“1st CA Creative Work Faculty Show Case–2015”
Creative Work Manuscript

29TH APRIL – 20TH MAY 2016
AT 1ST FLOOR
ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS BUILDING
ASSUMPTION UNIVERSITY, SUVARNABHUMI CAMPUS
"1st CA Creative Work Faculty Show Case-2015"

Creative Work Manuscript

29th April - 20th May 2016
At 1st Floor
Albert Laurence School of Communication Arts Building
Assumption University, Suvarnabhumi Campus

Assumption University (Suvarnabhumi Campus)
88 Moo 8 Bang Na-Trat Km. 26, Bangsaphan, Samutprakarn, Thailand 10560

Admission and General Information
E-mail Address: comarts@au.edu
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www.ca.au.edu
www.caresearch.au.edu
For over 20 years, since the day the Albert Laurence School of Communication Arts was founded, we have had the mindset to develop, support, and promote the education of our students and lecturers alike. However, we had not yet had many opportunities to allow our faculty members to display their creative skills for the public. On behalf of the Albert Laurence School of Communication Arts, I am honored to announce that this semester 2/2015, we finally have our ever ‘Faculty Show’.

This CA Faculty Show should benefit both our lecturers and our students. The occasion provides lecturers with the opportunity to display their creative works. The exhibition could also be a step towards our lecturers participating in other exhibitions or showcasing their talents in other establishments.

On the student side, they will get the opportunity to view, understand, and appreciate their lecturers’ characteristics, personalities, and skills, as well as to gain knowledge. It is a win-win situation overall.

On behalf of the Albert Laurence School of Communication Arts, I would like to thank all the lecturers from the departments of Computer Generated Imagery, New Media Communication, Performance Communication, and Visual Communication Design, who are participating in this event. Also, I would like to extend our school’s appreciation to A. Nattanan Naewmalee and the Research Committee for cooperating and organizing this wonderful event for our faculty and students. Lastly, I would like to thank Prof. Pornrat Dumrung, Asso. Prof. Chaiyanandha Cha-umngarm, and all members of the External Committee who helped review all the works.

I truly hope that this exhibition will be the first of many more to come.

Wuthichai Choonhasakulchoke
Dean
Albert Laurence School of Communication Arts
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Research Committee

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Yossapol Chutipanyabut

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Checkchanok Bullakul (Graphic Designer)
Albert Laurence School of Communication Arts
The timeline of "1st CA Creative Faculty Showcase Exhibition-2015"
20th April - 20th May 2016
At 1st floor Albert Laurence School of Communication Arts Building,
Assumption University, Suvannabhumi Campus

CALL FOR PAPERS AND CREATIVE WORK — ROUND 1

CLOSE THE PAPER SUBMISSION — ROUND 1

MEETING COMMITTEE FOR ROUND 1 SUBMISSION

CALL FOR PAPERS AND CREATIVE WORK — ROUND 2

CLOSE THE PAPER SUBMISSION — ROUND 2

MEETING COMMITTEE FOR ROUND 2 SUBMISSION

MEETING FOR PAPER REVIEW BY READER

SEND THE PAPERS BACK FOR CORRECTION

CLOSE DATE FOR CREATIVE WORK

CLOSE DAY FOR CORRECTED PAPERS AND MEETING THE EXHIBITION SET UP TEAM

CLOSE DATE OF PICTURE FILE FOR CD PROCESSING

CLOSE DATE OF EXPLANATION TO EDIT / UN-EDIT FORM

DESIGN ART WORK FOR PROCEEDING

CLOSE DATE FOR EXHIBITION REQUEST FORM

SEND THE INVITATION CARD AND POSTER FOR EXHIBITION OPEN DATE

CD PROCEEDING PRODUCTION

INSTALLATION DAY

EXHIBITION OPENING DATE

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Memorandum

No.: CA 43/2015
Date: 1st December 2015
To: Lecturers, Department of Computer Graphic Imagery Department, New Media Communication Arts Department, Visual Communication Design Department, Performance Communication Department, Albert Laurence School of Communication Arts

From: Dean, Albert Laurence School of Communication Arts
Subject: Call for papers "The 1st CA Creative Faculty Showcase Exhibition - 2015"

Attachment 1. The exhibition timeline
2. Creative work manuscript formats

You are cordially invited to submit your creative work manuscript format and creative work for "The 1st CA Creative Faculty Showcase Exhibition - 2015" organized by the Communication Arts Research Committee. The exhibition timeline is as below:

- Call for paper (1st round) during 5th to 22nd January 2016
- Call for paper (2nd round) during 27th January to 15th February 2016
- The exhibition will be held at 1st floor, Albert Laurence School of Communication Arts Building during 29th April to 20th May 2016
- Please submit your creative work manuscript format via e-mail: cafacultychunk@gmail.com
- The 2D art works size shouldn't bigger than 80x60 cm & 3D art pieces size shouldn't bigger than 100x100x200 cm.

Yours sincerely,

A. Wuthichai Choochaisakulchok
Dean, Albert Laurence School of Communication Arts

For more information, please contact:
- A. Theerawat Ployvibhirsiri (Computer Graphic Imagery Department)
- A. Sammochai Rithirak (New Media Communication Arts Department)
- A. Arunwadi Leewanunthawat (Performance Communication Department)
- A. Nattanan Naowmalee (Visual Communication Design Department)
In this creative research, the researcher aims to rework and explore the political and cultural context of the word “ghost” in “Mak, Nak and People of Phra Khanong” through acting, movement and dance to narrate the Mae Nak character non-verbally. The researcher will work closely with the choreographer to illustrate story’s message. It is clear that Mae Nak Phra Khanong is the story about ghost as a dead person who was struggling to be with her beloved husband, the love that cannot be plausible. The researcher interprets “ghost” as an “unable to speak” character. “Ghost” in this version of Mae Nak Phra Khanong contains its meaning to represent the minority or marginal people in the society. Throughout the story, the performer, who dances and plays “Mae Nak” role, is struggling and finding her “identity” and her “home” where she feels belongs.

Collaborating with the choreographer and incorporating actors training methods of imagination in order to teach the body to think organically, a series of acting exercise from Lee Strasberg’s method acting and Stanislavsky’s system are implemented to help the performer to develop her inner movement with story and the space. According to Phillip Zarrilli, “the actor engaged in certain forms of training builds a repertoire of sensorimotor skills that afford various possibilities of action within the theatrical environment.” The process of creating non-verbal storytelling by implementing the fundamental acting process: improvisation and imagination, the researcher seeks to understand and reach out to the dance language and exhibit the character expression and objective. This research has been collaborating the work with a choreographer (also a dancer) and a music composer to experiment with “ghost” and the concept of “otherness.”
4. Project Objective

4.1 To study the fundamental language of dance in order to incorporate with scripted play.
4.2 To study the fundamental language of dance that could be implemented in acting movement.
4.3 To study the creative process that collaborates among dance, music and acting.

5. Concept

Stage Play to Dance Movement

6. Process of Design or Art works

6.1 Rework from the script by maintaining the original plot and message but elaborate thoroughly on action, objectives, and motives of Nak character to support music and sound composer and choreographer.
6.2 Study a record video from the original performance
6.2.1 To extract Nak character to express her actions and explain each sequence to portray message of individual VS community.
6.2.2 To list each action and expression to discuss with choreographer.
6.2.3 To list each action and expression to discuss with sound composer.
6.3 Discuss and share reference with creative team
6.3.1 Discuss and share reference with music and sound designer.
6.3.2 Discuss and share reference with production designer.
6.3.3 Discuss exchange knowledge with the dancer to discover and bridge between acting-directing and movement and choreography without music (recording the video).
6.4 Acting rehearsing with original script (recording the video).
6.5 Acting rehearsing without script and spoken words (recording the video).
6.6 Movement rehearsing developed from previous step with music (recording the video).
6.8 Discuss the developments with all parties (music and sound designer, choreographer and dancer, production designer).
6.8 Finalize the performance

7. Material and techniques of Design or Art works

In order to create a series of exercise, press Lee Strasberg “method acting” as follows:

Part One:
- Discussing character background and objective, character’s ongoing thoughts, sensations, perceptions and emotions.
- Use of affective memory, memory of sensation and emotion.

Part Two:
- Relaxation, muscle and mind, eliminate tension, control physical aspects to build control of mental and emotional aspects.

Part Three:
- Concentration, focusing on an object, and build those focus towards objects in mind, situation, sensation, memory recall, and finally imagination.

Part Four:
- Sense Memory, explore with object’s shape, direction of movement and unleash performer’s creativity.

