

Albert Laurence School of Communication Arts, Research Committee 2020

Creative Work Manuscript

1. Creative work name

Relationship Redesign

2. Name of artist or designer

A. Kwanta Chetthasombat

3. Background or significant of the project

Digital Media Communication Department website has been used for many years without update. (www.canm.au.edu)

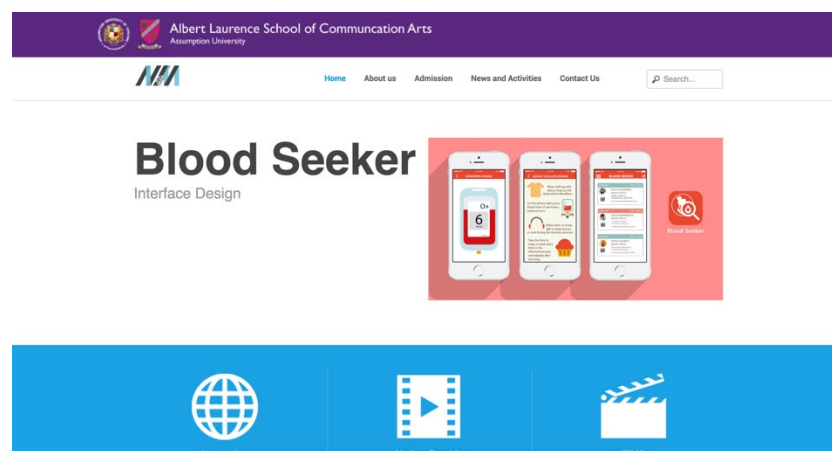


Figure 1.1 : Old design of DM website

The design was good at that time but time changes trend changes. I would like to take this opportunity to challenge myself on redesign a website by focusing on an actual target user which are high school students as a primary target user and current DM students as a secondary target user. This will be like a redesigning relationship of a sender (website) and receiver (user). I will also create an actual website not just a design for a final product.

4. Project Objective

1. To redesign a website by focusing on an actual target users' mind.
2. To upskill myself on the technical path on creating a website.
3. To understand the need of DM website users.

5. Concept

Relationship Redesign is the process of redesigning a website base on an actual target users' behavior. The relationship of a website as a message sender to users as a message receiver, will be better in communication.

6. Process of art or design works

6.1. Research on who is an actual target user of the website and study their pain points and need on the website.

6.2 Study on technical path on creating a website.

6.2 Start creating sitemap and wireframe for website.

6.3 Find the best solution to tradeoff between design and capability of me with technology.

6.4 Start implementing the website.

6.5 Test with users.

6.6 Update the design.

7. Material and techniques of art or design works

UX for website design theory and technical knowledge for executing the website to go live online.

8. Picture of art or design works

There are a lot more to implement and study on executing it.



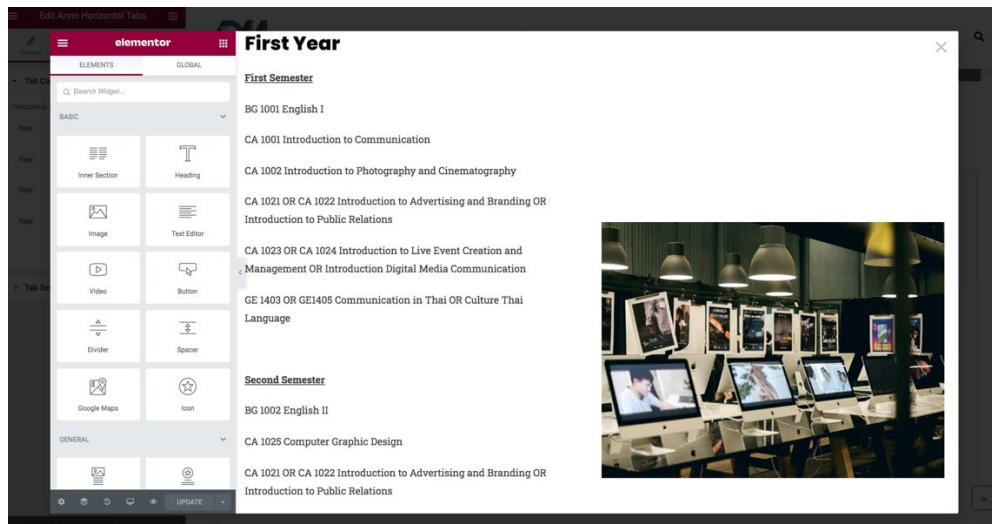


Figure 1.2 : Current DM website which I am working on.

9. Knowledge after finished produce art or design work

In conclusion, the overall knowledge gained from this creative work was the process of design thinking. Starting from empathies by doing a lot of research on the behavior of actual users. Then define pain point of them what do they struggle with the old product and what do they need to satisfy their usage. After gather, all the information from users and research, I started to ideate all information into ideas for the website and application. I did create the prototype and test out with actual users then repeat the process again. This knowledge of design thinking I used in the process of making this creative work is a good tool to apply to any design classes. Beside design thinking that I learned. I also learn a lot of technical path when I execute it online. I chose WordPress as a starting point and researching snippet of how to adjust each part according to the design. All in all, I would say throughout the making I did learn so much on design thinking process and how to research on technical part and all the good sources to recommend to others. In the end, to make a product that communicates efficiently with users you need to know who is the target and understand perfectly what do they need and their behavior.