

6th CA Creative Work Faculty Showcase 2020 – Relationship

Name – Surname

Dr. Prichaya Manmin, A. Duangporn Supanvanij, and A. Rayut Soonkool

Department

Advertising and Computer-Generated Imagery

Name / title of the work

“The Ever After 9” Movie Poster

Size – Technique

Movie Poster on A2 poster. The technique is based on image manipulation using Computer and Adobe Illustrator & Photoshop CC Programs.

Short description

Since the establishment of Communication Arts Faculty in 2004, the department of Advertising has been a part of outstanding majors of the school. Up until now, the department has 9 full-time lecturers, who always work together for more than 9 years. To portray our pride of having a strong relationship and close-bond culture, we choose some of those ordinary pictures and craft them to be a movie poster, spotlighting the story of ours. Generally, “The Ever After 9” represented 9 lecturers working seamlessly together.

The idea was generated to communicate the close-bond culture and expertise of lecturers. Hence, advertising lecturers have been divided in to 3 groups and each group got 3 members according to their expertises as insight (mind-reading ability), research (number ability), and creative (intuitive ability). To demonstrate the close bond, the photos were chosen from department’s photo stock of various years ranging from 2015-2019. For a movie poster, the technique is based on image manipulation relying on symmetry & pattern and framing composition. Then, pictures and words are combined to create poster using retouching, color adjustment, and cleaning up process on layer copy one. The color has been adjusted by implementing techniques of adjustment layer curve, color balance, contrast, hue saturation tools, and etc.

Albert Laurence School of Communication Arts, Research Committee 2020

Creative work manuscript

1. Creative work name

“The Ever After 9” Movie Poster

2. Name of contributors

Dr. Prichaya Manmin

Associate Dean, Albert Laurence School of Communication Arts, Assumption University

A. Duangporn Supanvanij

Full-time Lecturer, Department of Advertising, Albert Laurence School of Communication Arts, Assumption University

A. Rayut Soonkool

Chairperson, Department of Computer-Generated Imagery, Albert Laurence School of Communication Arts, Assumption University

3. Background or significant of the project

Since the establishment of Communication Arts Faculty in 2004, the department of Advertising has been a part of our proud majors of the school. Furthermore, we have developed and updated the curriculum and have produced sixteen batches of students so far. The core nature of our department has always been the “relationship” among lecturers, students, as well as alumni.

Up until now, the department has 9 full-time lecturers, who always work with smiles and sometimes cry (with joy and stress) together for more than 9 years. We usually call ourselves as “Ad folk” because we are friends in the same flock. Every single year, pictures of our Ad folk crew has been taken to be used in the advertising workshop, the graduating projects of students. To portray our pride of having a strong relationship and close-bond culture, we choose some of those ordinary pictures and craft them to be a movie poster, spotlighting the story of ours.

4. Project Objective

- 1) To portray the close-bond culture of department of Advertising’s in a new dimension.
- 2) To display and disseminate the work to public.

5. Concept

“The Ever After 9” concept derives from several reasons:

1. Advertising lecturers comprise “**9**” members, most of whom work closely with each other for more than 9 years.
2. “**Ever After**” means “from this time on” which represents the way of Advertising Department’s culture that values team-work and hard-working as always.
3. After “9” is “**10**” which is the code of Advertising (1), Communication Arts (0) in the academic TQF2 curriculum.
4. In academic environment, lecturers cannot work alone, they need help and collaboration from the students, alumni, industries and other stakeholders. We consider those important persons as the **10th** members that could help Ad’s 9 faculty members work successfully.

Hence, the concept represents close-bond working culture of Ad folk that would continue on and on with the collaborations of students, alumni, industries and other stakeholders.

6. Process of art or design works

- 1) Create a concept and a mechanic

The team has agreed to use the concept of “Ever After 9” to represent close-bond working culture of Ad folk with the mechanic of combining photo of the Ad lecturers, which had been taken almost every year. Those pictures were picked, from several years, to be in this creative works.

- 2) Agree on mood and tone and execution Idea

The team sets up a meeting to agree on the nature of work, mood & tone and reference pictures. Since 9 faculty members have their own expertise in branding, consumer insight, marketing and consumer research and creative. The team agrees to create the work as movies poster name “The Ever After 9” that depicts these abilities. Hence, advertising lecturers have been divided in to 3 groups and each group got 3 members according to their expertise. First, strategic branding and consumer insight group has 3 members comprise Dr. Nutthaphut

Pandjad, A. Duangporn Supanvanij and A. Narudon Narunorasad. Second, marketing and consumer research group has 3 members comprise Dr. Parichart Wongweeranonchai, Dr. Chulamani Aggadhamvong and Dr. Prichaya Manmin. Last, but not least, creative group has 3 members comprise A. Chutinun Kaewkatorn, A. Jariya Wu and A. Preeyaporn Jansombat

3) Create a movie copy

Movie Name: "The Ever After 9", as reasons explained in concept section

Copy: The group of nine who possesses numbers, mind readings, and intuitive abilities takes an ever after journey to solve mysteries with extra help from the 10th members.