Part Five:
- Sequence and Improvisation, create situations, solve problems, develop habits, explore from building objects that evolve to more complicated character, situation, event to eventually
The Art of Bicycles

Checkchanok Bullakul
Department of Visual Communication Design, Albert Laurence School of Communication Arts, Assumption University, Thailand

1. Creative Work Name
The Art of Bicycles

2. Name of Artist or Designer
A. Checkchanok Bullakul

3. Background or Significant of the Project
Based on my personal passion for cycling and typography, I decided to merge two different interests into one. As an expression of my lifestyle into an art and design form, I created a set of English alphabets from A-Z using racing bicycle parts and accessories. I have presented these alphabets in the form of a poster design.

4. Project Objective
1. To self express and glorify cycling and typography in an art and design form
2. To interpret my lifestyle and background as a serious rider and a professional graphic designer
3. To inspire students to enjoy working with individual interests

5. Concept
The Velocità
The concept of the Velocità (an Italian word for speed) is based on the passions of Italian bike artisans creating beautiful machines from pure form and functionality. By studying how they create an ultimate object in regards to material, weight, durability and performance, I have exhibited my perspective in its simplest and purist truth.

6. Process of Design or Art works
6.1 Gathering Images of Bicycle Parts and Accessories
I collected each letter (parts) day by day. With a typography background and understanding of type anatomy, I knew what shape and form I was looking for. A range of a hundred potential parts was gathered for experimentation.

Based on the concept the Velocità, all of the bicycle parts are selected from significant and well-known products of all time. For example, letter A uses a Brooks saddle which was first created in 1866.

6.2 Arrange Bicycle Parts and Accessories from A to Z.
Some of the parts looked nice on their own but when arranged next to other letters the appearance seemed off. I tested hundreds of possibilities and kept only the simple shapes and structures of the parts with a bit of variety in width and weight.

6.3 Retouch Images of Bicycle Parts and Accessories
Adobe Photoshop was used to di-cut and delete any background elements in the image. Light level and texture were also adjusted.

6.4 Create a Poster Design of the Alphabets Created
Adobe Illustrator was used to design the arrangement layout of the alphabets. A name tag “The Art of Bicycles” is designed to show the use of font in design and context.

6.5 Print and Frame Poster Design
Vellum paper is used to achieve a natural blur and matte effect. A floating frame technique is applied.

7. Material and Techniques of Design or Art Works
Adobe: Photoshop and Illustrator

8. Picture of Designed Work
Picture no.1,2: Sample of raw images of the bicycle parts
Picture no.3: a-z in colors
9. Knowledge after finished produce art or design works

What is the best material for bicycle frame manufacturing?

Material is not the most important thing and in fact there is no such thing as the "best" material. The more important aspects are the choices in function of the material, the experience and craftsmanship. You can find good and bad steel frames out there, just like art and design.
Synopsis : คีตาเริ่มบรรเลง

OCEAN SERENADE IS A FICTION SERIES OF THREE FANTASY NOVELS WRITTEN BY THAI AUTHOR CHATURADA (MISS CHATURADA PHUMCHAN) THE SERIES CHRONICLES THE LIFE OF RAMIL A YOUNG SAILOR, HAS STATIONED MIGRATE HERE. ORIGINALLY HE WANTED TO ESCAPE A LUNCH MEETING AT HIS UNCLE WAS THE MANAGER. BECAUSE HE KNOWS WHAT IT IS A BLIND DATE OF HIM AND SERENNIA RENATHIA, BELOVED DAUGHTER OF RENATHIA, ADMIRAL OF THE FLEET. BUT A BLIND DATE OF A YOUNG MAN OF 22 YEARS OLD GIRL AND A 12 YEARS OLD IS HARD TO ACCEPT. THE MAIN STORY ARE CONCERNS RAMIL’S JOURNEY WITH HONOR, COURAGE AND HEART WITHOUT FEAR OR RUOR OF ONE EYE.

A SERIES OF MANY GENRES, INCLUDING FANTASY, DRAMA, COMING OF AGE AND THE SAILING STORY (WHICH INCLUDES ELEMENTS OF ADVENTURE, MYSTERY AND ROMANCE).

1. Name of Creative Work
   Cover Design – Ocean Serenade Series

2. Name of Creator
   Khonteeneung Saenghiruna

3. Background or Significance of the Project

4. Project Objective
   1. TO CREATE THE OUTSTANDING COVER DESIGN OF NOVEL.
   2. TO ADD THE VALUE OF PRODUCT WITH REASONABLE PRICE.

5. Concept
   "THE JOURNEY OF NAVAL"

6. Process of Design or Art Works
   1. RESEARCHING ON DESIGN ANALYSIS. BASED ON STORY, FIND OUT THE DESIGN CONCEPTS THAT SUITABLE FOR THE STORY WITH AUTHOR.
   2. RESEARCH FOR THE REFERENCE AND DESIGN DIRECTION OF EACH NOVEL.
   3. WORK ON THE SKETCHES AND DEVELOPMENTS.
   4. FINALIZE ON THE FINAL DESIGN

7. Material and techniques of Design or Art works
   Adobe Photoshop and Adobe Illustrator Program
9. Knowledge after finished produce art or design works

From the beginning I have studied mood and tone of novel by reading and talking with the author to make understand with the same page.

During the working process, I discovered many problems of design such as the image that I had talked with the author before, she need to show a new journey of Ramil and his friends in the began of Ketamine (คีตาเริ่มบรรเลง) by using the hill before sun rising but it hardly to find the image that have the same in our perception then the way to solving this problem is retouching by combined with many images (the hill on the daylight, the sky in the night, the stars etc.) and retouched to make it from the daylight to be night time. Moreover, even I can solved the image problems after I finished to designed it, I have to researched about the typeface that can represent the period of this novel and I found that the typeface that suit with the name of series and taglines is novel is Sarun’s Gothic and I used TH SarabunPSK with another part of the book like the name of the novel and the name of the author to make it balancing and easy to understand it.
Deterioration Night of Society

Korn Poonsirivong
Department of New Media Communication,
Albert Laurence School of Communication Arts,
Assumption University, Thailand

1. Name of Creative Work
Deterioration Night of Society

2. Name of Creator
Korn Poonsirivong

3. Background or Significance of the Project
The social gap in today’s society hasn’t changed much from the past as we are growing up. People are still struggling with the same problems and issues such as poverty, education, social class, violence and so on. Yet, the rapid change in technology doesn’t solve any of these issues but create newer problems of its own. “One man trash is another man treasure,” etymology is lost through time. What one person thinks is worthless may be admired by the other. People have different values and perspective toward things in life both physically and mentally. As the world is moving forward in a hasty paste, we are still searching for a meaning of life through religion and science. But we all have different answers and these answers derived from where we are belonging in the society or so called social classes. The art work was intentionally created to show the different class of society in the future where one is still struggling with hope and dream and wishes to be living on the other side of the society where these problems don’t exist.

4. Project Objective
1. To communicate with the audience a straightforward message in a nontraditional way through the uses of digital medium
2. Successfully translate the message and the meaning of the art work to the viewers.

5. Concept
One looking across vast land of concretes reaching the gigantic building from ruins of structure shows different classes in the society. One has his or her place from a standpoint looking out to see what others are. The assumption can be made that the person looking out has sense of desperation almost reaching to climb the social ladder. Yet, the sense of wonder also takes place of what the view will look like from far away building.

The nightfall city is almost covered with darkness due to high-rises of structures limited the night moon light. Although it seems to be still, but lights shining through the skyscrapers also suggest something mysterious and shady activities going on. Some lights are coming through windows of some buildings from far away indicate an unidentified movement of the people inside. The different classes of society is shown in this digital paintings not only where they stands but there sense of curiosity. The painting also revealed the large monument structures in the farthest away in this cityscape that cast shadows cover the whole town to show their great influences over the people.

6. Process of Design or Art works
1.1 The beginning process was to initially come up with a concept of an art work to convey the message. Then the medium was selected which the uses of computer software were used to paint a digital were painting. The second step was to draw couple of sketches of perspective cityscape to lay out the foundation of the art work. Then some research about the techniques of digital paint and photos manipulation to gain further knowledge.

1.2 The painting started from drawing a desire perspective that will be a solid ground for the work. Many photos were gathered for inspiration of the sketches of the various building types. The art work consists of hundred of layers which compile and becomes the finish work. Most of the layers are digital painting parts of the scene that was done on computer software and the rest are photos that were manipulate. The steps are research, rough sketch, gathering resources, drawing, filling in colors, correct proportion, and detailing.

1.3 The art work requires a lot of trial and error. Since it is done in a digital form, the artist can always go back and changes every minor detail that needed to change such as shapes of buildings, lighting of the scene, adding and subtracting buildings even adjusting the overall atmosphere of the work. The final process is to combine all layers and see the whole art work on a single layer and see what changes need to be made. Once all the elements of the building and everything else is set then adjusting the levels, curves, contrast and brightness of the picture is the final step.

