

Mr. Nattanan Naewmalee

Awarded St. Michael Award for Public Service (Third Class)

Citation

Mr. Nattanan Naewmalee is a full-time faculty member of the Department of Visual Communication Design, Albert Laurence School of Communication Arts. He earned his Bachelor's degree in Visual Communication Arts from Assumption University and his Master's degree in Communication Design from Central Saint Martin College of Arts and Design, U.K. He became a full-time faculty member of Assumption University in 2009 and since then has been very active in his profession. He has made valuable academic contributions and has rendered public service to Assumption University and other institutions.

The highlight of his contributions to the society is the design project entitled "Pictorial Symbol and Font Set Design for Thai and American Sign Language for the Deaf: A Case Study of Setsatian School for the Deaf under the Royal Patronage" which involved the interpretation of finger spelling for the deaf into graphic language. He created A-Z font to replace the font system from English to Thai hand signal (U.S. based hand signal) by Khunying Kamala Krairiksh and the first design drawn by Mr. Kulnoi Thongnoi. He also developed the hand signal font for computer with the support and advice from Mr. Pol Udomwittayanukul, the designer and owner of NP ThaiUnicode. This project was officially published on Setsatian School's website (www.setsatian.ac.th/research1.html) and the project font can be downloaded at www.setsatian.ac.th.

The project was presented at the Silpakorn University International Conference on Academic Research and Creative Arts: Integration of Arts and Science on 25-27 January 2012. More than that, the project was exhibited at two renowned events which were organized by the National Research Council of Thailand: Inventor's Day 2012 on 3-5 February 2012 and National Invention Competition 2012 on 24-25 September 2012. The project was also disseminated to the general public as follows:

1. Publication on World Wide Graphic Design "Asia", Pageone, Singapore (April 2010), pp.42-43, 186-187.

2. Publication on Sign Symbols Pictograms, Xeixs, Germany (September 2010), pp.76-95, 408.
3. Publication on Computer Art Thailand (Vol. 5, September 2009), pp. 72-75.
4. Publication on Krungthep Turakij, Thailand (24 September 2012), p. 9.

In addition to this project, Mr. Nattanan actively contributed to the Fund Raising Project which aimed at producing 15,000 copies of the new Thai and American finger spelling posters for Setsatian School for the Deaf and all deaf schools nationwide. The donation for the project was made via www.facebook.com/ThaiHandSignalDesignProject and part of the donation was given to Setsatian School as an academic support fund for the deaf students.

Moreover, Mr. Nattanan was also invited as guest speaker on various topics related to creative arts and design, such as, by Thailand Creative and Design Center and by Chulalongkorn Broadcasting Station.

For his never-ending tireless effort and service to students, the society and the university, Assumption University is pleased to confer the St. Michael Award for Public Service (Third Class) to Mr. Nattanan Naewmalee on this auspicious date of December 24, 2012.

