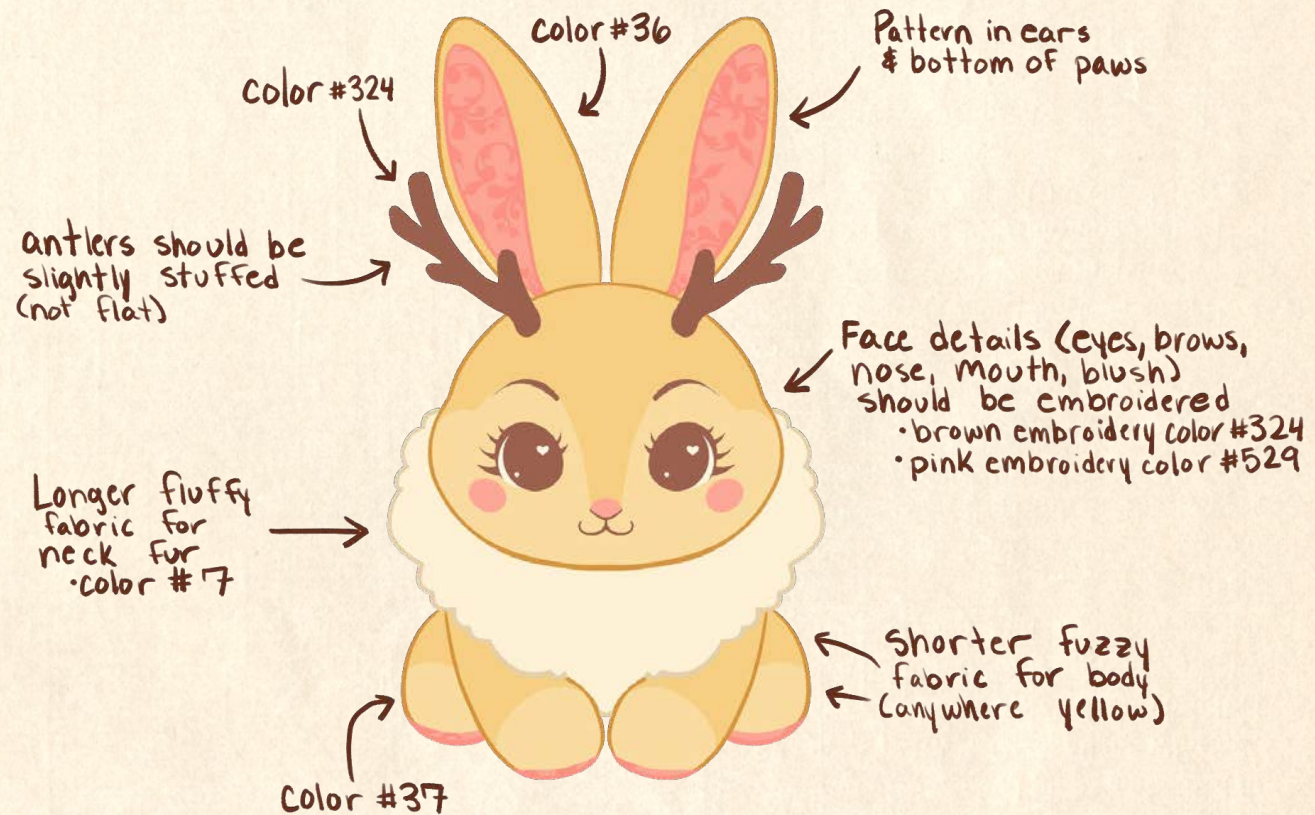
Plush— First Sample

Plush— First Sample Modifications

fur here (around neck only) should be longer/fluffier
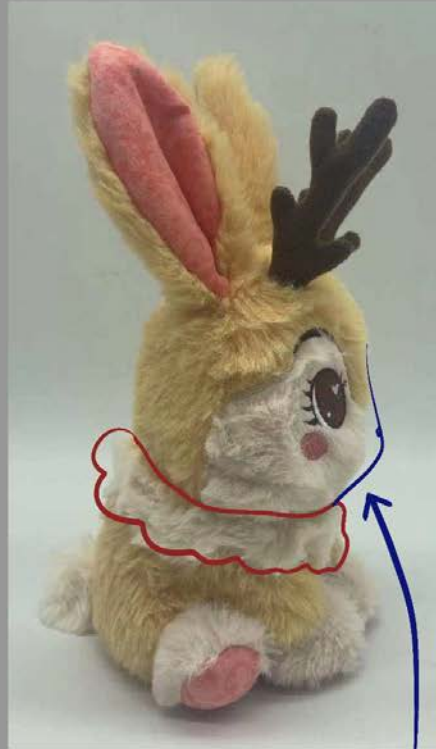
face should curve out more, similar to this face shape

Plush— Second Sample

❖ Tragedy struck...
❖ Manufacturer misinterpreted my modifications a bit and he ended up a little wonky
❖ They thought I wanted more fabric around his neck rather than just fluffier fur
❖ They suggested adding a three-dimensional nose to help with head shape
❖ I rephrased my requests and next sample was perfect!

Plush— Third & Final Sample

❖ Perfect! Head shape and neck fur fixed! Also removed 3d nose

Ita-Bag

❖ An ita-bag is a bag (typically backpacks or over-the-shoulder bags) that are designed to be covered in keychains, pins, and buttons
  ➢ Have a "slot" to put merch in