7. Material and techniques of Design or Art works
Material: Photos, Computer, Wacom pen, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom,

Technique:
1. Using darkness (shadows) and lights to create underlying movement covers by buildings.
2. Show perspective from one’s standpoint and yet at the same time makes the viewer wonders.
3. Instead of having one pinnacle point inside the digital painting the background building was chosen to be the focus casting shadow over the whole picture.
9. Knowledge after finished produce art or design works

The medium that was used to create the art work was well chosen for this project. It does require a lot of time to get just the right effect but certain techniques and skills are required. The tutorials and lessons are also very important as a learning process to create this type of art work. It is very helpful to see what others have done before how to get the desire result based on the each artist own technique which has to be achieved through practice and experiences. Creating this art work relies a lot of personal experienced with the tools and understanding of perspective since the art work is a cityscape. The achieved the desire result it is a lot of trial and error and keep going back to the sketch and what is the goal of the art work and message it tries to convey to the audience.
1. Name of Creative Work

Signage System Design for the AU Studio

2. Name of Creator

Ms. Littiporn Littipanich

3. Background or Significance of the Project

Assumption University Studio was established in 2008 to provide media production studios and equipment services include video shooting & editing, audio recording & editing, radio streaming, digital photo shooting and adaptable theater for Assumption University’s students and faculty members. Under the supervision of Albert Laurence School of Communication Art, the CA studio and equipment committee initiated to create signage system for the AU studio to solve the problem of the way finding within the studio building and to draw good image as a modern enterprise for the AU studio.

4. Project Objective

To design signage system for the AU studio that:
1. Efficient indicate and navigate the locations within the studio building
2. Draw good image as a modern enterprise for the AU studio

5. Concept

One looking across vast land of concThe concept of “Media Modularity” is inspired from the “modularity in architectural design” that generally consists of universal parts (or modules) that are produced in a same form and are assembled into a variety of arrangements. They can be added to or reduced in size by adding or removing certain components.

This concept is related to an interior design of the studio building that every module (room) looks similar but can extend for many functions covering all media production aspects.

6. Process of Design or Art works

There are 3 main processes of the signage system design for AU studio project: Data gathering & analysis, sketch design & development and production specification:
1. Data gathering & analysis:
I interviewed with the chairman of CA studio and equipment committee and the studio coordinator to understand the project’s requirements and limitations. After that I had observed the users’ behaviors and interviewed them about their perceptions and problems occurred while they were operating in the studio building. The conclusions are:
1.1 The identification signs in front of the building and the rooms are not visible and communicable. They do not specify the usage of the rooms, use too small font sizes and install over the eye level.
1.2 The atmosphere of the studio interior is obscure causes unclear vision of the signage

1.3 In the users’ opinions the AU studio image is traditional and tardy because of its obscure atmosphere and traditional style interior
2. Sketch design & development:
I created the concept “media modularity” based on the conclusion from data gathering process with an inspiration from the modularity in architectural design.
The sketch design was done according to the created concept;
2.1 The square grid and shape is repeated in the main design structure to convey the concept of “modularity”.
2.2 Bright colors are used to brighten the studio interior atmosphere. All the colors are concordant with “magenta” which is the color of the Albert Laurence School of Communication Arts.
2.3 Pictograms are created as a “non-verbal communication” method to communicate the usage of the rooms without a language barrier. Shape of pictograms base on geometric form with round corner to make user-friendly style.
2.4 The entire design base on “Flat design” style which is from a style of interface design emphasizing minimum use of stylistic elements that gives the illusion of three dimensions. With this contemporary style, it can draw users’ recognition as a modern enterprise to the AU studio.

3. Production specification: after the final design was approved I made a prototype of the signs in actual size to install at the real place. There was some adjustment on sizing and proportion to make every sign be visible and possible for installation.

The material of the sign was firstly specified to be “plaswood” which has matt surface that give natural touch and durable for interior sign. At the end, it has to be changed to “Acrylic” because of the limitable budget but still acceptable in term of design.

The final design was approved by the CA studio and equipment committee. It clearly indicates and navigates the locations within the building and contributes a modern enterprise image to the AU studio. Moreover, it is possible in production and installation processes.

7. Material and techniques of Design or Art works

All art works are finished with Adobe Illustrator

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7. Material and techniques of Design or Art works

All art works are finished with Adobe Illustrator

8. Picture of designed work

Image 2: Sketch design for the AU studio signage system design

Image 3: Final design for the AU studio signage system design

Image 5: Final design for the AU studio signage system design

Image 4: Material and techniques of Design or Art works

All art works are finished with Adobe Illustrator

9. Knowledge after finished produce art or design works

Signage system design is not just a way finding tools. Its design could convey more than an identification or direction. In users’ perception, a good signage system design can reflect an image of the organization through its shape, forms color and typography. Moreover it can give a sense of artistic satisfaction. There is no special technique to succeed in signage system design transformation. All we need is a good combination in design elements based on psychology in visual communication, plus a sense of human touch and artistry. The signage system design will be alive and brighten a relentless building and a user mind.

Reference:
1. Name of Creative Work

Once upon a time at the local fields

2. Name of Creator

Nakrob Krapugthong

3. Background or Significance of the Project

Recently, the growth of the city and its industrializations has begun to spread into the local agriculture area in which I live in. This area has rich, natural beautiful surroundings and contains mutuality along with my everlasting memories. However, a sign of change occurred when I saw construction of new roads replacing the rich land. Due to this, I am afraid that it would be the beginning of the growth of the city into the local area. This growth would result in an unbalancing development and affect the peace, warmth, and beauty of nature. Moreover, it will also affect the way of life of the local people. Due to this, I feel disheartened and question whether it is worthwhile or not to sacrifice the local land in replace of industrial development.

4. Project Objective

1. To create creative work that represents expression from memory, experience, self-emotion, and release the depression of the changing situation occurring in my hometown
2. To create the finding of the creative process through the physical presentation, condition, status, movement, and duration of meaning referred in steps
3. To acquire the summary that leads to the understanding of reality occurring in nature from the observed area at present, as well as bringing understanding in knowledge obtained from the art making process
4. To present the conclusions from the research in a concrete manner, while allowing students who are interested in the topic to benefit for their future studies.
5. To encourage people to appreciate the value and goodness of nature in local agricultural areas and help to preserve the aspects in an optimized proportional eternity.

5. Concept

I would like to convey the message of the changing environment and how it reflects the lives of the people and nature. The idea came from the undergoing change of nature, bringing motivation to reflect my love and jealousy of nature and good things in my hometown.

6. Process of Design or Art Works

In order to create the work, I had divided the process into 2 steps:

1. Data Collecting
2. Visual Art Creation

1. Data Collecting is divided into 3 phases in order to lead to the visual art creating process:

1.1 Primary Data Collection

Data was collected through site observation and experience by observing the physical characteristics of the buildings and road construction. In order to collect data effectively, all five senses were used: sight, hearing, taste, smell, and touch. Characteristics of the construction area were also observed and collected: glossy, rusty, rough, and the height of the iron surface of the machinery. In addition, as part of expressing the story, the difference of the heat temperature according to the time duration spent at the site was also studied: morning, afternoon, evening. To record the data, I will create each expression of a situation by using draft paper, pencil and/or charcoal to identify shapes, movement and the story. In order to present and record the pictorial structure and atmosphere correctly, photography will be used to create the works in the operation room in the future. Data was collected from other academic search of other related publishing’s, such as population growth detail and city expansion in Nakorn Luang, Bangkok, Thonburi, Bangkok Not, Talung Chan, Nong Khem, and Pasi Charden. Other further areas include Bangkhen, Kratumben, Samut Prakan and Nakorn Pathom. In order to make a clear understanding that can lead to new motivations, the study of population and area usage in Bangkok’s rural areas must be evaluated to identify the tendency and factors affecting city expansion and growth.

Data was collected from other academic research of other related publishing’s, such as population growth detail and city expansion in Bangkok’s rural areas must be evaluated to identify the tendency and factors affecting city expansion and growth. To study photos and artist works from art books to provide inspiration of ideas and visual elements of line, color, shape and texture. These inspirations of details are advantages to the self-development work creation.

1.2 Secondary Data Collection

The first stage of the creation process is to identify the details through shapes according to the draft sketches of the location and the critical thinking analogy collected from the observations and experiences. There are two types of draft creating methods:

- Black & White Draft: Use the black and white draft from pencil or charcoal to analyze and synthesize into self-imagination of form, line, color, weight and composition by set the dominance on the rules of thirds theory and cutting or adding objective details collected.
- Color Draft: The development from the black and white draft as a model of color analogy by using acrylic and/or chalk. This color draft is used to guide and plan the placement of color structure and weight of the picture.