The copy comes from 9 members with 3 sets of abilities. Numbers ability represents marketing and consumer research; mind readings ability represents strategic branding and consumer insight; and intuitive represents creative ability.

Credit: DIRECTED BY Duangporn Supanvanij

WRITTEN BY Prichaya Manmin

STARRING Dr. Nutthaphut Pandjad and A. Duangporn Supanvanij and A. Narudon Narunorasad and Dr. Parichart Wongweeranonchai and Dr. Chulamani Aggadhamvong and Dr. Prichaya Manmin and A. Chutinun Kaewkatorn and A. Jariya Wu and A. Preeyaporn Jansombat

PRODUCED BY Rayut Soonkool

The credit depicts all names of those involved in the project including our team of creative works and names of all advertising lecturers.

4) Find photo materials

All photos those are used in the creative works were chosen from Advertising Department's photo stocks which were taken for advertising workshop graduate yearbook. The photos of all lecturers, each from different year were picked and combined intentionally to express our years

of teaching and sharing the moments together. The photos that were chosen were from the academic year 2019, 2017, 2016 and 2015 respectively as followed:

2019



2017



2016



2015



5) Work on Composition

The poster uses symmetry & patterns and framing compositions together.



The Ever After 9

DEPARTMENT OF ADVERTISING, ALBERT LAURANCE SCHOOL OF COMMUNICATION ARTS PICTURES PRESENTS
 THE GROUP OF NINE WHO POSSESSES NUMBERS, MIND READINGS, AND INTUITIVE ABILITIES TAKES AN EVER AFTER JOURNEY
 TO SOLVE MYSTERIES WITH EXTRA HELP FROM THE 10TH MEMBERS.

DIRECTED BY DUANGPORN SUPANVANJI WRITTEN BY PRICHAYA MANMIN

STARRING DR. NUTTHAPHUT PANDJAD AND A. DUANGPORN SUPANVANJI AND A. NARUDON NARUNDRASAD AND DR. PARICHART WONGWEERANONCHAI
 AND DR. CHULAMANI AGGADHAMVONG AND DR. PRICHAYA MANMIN AND A. CHUTINUN KAENKATORN AND A. JARIYA WU AND A. PREEYAPORN JANSOMBAT
 PRODUCED BY RAVUT SOONKOO



www.caad.au.edu



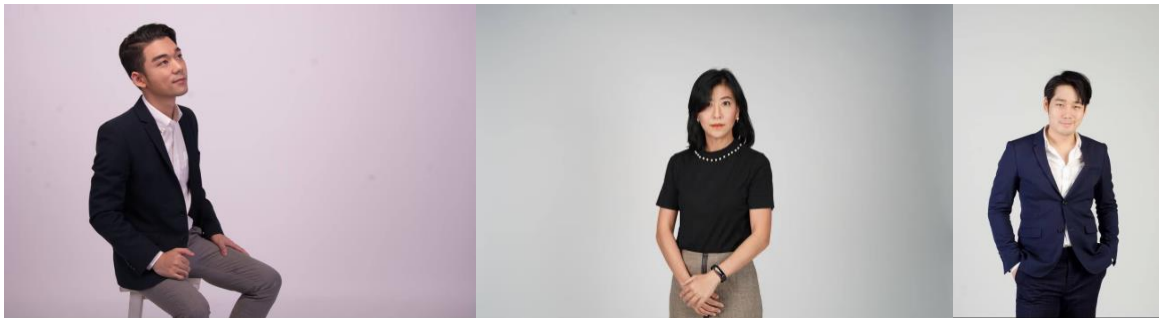
www.cacgi.au.edu



symmetry & patterns composition

All lecturers are arranged based on their expertise. The elements are composed of combining lecturers' characteristic in symmetry composition with their unique sets of ability as follows:

