

King Rama IX Calendar 2017

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1. Creative Work Name

King Rama IX Calendar 2017

2. Name of Artist or Designer

Theerawat Pojvibulsiri (Aksornsanan)

3. Background or Significant of the Project

After the deeply sadness moment that occurred in Thailand on 13rd October, 2016, I, on behalf of Thai graphic designer, have talked to other members in SiamLife group, the group of mine that always do or create many things that useful for others.

We have talked about the 2017 calendar, King Rama IX calendar that created from 6 Thai graphic designers, Pairoj Teeraprapa, Krisada Wongaraya, Dr. Wisit Potiwat, Assistant Professor Arwin Intrungsi, Assistant Professor Srichana Charoenet and me, Theerawat Pojvibulsiri. We created this calendar in remembrance to the King Rama IX, sold it and will donate all money to any organizations in Thailand, just for dedicated to the King Rama IX.

4. Project Objective

1. To create King Rama IX calendar 2017 in remembrance to the King Rama IX.
2. To sell and donate all money to any organizations in Thailand.

5. Concept

King Rama IX in Our Hearts

I have seen King Rama IX's hard working since I was young, until his death, there are many royal projects that occurred along his reign, he did many things for Thai people. Since the day that Thai people heard bad news, all Thai people was crying, feeling sadness and missing the beautiful manner of the King Rama IX, even me, I am on behalf of Thai graphic designer, have talked with friends to do something. Calendar was the media that we agreed to do with, 6 Thai graphic designers designed 14 pages (2 for cover and 12 for each months), that for remembrance to the King Rama IX.

I am responsible to design 3 months in this calendar, April, June and August, all 3 months use the content that related to the King Rama IX's Life that occurred in these 3 months, April-the Royal Wedding (1950), June-60th Anniversary of King Bhumibol Adulyadej's Accession Ceremony (2006) and August-the Conclusion of the King Rama IX's Timeline.

6. Process of Design or Art Works

1. Research

Because I had to design 3 months, April, June and August, so I have to do some research about the King Rama IX's story that occurred in these 3 months. I

used many books and website for that content, to avoid any mistakes that will occur.

2. Style References

After I got all contents that will use in my design, I think about what graphic styles that suit with each month, so there are, April-Retro Photo, June-line vector illustration and August-simple graphic with grid typography, all designs are my preferable designs and techniques that I always use in my life.

3. Design

All 3 months, include images or photos, the King's Speech, descriptions, typographic elements (text and numbers) and some graphic elements.

All of my design, I designed from the deepest in my heart that show how I love my king throughout my design, the size of the calendar is 15x21 inch, 2 colour process, Pantone 313 C (Cobalt Blue) and Pantone 186 C (Red), with various techniques in Adobe Illustrator and Photoshop. I also used 3 different styles and layouts of design to create that 3 months, April-Retro Photo, June-line vector illustration and August-simple graphics with grid typography. April-Retro Photo, I used the King and the Queen photo from the book that I have, using Adobe Photoshop with India Ink filter to create the look of engraved images, layout of this month is

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using the style of old Thai calendar, using retro fonts, numbers to create the bottom part of this month.

June-line vector illustration, I plotted the King Rama IX's image from the most famous photo of the 60th Anniversary of King Bhumibol Adulyadej's Accession Ceremony in 2006, simple line art, less details, and use contemporary layout for the text box below the King's images.

August-simple graphics with grid typography, I've created this month first, I intended to make the numbers of the month in circle shape, 89 spots referred to 89 years of the King's age, with the significant moment description, I put the number 8970, that referred to 89 years of the King's Age and 70 years of his reign, at the bottom of the layout, I put all significant timeline that related to the spots above with the Kings' speech.

The process of my design as below;

- Research about the King Rama IX's biography and his works that related to the month I was responsible with.

- Find the King Rama IX's photos, cropping from the books, scan and plot/draft the King Rama IX's vector from the original images or photos.

- Use Adobe Photoshop to adjust or fix colour, make any effects to the photos, especially using Flaming Pear's India ink,

filter that can create an easy engraving effect,

- Choose all appropriate fonts and graphic elements that will support my design,

- Do more experiment to test the using of 2 colour process, try doing many ways to finish my 3 designs, I have tried to compose and re-compose all of my elements that have put in each month, for the photo, using overlapping technique, transparency, multiply, switch colour, see the result, which one was the best.

- Put all photos and graphics into an artwork with beautiful proportion and composition.

- Send artwork to the printing press.

- Print and packing.

7. Material and Techniques of Design or Art Works

Materials that I used was, 15x21 inch, 2 colour process on paper, binding with metal ring for hanging, all techniques are in Adobe Illustrator and Photoshop.

8. Picture of Designed Work





9. Knowledge After Finished Produce Art or Design Works

Knowledge that I gained are;

- The King Rama IX's royal duties along his reign, he did a lot of things for Thai people, his love, his wedding in 1950 with Queen Sirikit, the 60th Anniversary of King Bhumibol Adulyadej's Accession Ceremony in 2006 that I used to attend along that period and also the significant moment of the King Rama IX's reign, the origin of Sufficient Economy Theory, the origin of the King's 1st computer font that used for new year greeting card in 1987, etc.

- 2 colour process writing techniques, because there are many techniques that was used in the calendar, 2 colour printing was not easy to make a good design, especially in good colour scheme, the confusing in overlapping, blending and transparency technique, that caused the beauty of using 2 colour process for this calendar.