2. Visual Art Creation is the process of creating the work and it starts with the following steps:

2.1 Canvas preparation: Determine the planned objective sizes relative to the narrative and elements of the story. Stretch the canvas to the frame in the operation room.
2.2 Surface preparation: Cover the canvas with white acrylic.
2.3 Expansion of the draft: Use photos from the data collection at the field to refer back to what had happened at the construction area in order to add more feeling and self-imagination.
2.4 Paint: Use oil colors to create the movement and power of the machine by using visual elements: line, color, shape, weight, and texture. The qualities of oil colors are stifling and thick, in order to depict objective surfaces such as stone, iron rust, etc. Also, the oil colors will be used to create reflections needed in the image.

2.5 Additional details: After the painting is finished, the sweep of the brush will be added to express the feeling of movement and power, such as butterfly wings when flying. Texture can be added to make it look more real and three-dimensional.

2.6 Neatness Check-up: The last step of the creation process will be to check the neatness of the work. More specifically, analyzing the advantages and disadvantages, summarizing the important issues, collecting all details, summarizing the documents and recorded ideas and analyzing each noted duration. This process will be beneficial for developing each step and ideas for other creative works in the future.

7. Material and Techniques of Design or Art Works

Main medium: Oil on canvas
Other materials: Pencil, rubber, charcoal, chalk, acrylic, paper and brush

8. Picture of designed work

9. Knowledge after finished produce art or design works

1. The art work that represents expression from memory, experience, self-emotion, and release the depression of the changing situation occurring in my hometown
2. Get knowledge from the creative process through the physical presentation, condition, status, movement, and duration of meaning referred in steps
3. Get the summary that leads to the understanding of reality occurring in nature from the observed area at present, as well as bringing understanding in knowledge obtained from the art making process
4. The complete art work presents the conclusions from the research in a concrete manner, while allowing students who are interested in the topic to benefit for their future studies.
5. The people can get encourage from art work to appreciate the value and goodness of nature in local agricultural areas and help to preserve these aspects in an optimized proportional eternity.
1. Name of Creative Work
   Re-design Thai logotype and Logo design manual for “Akaliko”

2. Name of Creator
   Nattanan Naewmalee

3. Background or Significance of the Project
   Akaliko is a Thai medium-sized scented herbal brand established in 2003. Its products cover home spa and aroma using Thai herbs and fruits as the raw materials, developed to be outstanding and on shelf in big department stores i.e. Siam Paragon, Emporium, Terminal 21, Central Festival Chiang Mai and Central Festival Samui. The targeted groups are the tourists and Thais who love scented products made from nature including the organizational clients like hotels; Anatara Phuket, Sikao at Trang, Koh Samui, and Hua Hin, Marriott Courtyard Cha-am, and Burasari Phuket.

   ‘Akaliko’ is a Pali word which means timeless. The use of scented product for the rite, worship, or relaxation has been conducting since ancient time until now. Since the establishment of Akaliko, the logo with English font was created based on Chinese seal stamp, putting brush-painting style alphabet in a square. For the English and Thai logotype, the format derived from Khmer-Thai font in order to connect to the Asian identity and handicraft, placing them together for the sake of brand recognition.

Later in 2012, Akaliko needed brand clarification and communication direction adjustment for expanding the targeted group in Thailand and international level. Therefore, the company created the brand book mentioning about brand essence and brand personality which emphasized on the Thai and English which derived from original Khmer-Thai letter but deducted the format to be more easy and friendly looked. The development was from San Serif without head and Italic letter playing with the curve, adding and deducting the length of antique letter to be more contemporary. The briefing from client has to bring the key word of brand personality which emphasized on ‘Creative, Inspired, Refined’ or to imply the new Asian related format and ‘Unique, Exotic, Artistic, and Friendly’, putting all together in the Thai letters of Akaliko. Also, I have designed the logo manual book for brand compliance, setting the standard for the usage of logo in both original and new ones with the topics as below:

1. Main logotype (Thai & English) - Thai & English will be used together with specific task.
2. Primary Logo - combination between letter mark logo + logotype Thai & English
3. Secondary Logo - Letter mark logo + logotype Thai or Letter mark logo + logotype English which will be emphasized more on Logotype
4. Tertiary Logo - Letter mark logo + logotype Thai or Letter mark logo + logotype English which will be emphasized more on Letter mark logo

4. Project Objective
   1. To create brand awareness among Thai client with more recognition together with the increase of branches and market expansion via online and offline media in the future
   2. To clarify the brand identity and create the scope of practice when using Akaliko’s logo

5. Concept
   Creative Inspired refined through exotic Asia

6. Process of Design or Art works
   1. Study the brand history and brand book of Akaliko by focusing on brand personality in order to understand the desired image that Akaliko team would like to adjust, boosting brand recognition among Thai client with the keyword “Creative Inspired Refined, Unique Exotic Artistic and Friendly”, staying tuned with the same key message that needs to be communicated
   2. Study the English and Thai logotype of Akaliko and try expanding the distance and weight of the letters by developing to 3 directions as shown in the illustration no.3.
3. Develop the first draft after being approved by Akaliko team, letter designing based on San Serif and its italic to 3 further directions as shown in picture no.4.

4. After considered by Akaliko team, I have adjusted the curve in the letter “ง”, “น”, and vowel “ิ”, making it more light, soft, and more friendly as shown in illustration no. 5

5. Finalize the Thai logotype and compare it with the lettermark and English logotype, placing it in several formats i.e. Separable Combination Mark: divided into Main logotype, Primary logo, Secondary logo, and Teriary logo

6. Create the layout of logo manual book by gathering all information and arrange according to the importance of the data gained from marketing department and previous media of Akaliko together with studying the design system manual books of other companies

7. Material and techniques of Design or Art works
   
   Computer and Adobe Illustrator CS4 program
After finishing this work piece, I found out that collecting the information from involving people is very important for creative commercial design. When knowing what they really lack of, we can then think and use our experience to present the different things that would match the client’s requirement.

The process of designing Thai logotype was quite similar to the in-class activity which requires researching, presenting the concept for solving problem, design presentation, and developing until the end of project. However, learning to explore the idea from surrounding people i.e. marketing team can make the designer work much easier. Furthermore, the sincerity and being thorough the works are very important including the simple but systematically presentation.

The success index of this work is that Akaliko team use the Thai logotype in their PR materials and product packages while applying the system and rules for the logo usage in order to communicate the brand identity to both domestic and international markets.
“Shan” Visual Development for Animation

Nutruda Satjawatcharaphong
Department of Computer Generated Imagery, Albert Laurence School of Communication Arts, Assumption University, Thailand

1. Creative Work Name
“Shan” Visual Development for Animation

2. Name of Artist or Designer
Nutruda Satjawatcharaphong

3. Background or Significant of the Project
Trends of making movies from famous novels and fictions has become very popular among the audiences and also the industry from fantasy fictions, romantic novels and even horror fictions. This trend can be seen and accepted. Most of the films are live actions which using actors and there are fewer numbers of animation films compare to the live-actions. In the animation industry, most of the films that based on the actual books are mostly based on comic books or illustration books. According to the records, we have not seen a lot of animation films that based on the fictions or novels which don’t have illustrations. So, “Shan” is a Visual Development works which all about creating the looks for the animation in purpose of bringing them to the next process of making the animation. “Shan” is the name of the project which based on the non-fiction series name “Darren Shan” wrote by the writer who has the same pen name as the main character “Darren Shan”. Darren Shan is a horror non-fiction series that made a lot of selling and also has been made into live-action film and comic books which only sells only in Japan but never made into a form of animation film.

4. Project Objective
1. To show the trends of films and animations nowadays of making films based on the books.

5. Concept
“Shan” Visual Development for Animation

Visual Development or Concept Art is started by translating the story and present in form of artworks and illustrations which is a pre-production part of making a film. This project includes character designs and key visuals for the films. “Shan” is the name of the project which based on the books written by Darren Shan. This horror books theme is about a boy who interested in mysterious subjects and happens to steal a spider from a vampire which his action leads to the adventure of him becoming a half-vampire half human. The designs of this project will be based only from the first volume of the book series.

6. Process of Design or Art Works
1. Translating and analyzing the story of the book to understand the story and characters which will bring to the next step of doing the design which is researching and finding references. These are the process to understand the writer in what the writer is trying to present and help the designs to make them close to the book as much as possible.

2. To show the trends of films and animations nowadays of making films based on the books.

2. Researching and finding references after finished analyzing the book. The looks of people which will be used as references to create the looks of the characters. Environment and lighting to use as references when designing the key visuals.

3. Designing. After collecting the references, the next process is to do the design. In visual development part, is not only designing once but also refining and developing the artworks to make them perfect and ready for the next step in the production.