Mind readings ability



Expertise: strategic branding and consumer insight

Characters: goal-oriented, single-minded and confident persons

Numbers ability



Expertise: marketing and consumer research

Characters: well-adjusted, observant and calculated persons

Intuitive ability

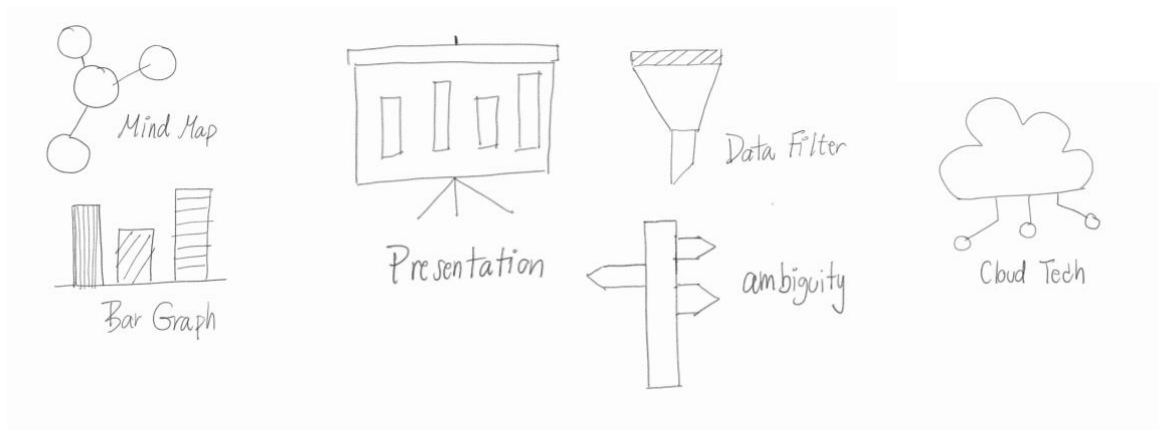


Expertise: creative

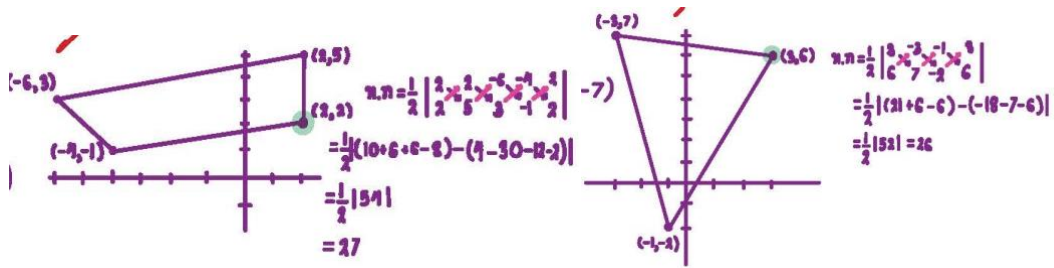
Characters: easy-going, out-of-the-box and lively persons

The pictures have been accompanied by three patterns to portray the three unique abilities as follows:

Mind readings ability



Numbers ability



Intuitive ability



Framing composition

The work has placed the frames around the edge of each ability to create the composition to distinct each ability. Colors are used on the posters to create framing. Orange, grey, and black colors are the Advertising Department branding color. Orange, the most outstanding color which can represent vitality feeling is used in the middle of the poster for mind readings ability. Grey which can represent mysterious feeling is used for intuitive ability. Last but not least, black which can represent seriousness and edgy feelings is used for number ability.

Font named "Parisienne" has been selected to depict the word "The Ever After 9" as it possesses soft and moving energy and the font named "Univers LT Std 39 Thin Ultra Condensed" has been selected to be used in credit section as it creates the serious sense of information reporting as in a movie credit.

Furthermore, the logos of Assumption University, Albert Laurence School of Communication Arts, Advertising Department, and Computer Generated Imagery Department have been added along with the websites address of both departments for further information.

7. Material and techniques of art or design works

For photography in the pictures, various studio lighting techniques are used since each photo was taken in different times and years at AU studio, Albert Laurence School of Communication Arts.

For a movie poster, the technique is based on image manipulation. Computer and Adobe Illustrator & Photoshop CC Programs version 2021 were used. Pictures and words are combined to create Advertising Department's "The Ever After 9" movie poster using retouching, color adjustment, and cleaning up process on layer copy one. The color has been adjusted by implementing techniques of adjustment layer curve, color balance, contrast, hue saturation tools, and etc.

8. Pictures of art or design works



9. Knowledge after finished produce art or design works

For creative concept, the knowledge gained is that there are several ways to create a work that represents the core idea of relationship since relationship is all around us. The team found out that in previous years, we have several pictures depicting how students and lecturers work together in Albert Laurence Communication Arts. In Advertising Department, especially, the bonding culture of lecturers and students; or even among lecturers themselves are evidenced by tons of pictures in several occasions, in several mood and tone and several years.

For execution of concept, the knowledge gained is about producing the finished art of movie poster that the designer must understand the concept, pick the pictures that would represent that concept which, in terms of movie poster, needs to portray the concrete character of each performer with the accompany of proper movie composition to match with poster concept. For the case of different lightings from several sources, software techniques such as blending mode, layer grouping, color corrections are most important in working.