Front

Back

Ita-Bag

faux leather everywhere else

fuzzy fabric for neck

Clear vinyl for window

faux leather everywhere else

straps can be stronger fabric similar to this

fuzzy fabric for tail
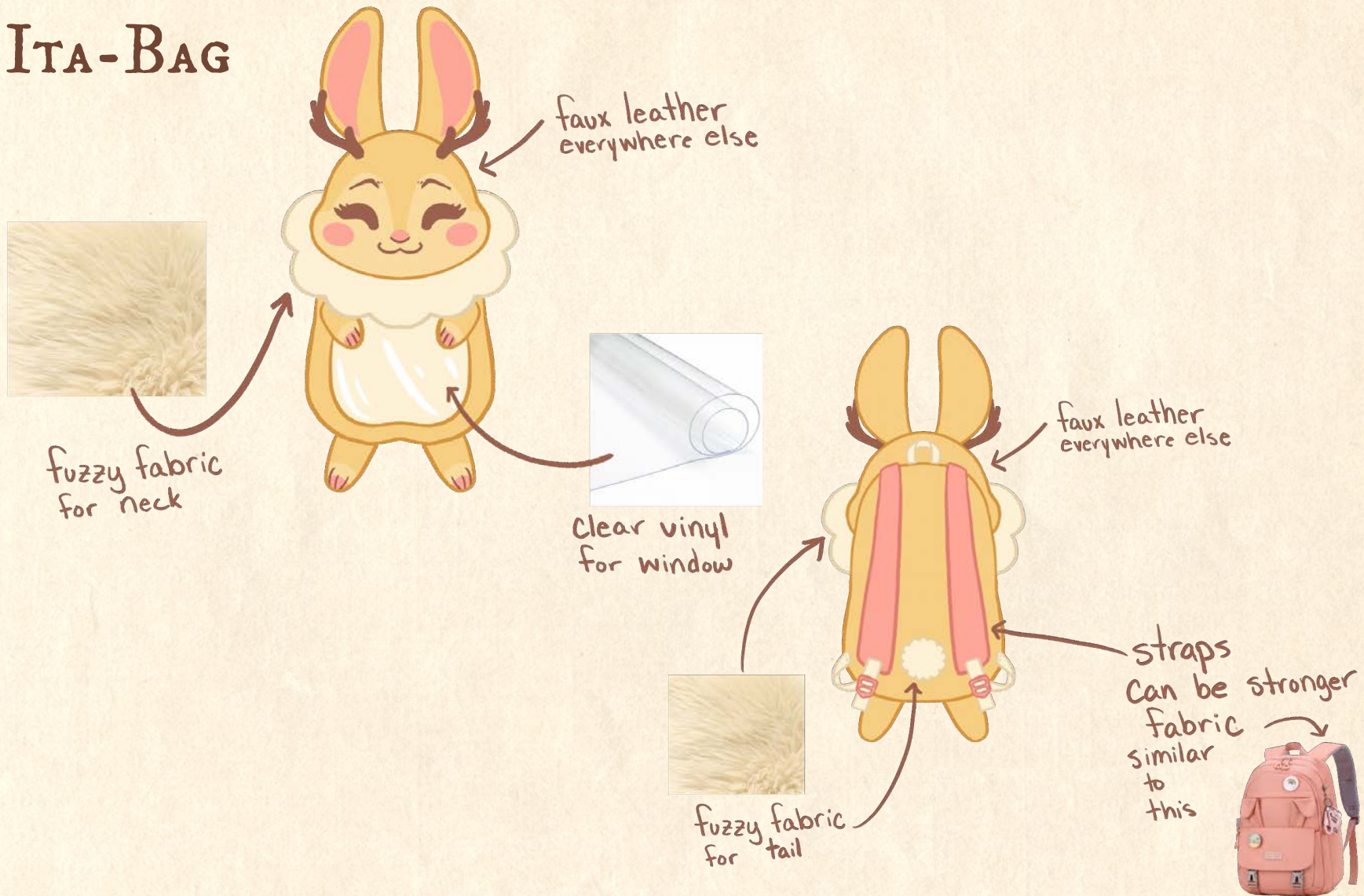
Enamel Pin

❖ Simplified design for enamel pin (Limited 3 colors + copper metal)

❖ Heart shaped pin backs to keep with Valentine's aesthetic

- Hard enamel
- Copper
- 1.5"

Front

Back

Enamel Pin

❖ First sample the antlers were too close to the ears to be able to be cut out completely, so I modified for the second sample and moved them to allow for more room

❖ Pantone colors picked out to allow for better matching

38.1mm
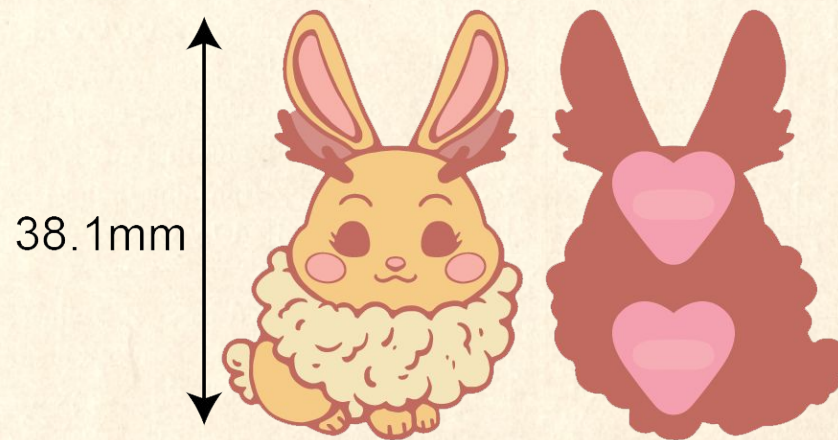
⬤ Raised copper metal
⬤ Recessed metal
⬤ 169c
⬤ 1345c
⬤ 7401c75%

38.1mm

⬤ Raised copper metal
⬤ 169c
⬤ 1345c
⬤ 7401c75%
✗ cut out

Enamel Pin

❖ Manufacturing process (photos provided by manufacturer)

Cardigan Design

- ❖ Originally was going to just be a regular hoodie (no middle buttons)
- ❖ Decided cardigan sweater knit fit the aesthetic better
- ❖ Details would be embroidered on (front jackalope & back rose)

Repeating Pattern

❖ Wanted to make a pattern that could be used in many different ways

➢ Backgrounds
➢ Packaging
➢ Tote bags
➢ Fabric
➢ Pencil case
➢ Mouse pad
➢ Possibilities are endless :)

Repeating Pattern

❖   Example mockups

Repeating Pattern

❖ Used on my Etsy & Twitter headers

Updated Shop Website

Thank You Very Much!