3.1 Character Design
After analyzing the book, there are three main characters of the story that played big parts in the book. The first character is a boy who is quite smart and full with curiosity. The references are pictures of foreign boys which looking smart and childish. The second character is another boy who is a friend of the first character, which much like a bully to others according to his family background. The references are picture of foreign boys which look aggressive. The last character is a vampire which look strange and scary according to the book. The references that will be using for this character are pictures of foreign actors who has strange and mysterious personality.
7. Material and Technique of Design or Art Works

The tools used for the project is a computer (for designing part) and a printer (for development, references and presentation part).

Techniques of designing are applying references to the designs, using of geometric shapes and forms to create more interesting characters. All the design are created and drawn with Adobe Photoshop.

8. Picture of Designed work

9. Knowledge after finished produce art or design works

1. Knowledge of the story and the language used in the books and novels since the books are originally wrote in English and also the culture of the writer.

2. Knowledge of applying photos of real people and apply to design characters.

3. Knowledge of making Color Script that is about designing the overall look of the film that don’t require much details but supposed to show good layouts and lighting which plays an important of designing in the process of the production.

3.2 Environment and costume design

According to characters’ names, lifestyles and cultures from the book has show that the location of the story is happened somewhere much likely in the west like United States. The scope of research topics had narrowed to states in the U.S., and has been decided that the setting of the story would be in Georgia which has small town with not much of cityscape unlike New York city or Chicago. Not only the location but also the costume with the references are the picture of how people in the states are dressing and also the costume of old British man from the past for a vampire character.

3.3 Color Script

The color scheme for the project would be dark and not colorful to create mysterious and horror mood and tone for the design according to the book’s theme.
Tapestry of Endings and New Beginnings, Inching Forever Closer to Nirvana.

Panasit Chaiyanan
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Albert Laurence School of Communication Arts,
Assumption University, Thailand

1. CREATIVE WORK NAME

Tapestry of Endings and New Beginnings, Inching Forever Closer to Nirvana.

2. NAME OF ARTIST

Panasit Chaiyanan

3. BACKGROUND OR SIGNIFICANT OF THE PROJECT

This creative work research is a continuation of my master degree thesis at King Mongkut University of Technology: Thonburi (School of Architecture and Design) on the nature of ‘complexity’ in design where each components are linked, one needing another in order to form a complete whole, in opposition to ‘complicated’ design in which individual parts can be separated (Jürgen Appelo 2008). As the entire world’s trend is moving towards more minimalistic approach to design and lifestyle, complex design needs to be understood. When I was teaching graphic design, I noticed a form of complex logo design which feature several components that cannot be taken apart and still maintain its original meaning, and that is un-separable combination marks, commonly known as emblem. Although emblem of the ancient times started out not as combination of symbols but a highly detailed single illustration, for the purpose of this research paper, the emblem being referred to as un-separable combination mark is the type of emblem which features many icons being placed next to each other in various ways (such as inside a shield).

Using emblem’s design principle as a template for ‘complex’ design in which all parts cannot be separated, I decided to create an ink and vector illustration in a form of “un-separable combination illustration”. Instead of little marks (icons, symbols) linked together as in a normal emblem, the detailed interconnected illustrations will not be used as branding, but instead to tell a story with a single unified message.

4. PROJECT OBJECTIVE

The objective of this project is to develop an un-separable combination illustration which weaves several illustrations together. These illustrations are seemingly unrelated (deliberately done so) but are connected by some minor repeating elements and the way they are positioned within the composition. The artwork should communicate a single narrative in which all parts serves a purpose and cannot be separated from one another.

5. CONCEPT

“Asymptote as Nirvana (Continue on getting better even while knowing that it will never be enough)”

Detail about the concept: In Buddhism, the ultimate goal is, or at least should be, to be released from this cycle of birth death and reincarnation and achieve nirvana. However, those of us who are not monks are all content with the same thing over and over again. Thai version of Buddhism played down its importance to the extent that some people forgot about it completely. Surprisingly, I found a resemblance of answer in Japanese culture. Japanese’s Buddhism fused with Zen beliefs and has less intensity than Thailand’s common versions, but there is one behavior that I feel is very telling and that is the idea of doing the same thing over and over again. Japanese people are very routine. In the 2011 documentary movie Jiro Dreams of Sushi, the Japanese master chef Jiro Ono enter the train from the same spot every day for several years. But his life is not always the same. His works changed, but only a little bit. It’s a slowly evolving routine. This can be found in Japan’s other forms of media as well. Godzilla, Rockman (Megaman), the Sentai series. Western audience would often complain of the same formulaic stories being retold over and over again. But they are not the same, each time different, and each time, at least to the creator, better. So by living life, die, and then reborn again, are we actually moving closer to something? If he learn from our mistakes, then we are improving, but what exactly are we improving towards? Is it Nirvana?

6. PROCESS OF DESIGN OR ART WORKS

1.1 Normal sketching in the sketchbooks. The main inspiration is from the flat style ink and watercolor paintings by Pamela Colman Smith. Original sketch design involve several modern instrument from iPod to flash drive, but they were taken out and limited only to videogames and television. All the illustrations are completely original, any similar looking composition found on the internet would be purely accidental. One thing that received inspiration from another source is the dolphin which intentionally made to be similar in appearance to the dolphin fresco from the Minotaur palace of Knossos, Crete, (1700-1450 BCE).

1.2 Big comprehensive sketch using pen and ink

1.3 Finishing up in Adobe Illustrator, touching up on line and curves to make it easier for adding gray tones and shadows.

7. MATERIAL AND TECHNIQUES OF DESIGN OR ART WORKS

Black ink pen on Paper and Adobe Illustrator. No mouse pen or premade vector online is used.
Fantasy and Surrealist paintings and drawings depicting various scenes linking together is nothing new, especially among Thai artists. However, most of these scenes are depicted within a given setting, sometime with repeating characters (demonstrating passing passage of time) and the events took place within the same space and time. These would be considered “complicated” illustration because each of those scenes can be separated or looked at in only a certain part, or it is just a simply big illustration with a lot of characters. In order to differentiate my works from those existing complicated 2D artwork, I applied my knowledge of the Montage theory to help. The montage theory stated that two seemingly unrelated pictures being shown in succession of one another can form a new meaning in the audience’s mind. So in order for the un-separable combination illustrations to be complex and not complicated, the imageries I am linking must not be related in an obvious way. For example, there cannot be two merchant ships, as it would implied passage of time, and the ship must not share the same space and time as two boys playing videogames, otherwise it will become simply a large scene paintings with surreal furniture and figures.
1. Creative Work Name

“SHARE” wine label design

2. Name of Artist

Patricia Khemnguad

3. Background or Significant of the project

SHARE product is curated by the wine expert, Saitnip (Tina) Termsomket, who is changing and raising Thai awareness of wine in order to bring world wines to the Thai people. There are 3 product lines:
• SHARE – Red Wine
• SHARE – White Wine
• SHARE – Rosé Wine

The wine called “SHARE” is the product of Lisbon, Portugal. Casa Santos Lima, the winery and producer of the products, use special grape varieties that is not very well known and does sustainable agriculture with the least effects on nature and the most impact on consumers. So, this project has been working for over 2 years until the first launch in October 2015. SHARE is for a niche market of modern wine consumers, not expensive wine but have a good quality. Because SHARE brand is very newcomer in Thai market. Most of people have known Portugal wine just about 18% sweet port wines. Few people really know there are also still dry wines. So, the first requirement of the product is a label to draw consumers’ attention and create brand identity.

4. Project Objective

1. To create brand identity of the product

2. To encourage the first impression of “SHARE”, introducing the product to the market.

3. To build up brand awareness to be recognized among the target audience

5. Concept

Wine, food, life, love are all meant for us to share. “Share” is the word that is so powerful and positive. The illustration and graphic design on the labels represent Lisbon, Portugal, where the product comes from. The city of Lisbon eats a lot of sardines that are even more delicious when pair with red wine. Also, the yellow tram is the main part of Lisbon identity. All of these images are combined to fit SHARE identity. In additions, the key visual of SHARE label illustrates sardines pack in the Lisbon yellow trolley implying of fun, sharing and full of the product’s quality.

6. Process of Design or Art works

1.1 Doing a research about Lisbon, existing wine label designs, analyzing the product and finding design references. All images are taken by the designer.

1.2 Create hand-drawn sketch designs and discuss with the brand owner

1.3 Develop the selected design

1.4 Developing the label design

1.2 Create hand-drawn sketch designs and discuss with the brand owner
7. Material and Techniques of Design or Artworks

"SHARE" wine label design was created by ADOBE Illustrator application. The illustration of sardines pack in the yellow trolley was drawn by free hand (mouse) with brush tools. Another graphic shape created and adjusted by pen tool, direct selection tool and convert anchor point tool. The sardines is full of vivid gradient colors to represent sardine scales.

The front label’s layout sets the main illustration as center alignment same as product’s name and name of grapes to make it distinctive. The "SHARE" title, made by Caviar Dreams (bold) font. The handwriting typeface is Beautiful ES font. Century Gothic font is used for the subheader and Avenir (Roman) is used for the body text.

For the back label, there are information and requirements that are required a hierarchy of reading. The Thai Health Warning Statement is restricted format. Also, the manufacturer name, importer name and address are limited. To make the product information readable and easy for an audience to read, layout, column and proportion are considered. Variety of type characters and size help a lot for managing the space.

8. Picture of designed work
9. Knowledge after finished produce art or design works

The project of SHARE wine label design gives me a lot of knowledge and experience about designing wine label. First, the designing process and development worked well, even the manufacturer, distributor, brand owner and graphic designer living in different countries.

Second, it is a chance to practice designing brand identity via product label, which is international brand. This project makes me see how important of brand identity and brand awareness. Also, I found the new style of graphic illustration that I have never done before, and got a good outcome.

Third, I learn how to manage various information, which is required on the back label. It is the challenging to put all the information in a little piece of paper.

Print production and finishing technique produced by Casa Santos Lima. The paper has a bit rough surface, is selected. Spot UV technique is used for highlighting the sardines and the brand name. It makes the label looks more unique and beautiful. Thank Casa Santos Lima for offering the printing and finishing technique.

The project was done successfully. SHARE gets a lot of good feedback about the products and the label design. The graphic illustration, sardines pack in the yellow trolley, is now applied on various media such as Facebook page of SHARE WINE NOW, their business card and the official website.
Street Sketches

Patana Duangpatra
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Albert Laurence School of Communication Arts,
Assumption University, Thailand

1. Creative Work Name
Street Sketches

2. Name of Artist or Designer
Patana Duangpatra

3. Background or Significant of the project
Many designers and illustrators sketch and draw in sketchbooks. Some draw on other surfaces like walls. I would like to bring street art closer to people. In this digital era, people are online almost all the time. This project objective is to experiment on transferring sketches or any craft arts into digital arts that people familiar with and they can use them to express their emotion when they communicate with others through digital applications.

4. Project Objective
1. To transform my dairy hand drawing sketches to digital arts.
2. To allow people to communicate through my illustrations and sketches.
3. To collect and promote my illustration.

5. Concept
This project is “Street Art Sketches” which is my hand drawn sketches diary in Line Sticker format. The sketches have been selected from my sketchbook and words that are commonly used in conversation have been added to express the feeling or emotion. After that, they have been transformed to digital format through Line application, the famous instant message application at this time.

6. Process of Design or Art works
Most of line stickers today have been generated in computer. Creator is trying to do something different from most stickers in Line store by using his diary sketches. Every sketch has its own concept and inspiration which normally come from creator’s experience and daily life or what he see and meet every day. For example, the sticker “Rak na” was created on his birthday; when he realized how much his dad and mom love him. The expressed word is actually related to the concept or inspiration of the drawing in some ways and it was simplified to phrases people used in daily life.

The Street Sketch was sketched and drawn by pencil and black markers before it is transferred to computer. All sketches used many size of black markers to emphasize form and outline, over color, shading and texture. However, dots and area of solid pigment are also be used in addition to lines to add more detail and volume to the work. Outlining the work with thick black line makes his work a bit outstanding. Creator keeps the original sketch as it was in the sketchbook to make the viewer feel the craftsmanship. After it transferred to computer, white border has been added around it because all stickers will display clearly in every background.

The problem found during the project is the limitation of space in the line sticker because the word should be big and clear enough to be readable. Sometimes it is quiet hard to control the composition of the sticker and the other problem is when people try to choose what sticker to use they cannot see it clearly because of its fine details.

7. Material and techniques of Design or Art works
Pencils and Black markers are used for sketching in the sketch book. The chosen drawings have been scanned and Adobe Photoshop and Illustrator program has been used to create line stickers.
9. Knowledge after finished produce art or design works

After all work are done, I know the process of how to transform a hand drawing sketches to digital and apply to Line sticker to make my arts closer to people.
1. CREATIVE WORK NAME
Lotus and the Principle of Nature

2. NAME OF ARTIST OR DESIGNER
Mr. Pichet Burapathanin

3. BACKGROUND OR SIGNIFICANT OF THE PROJECT

The inspiration of this research “Lotus and the Principle of Nature” started from the interested in the doctrine of the Lord Buddha. At first I began to research about the information of the lotus in the Tripitaka. Lotus in the biography of Lord Buddha have involved with the Lord Buddha from nativity until the enlightenment. After I have studied and researched enough information, I brought all the information that I have to inspire my art work by using water-color techniques. My work was talking about the lotus from different environment; although the lotuses were grown from different positions but the value of the lotuses have not decreased down. Even if they are different types, different colors or different shapes but one thing that are alike is they grow under the water, grow through above water and when they completely bloom, they would become pure, beauty and outstanding from the surrounding environment.

Same as the purely of the Lord Buddha and the entire holy monk before they made the enlightenment, they have ever been born in different castes and they have practiced until reach the enlightenment. They would become calms, not satisfy with any surrounding things, not contaminate with desires, and follow the rules and regulation.

Thus, I used the shape from the realistic to be an example for creating my artwork plus my personal feeling to express through the work. Also, made this surrealism, added more atmosphere and used the technique up to my personal feeling which related to the doctrine of Lord Buddha that shown about the “Lotus and the Principle.”

4. PROJECT OBJECTIVES

1. For studying and looking for new techniques to create this art work “Lotus and the Principle of Nature.”

2. For finding new ways of presenting through the artwork and bringing these to be an example of Painting subject, Department of Computer Generated Imagery.

5. CONCEPT

I wanted to express about the value from the doctrine of the Lord Buddha by using the lotus to compare with pure holy monks. Therefore, to understand more about the substantial object, so I represent this through my painting by using watercolor techniques, which show the color, atmosphere, feeling and emotion. This could make people recognize, understand and thankful to the doctrine from Lord Buddha better.

6. PROCESS OF DESIGN OR ART WORKS

The procedure of making this art work started from researching the information by the lists below,

1. Start research from the Tripitaka which talking about Lotus and the Principle of Nature from Buddhism that related to the doctrine. The characteristics of lotuses that could help understand of the meaning of lotus in Buddhism.

2. Find the information from outside about the lotus that grow up in different places, looked for interesting viewpoint to take a picture and to be the references for creating this work.

3. Since, I've got enough information and references, I brought all of them to analyze and find nice structure picture for creating the best completely draft.
10. Made the textures to add more feeling to the work, in this work I used several techniques as the lists below.

1. Alcohol: to make big and small water marks, this technique use after the process of water, follow by colored the atmosphere and dropped the alcohol little by little. This could make a nice rain drop marks.

2. Coffee: make a nice texture and color of the dry lotus leaves.

3. Salt: make the sparkling marks, good for making tiny rain drop or the rough texture.

4. Cutter: scratch the paper to make the crease texture for the dry lotus leaves, scratch the paper after finished color the lotus leaves.

5. Highlight: leave the white part to be the highlight of the work; this could help the work looks transparent.

6. Sprayer: spray on the work while it still wet and use the tooth brush spray again to make nice rain drop technique.

Thus, this work has several techniques that created the textures; so I need to control the tone of the atmosphere, which would not look too tight.

11. When I got the overall of color and already made the texture, the next step was to repeat the depth of the work to create the dimension. Therefore, when the watercolor gets dry, the texture will become light but if highlight to wrong position, work will look opaque.

To solve this problem, I emphasized the darkest shadow under the lotus leaves and on top of the water by using the watercolor paste painted while the work is dry; highlighted the darkest of the depth of the lotus leaves. Also for pink, I used bright pink while the work dry with hard brush painted on the depth of the lotuses to make the dimension and collected all the fine details to complete the work.
8. Picture of designed work

9. Knowledge after finished produce art or design works

1. Experienced from testing new techniques and analyzed the advantages and disadvantages to developed new better work.

2. Understand more about watercolor techniques, also researched several techniques that appropriate with my work and my concept.

3. Analyzed new ideas which different from past to create new way of art that different from the old ideas.

4. The works that already analyzed would be bought to fix and present to the society for useful knowledge that have the idea of Buddhism.

Blooming among the monsoon
Pichet Burapathanin
Watercolor techniques on Arches paper
Size 200x80 cm.
Year 2016
Music Scoring and Sound Design For Creative Dance: Just Dance 2016

Pongvichak Protpakorn
Department of Computer Generated Imagery, Albert Laurence School of Communication Arts,

1. Creative Work Name

Music Scoring and Sound Design For Creative Dance: Just Dance 2016

2. Name of Artist or Designer

A. Pongvichak Protpakorn, Lecturer from Computer Generated Imagery Faculty.

3. Background or Significant of the Project

"Just Dance 2016" is a creative dance project initiated by Lecturer Arunwardi from Performance Faculty of Communication Art school. It is based on Mea-Nak Phra Khanong story. Lecturer Arunwardi invited me to collaborate on this project. She would like to amplify the show through music and sound for live performance. There are seven scenes in this creative dance. I created the sound design and music score for final scenes, the 6th and 7th scenes of Just Dance 2016.

4. Project Objective

• To design music and sound signature of Just Dance 2016 in order to support all dancing part and performance’s story.
• To create an original theme signature and Leitmotif (theme of the character).
• To connect with the different faculty members and learn new languages from the performance production. We can study each other ideas as well as gain more experience of composing sound for dance show.

5. Concept

I would like to experiment with new sounds during the dramatic or exciting scene by using impact percussion with effects or strings section with electronic instruments. I used the modern and hybrid sound with full symphonic orchestra sound. The Digital Audio Work (DAW) Station is utilized for electronic synthesizer. Notes and melodies in this project are based on some pentatonic scale (non-traditional style). For the dancing parts, the rhythm and pattern of instruments are created through strings, woodwinds, and brass in order to design dramatic tone. Electronic instruments and sound design mix with orchestra give modern and hybrid flavor.

6. Process of Design or Art Works (THSarabunPSK-Bold 16pt)

6.1 I started with talk to the director of Just Dance 2016 in order to understand how they dance, think or tell the story through their performance. We will work together to bring her vision to live through music.

6.2 Then I write the music score scene by scene, which separate instrument track and compose all sound together by using DAW program. After that, all sounds are brought together for mixing and mastering (appropriately way with stage).

6.3 Dancers will rehearse with all sounds. The launch of the collaborative creative dance project on 29th April 2016.

7. Material and techniques of Design or Art Works

• Using of instruments articulation technique to create variety texture, color of music, and sound. Examples include pizzicato, legato, and tremolo on string etc.
• Using of Leitmotif theme to associate the music drama with particular characters in the story.
• All sound will be created by Digital Audio Work (DAW) program. I will write the score on Sibelius 7 and compose music on Logic pro9 and mastering on ProTools 10.
9. Knowledge after finished produce art or design works

In terms of sound on stage part, creating sound for visual media is different from a dance show. Using sound in big stage, you need to know the place, speakers, acoustic envelopment, and the right way to mix it. I will acquire more skills on mixing and creating sound for live performance.

This project will also give an experience of scoring music for dance show. We have to considerate and focus on time duration of the show, concept of this performance, how dancers will perform on stage, and background or backdrop on stage for design. All these things will give me a direction to create music. This is a new way for me to make music.

Combining electronic and modern instruments with orchestra is another experimental thing that will give a lot of knowledge about new sound.
1. Creative Work Name
   Key Visual for Advertising: Your Dream House

2. Name of Artist or Designer
   Rayut Soonkool

3. Background or Significant of the Project
   Due to the business of housing project, the timing of house making is in progress but timing has to lunch the advertising promotion so cannot shooting house at that time for advertising. So creative and retoucher use computer to create key visual use as a finish one. Nowadays retouching or image manipulation is necessary for business because of beautiful advertising image can support image or attitude toward product or service. Some can motivate the consumer making purchase. However, image retouching need persons who study in the field to art. Not persons know the computer program can do.

4. Project Objective
   1. To create key visual for advertising.
   2. To study how to adjustment of create image such as composition, lighting or mood tone.
   3. To study the obstacle and problem to develop retouching technique.
   4. To know finishing process how to save file.

5. Concept
   I would like created new from original image. The idea comes from the word “The Dream House”

6. Process of Design or Art Works
   1. Survey the real location
      1.1 Survey the real location to see the area and environment around house.
   2. Data collection
      2.1 By talking with the target people what do you think about “your dream house” and make conclusion
   3. Shooting the raw file
   5. Preparing and cleaning process
      5.1 Cleaning and fixing housing image to be perfect image
      5.2 Preparing all elements such as sky, tree, garden, road and etc.
   6. Compose all elements together and adjust mood tone lighting try to adjust it look like same scene as much as possible.
   7. Bring the feedback from client and adjust final image.
   8. Change to CMYK mode before saving to the printing. Enclose printing one to compare the color.

7. Material and techniques of Design or Art Works
   Use Photoshop with RGB mode but pre-view in CMYK mode (command+y)
   For preview CMYK mode that the mode in printing process.
   Printing on canvas and show 3 steps of working
   First step “original image”
   Second step “in between”
   Third step “final image”
8. Picture of designed work

9. Knowledge after finished produce art or design works

1. The final image that represent from the dreaming of people
2. Get knowledge from the data collecting process such as attitude from people style of house and budget also including in their choice.
3. In deep Computer skill spend more time using with the tool in program
4. Composition, shape, form, texture.
5. Gardening, many kind of trees, make it real not fake scale.
7. Mood and tone adjustment study new program tool for colorize.
8. Neatness check up the last step before printing process.
1. Creative Work Name

Visual Dictionary of Photography & Cinematography

2. Name of Artist or Designer

A. Sanmonchai Ritthirak

3. Background or Significant of the project

History of Photography was first established and evidenced by Mozi (470 BC - 391 BC) from ancient China, Aristotle (384 BC - 322 BC) from Roman Empire. The discovery of fundamental knowledge founded the first step toward optical concepts.

However, a repetition of ignorance of great discover was once occurred. Over a millennium years that the very concept took a step toward as Photography.

Since that fundamental of modern photography was established, its rapid growth has been rising. Pinhole, Wet-plate, Daguerreotype, Calotype, Positive, Negative, Dry-Plate, Kodak, Digital and many more.

In Thailand, the knowledge of photography was founded during the reign of King Rama III. The evidence suggests that Jean-Baptiste Pallegoix, French priest and later Vicar apostolic of Eastern Siam who was once at Assumption Church, is one the first person who brought photography to the country.

Since then, for centuries that photography has been rapidly risen globally. After the second millennium, only over decades, that photography was one of the major factors that change the face of digital communication. Yet, the knowledge of photography is still a transferred one.

The Visual Dictionary of Photography and Cinematography is the attempt to congregating relevance academicals knowledge and transform to visual online explanation and tutorial.

4. Project Objective

1. To create a series of online tutorial video by release a set of 26 words from A - Z to Thai vocabulary. Additional set(s) of 26 words would follow afterward.
2. To create Online channel via free-to-access social media platform under the tag-line of Aj.Mike.
3. To (unofficial) create supporting online material for official Communication Arts dictionary (พจนานุกรมนิเทศศาสตร์) in the future. [Currently in development]

5. Concept

Create visual academic reference for photography and cinematography in Thai - English language.

6. Process of Design or Art works

1. Study current photography - cinematography terms which suitable for the possible audience. Obsolete definitions would be considered inappropriate and digital contents would be categorized as appropriate.
2. Summarize the first set of vocabularies for pre-production. Meanwhile create Youtube channel for broadcast and cooperate with media partners.
3. Develop the first draft after supervision of experts. The production procedure is similar to a cinematography workflow. Pre-production is known as the preparation of script, storyboard, light and camera, production stage and post-production are followed.
4. Initiate the production in two approaches: one is a short definition with tutorial also an alternative approach under the same topic with more entertaining content.
5. Publish the finalized content on Aj.Mike channel and partners. Online statistic will be analyzed to improve the production.

7. Material and techniques of Design or Art works

Regarding the making of promotional video for Assumption University Kendo Club (AUKC). The “low-key” lighting technique which primary used during production is represents from “L” alphabet.

The camera “vibration stabilization” (“V”) system allows the cinematographer to record the footage at 1/100 shutter speed, at 50 FPS freely without vibration concern.
8. PICTURE OF DESIGNED WORK

Picture 8.1 A demonstration of Image-stabilization System effectiveness.
In photo: A close-up shot (CU) to introduce AUKC (Assumption University Kendo Club).

Picture 8.2 A transition from pre-production planning to production.
In photo: Director discuss with main character to follow the storyboard.

Picture 8.3 Improvisation during the production is occasional enhancement.
In photo: Assistant is applying dust/smoke effects on location.
9. Knowledge after finished produce art or design works

The first draft of promotional video is approximately 35 seconds and would be edited to 30 seconds format after a revision from AUKC.

In respond to the production, an advise from the client suggest that the ‘behind the scene’ should be included. The audience would also gain the benefit from the comment as well, hence the finalized version would feature it.

Once the content broadcast, two-way communication should be established. The respond video system could work as an evidence of success by those who watched the content and attempt to achieve similar result.

The consistency of new contents on the channel is highly important. However, the production plan to complete a set of 26 alphabets is affected by other issues but a weekly update should be achieved.

Herewith the first list 26 letters.

<table>
<thead>
<tr>
<th>Letter</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Aperture</td>
</tr>
<tr>
<td>B</td>
<td>Bulb</td>
</tr>
<tr>
<td>C</td>
<td>Contrast</td>
</tr>
<tr>
<td>D</td>
<td>Depth of field</td>
</tr>
<tr>
<td>E</td>
<td>Exposure</td>
</tr>
<tr>
<td>F</td>
<td>Focal length</td>
</tr>
<tr>
<td>G</td>
<td>Grid</td>
</tr>
<tr>
<td>H</td>
<td>High key</td>
</tr>
<tr>
<td>I</td>
<td>ISO</td>
</tr>
<tr>
<td>J</td>
<td>JPEG</td>
</tr>
<tr>
<td>K</td>
<td>Key light</td>
</tr>
<tr>
<td>L</td>
<td>Low key</td>
</tr>
<tr>
<td>M</td>
<td>Macro</td>
</tr>
<tr>
<td>N</td>
<td>Noise</td>
</tr>
<tr>
<td>O</td>
<td>Optical zoom</td>
</tr>
<tr>
<td>P</td>
<td>Panning</td>
</tr>
<tr>
<td>Q</td>
<td>Quick release</td>
</tr>
<tr>
<td>R</td>
<td>Rhythms</td>
</tr>
<tr>
<td>S</td>
<td>Shutter speed</td>
</tr>
<tr>
<td>T</td>
<td>Telephoto</td>
</tr>
<tr>
<td>U</td>
<td>Umbrella</td>
</tr>
<tr>
<td>V</td>
<td>Vibration</td>
</tr>
<tr>
<td>W</td>
<td>Wide angle</td>
</tr>
<tr>
<td>X</td>
<td>X-trans sensor</td>
</tr>
<tr>
<td>Y</td>
<td>Yellow</td>
</tr>
<tr>
<td>Z</td>
<td>Zoom</td>
</tr>
</tbody>
</table>

The attempt to make the visual dictionary officially credited is to collaborate with Office of the Royal Society.

The official behind the success of Thai dictionary is also attempting to redefine definition terms in communication arts. Therefore, the accomplishment could be acceded.

Moreover, although Internet distribution is convincingly appropriate for the project but physical reference is also suitable for remote area. The cooperation with Office of the Royal Society could elevate the project to higher level.

In conclusion, the project expectation is nationwide level but the process could provide various levels of success. The outcome of the project could enhance in-class training, practice, self-learning and many more possibilities. Internet tutorial is a promising channel for future education.
5. Concept

Highly simplified geometric art allows an audience to experience art at a true aesthetic level. By avoiding all references to naturalism, non-objective art cannot age and visualizes a dimension of purity and simplicity, just like iconic animated characters. By using an internationally significant cultural medium, such as animation and visualizing it in a non-objective way, one is able to experience an aesthetic quality unattainable by regular representational artwork.

6. Process of Design or Art works

1. Gather a list of iconic animated characters
   a) Doraemon
   b) Minions
   c) Mike Wazowski (Monsters Inc.)
   d) Totoro
   e) Woody (Toy Story)

2. Analyze the iconic animated characters in terms of their basic design elements: line, shape, color, value, space, texture and size
   • Doraemon: circle, rectangle, blue, red, yellow, white
   • Minions: circle, rectangle, blue, red, yellow, white
   • Mike Wazowski (Monsters Inc.): circle, triangle, green, black, white
   • Totoro: circle, triangle (curve), grey, black, white
   • Woody (Toy Story): circle, triangle, red, yellow, blue, visual texture

3. Sketch out non-objective illustrations of iconic animated characters

4. Apply the sketches to Adobe Illustrator to develop composition and color

5. Create the final art pieces by hand, mount and frame

7. Material and techniques of Design or Art works

Acrylic, pen and ink on canvas (20 x 30 cm)
8. Knowledge after finished produce art or design works

While completing the comprehensive sketches of the five animated characters participants were asked to say whatever came to their mind when looking at the work. Many were able to guess which characters were interpreted, but not all were recognizable. The three most recognized were Doraemon, Totoro, and Woody due to their specific colors, shapes and patterns (visual texture). Participants had a difficult time deciphering Minions and Mike Wazowski. I found this to be in relation to the level of abstraction. Abstraction exists along a continuum; a higher level of abstraction leaves an artwork without a identifiable subject matter.

Through the basic design elements I was able to interpret these characters at a form of pure and simple beauty. I was also able to elevate the appreciation of these iconic characters to an aesthetic level. Although not all characters were identifiable, I found that to be pleasing. And when I revealed the characters to the participants they were left in awe and began to absorb the value of the basic design elements in each artwork.

For further creativity and study I wish to continue this project with other iconic animated characters. Furthermore, to continue to appreciate the purity and simplicity of the design elements within a composition, I also wish to develop the levels of abstractions of each to the bare minimum.

9. Picture of designed work
1st CA Creative Work Faculty Showcase–2015

Wuthichai Choonhasakulchoke
Department of Visual Communication Design, Albert Laurence School of Communication Arts, Assumption University, Thailand

Pineapple : Post Modern Typography

1. Creative Work Name
Pineapple : Post Modern Typography

2. Name of Artist or Designer
Wuthichai Choonhasakulchoke

3. Background or Significant of the Project

When Armin Hofmann published his Graphic Design Manual, the book did explore the graphic design elements at their most basics. Line, dot and basic shapes were expressed simply by ways of addition and subtraction. The new shape helps create a new way to solve visual problems.

Then the New Wave Typography movement took off in the 70s and further investigated what Hofmann did during his time with basic shapes to the realm of letter form. Letters were cut, separated, juxtaposed and layered. As a result, form of letter displays an image that conveys meaning and connotes expression. Letter form now became a two-prong assault to the audience’s perception.

With the advent of postmodern idea regarding the emotional response in design space, form and content have started to give way to responsiveness of the audience to the subject matter. How the expression of designer him/herself is secondary to the intention of the what designer sees from audience in his/her own image.

One intention of this artwork is to investigate the relationship of letter form and how it connotes to meaning and expression based on mundane subject matter (pineapple). The others mean to provoke structural base meaning and the idea of “form follows letter”.

It was essential to select subject matter that is very ordinary. Pineapple was picked due to its global accessibility. It is common edible thing to common people, however it also possesses unique visual appearance that begs for visual scrutinizing.

4. Project Objectives

1. To explore typographic expression from shaping form of letters
2. To express certain characteristics of the pineapple by using different typographic treatments
3. To base structural composition on the meaning of the selected subject (pineapple)

5. Concept

Pineapple – structural meaning in typographic form as content

6. Process of Design or Art works

To create this work, three aspects of pineapple were studied as a way to laid out compositional foundation. One is the historical significant of the fruit and its origin. Second is the visual characteristics of the pineapple to general observers. The last one is the intrinsic perception of the people toward this fruit.

As a result, the foundation of the piece was created base on the slicing of pineapple rings that are normally seen in the fruit can. The map of Hawaii and its islands were translated into the composition. And some special characteristics of the fruit itself like the spiky leafy top (the dash line) and hexagon shape of the eyelets were used in the design.

Due to the original intention where form is the foremost in investigation, the color is absent in the piece. Some type treatments such as cutting, separation or distortion were used to help express the emotional responses. Form of letters were interplayed to create visual dynamism of the real subject.

7. Material and Techniques of Design or Art works

Epson print from Adobe Illustrator

As a consequence, it conveys feeling of whimsicalness and playfulness. Square format and non-layering elements were implemented to inject some modern attitude surrounded by postmodern typographic form.
8. Picture of designed work

9. Knowledge after finished produce art or design works

As with many non-objective painters prior to our time like Kandinsky who followed the mantra “form is content in itself”. The treatment of postmodern spirit in typography allows the piece to carry some much needed emotional connection to the characteristics of the real pineapple.

The sliced pieces of pineapple in today’s canned fruit was played out in compositional space. The piece also displays further relationships of the structural meaning onto 2D space by using fruit’s physical characteristics of hexagon shape eyelets, the spiky leafy top and geographical map of Hawaii as the origin of the fruit itself.

Typographic treatments may have done merely to create visual stimuli and to an extend gearing toward emotional correspond, however as Luis Sullivan’s great quote “form follows function”, any visual treatments should underline designer’s intention to communicate. And that might just take modernist idealism into self gratification of postmodern ideology.

This piece yearns for continuation as a series. Other fruit base design may be in line for inquiries.

~ --------------------- the end ------------------ ~
Research and Creative Workshop Consultant

by
Prof. Pornrat Dumrung
Department of Dramatic Arts, Faculty of Arts, Chulalongkorn University
&
Asst. Prof. Arwin Intrungsi
Faculty of Decorative Arts, Silpakorn University

Date: 15 November 2015
Venue: CA1102 and CA0907

Albert Laurence School of Communication Arts
Assumption University