

**Albert Laurence School of Communication Arts, Research Committee 2020**  
**Creative Work Manuscript**

**1. Creative work name**

Friends

**2. Name of artist or designer**

Asst.Prof. Theerawat Pojvibulsiri

**3. Background or significant of the project**

From the theme of this year's faculty show - "Relationship", firstly in intend to write a calligraphy by writing all of my friends' name, friends in Albert Laurence School of Communication Arts (CA), all 6 departments; Computer Generated Imagery, Visual Communication Design, Advertising, Public Relations, Digital Media Communication and Live Event Creation and Management, 50 instructors, but I've changed my mind to create another way of design.

Dingbat - a kind of typeface which are useful in graphic design field, there are designed in various styles and techniques. I want to create my first dingbat typeface, the typeface which can be used as an element - a small element, join each other and create a piece of art in an abstract form. Typing dingbat letters is the way that I choose instead of writing calligraphy.

51 instructors, all names should be arranged alphabetically, typing names as a block in grid table, playing with colors, and wait to see the result - an abstract art from all instructors' name.

**4. Project Objective**

4.1. To create a dingbat typeface which are based from square shape in various form and pattern.

4.2. To create an abstract art which using a letterform block from a dingbat typeface.

**5. Concept**

**CA in the Box**

All of CA instructors' name and surname from 6 departments are typed in a box - square box, from my dingbat typeface to create an abstract art.

**6. Process of art or design works**

**6.1 Create a grid system and letters**

My dingbat typeface designed by using a square grid - 15 x 15, the number which is not more or less to create a different pattern, one pattern for one letter - Thai, Latin, numbers, punctuation marks and special characters, total are 172 letters, all are different. I used only a square shape, the numbers of grid are 1 x 1, 3 x 3 and 5 x 5 block, for the alphabets, numbers and punctuation marks in Thai and Latin, I designed by using a systematic thoughts, follow my "Type Design Hierarchy" which designed from group to group (as an attachments).

## 6.2 Data gathering

Gather all of instructors' name from CA website and CA secretary, as followings;

กร / กฤติยา / กัญญพิชญ์/ กัญญานี / ขวัญตา/ คนที่หนึ่ง / จินต์สิรี / จุฬามณี / จริยา / แจกชนก / ชนนิกานต์ / ชลทิพย์ / ชลิตาภรณ์ / ชานนท์ / ซาลิสสา / ชุตินันท์ / ฐันฐนันท์ / ฐัฐฎา / ฐัทภฎ / ดรุณี / ดวงพร / ทรงพล / ทิพนันท์ / ธนอรพ์ / นภัสรพี / นฤตล / เบญจวรรณ / ปรีชญา / ปรียาภรณ์ / ปาริชาติ / พงศ์พิพัฒน์ / พงศ์วิจักษณ์ / พัฒนพงศ์ / พัฒนะ / พัฒน์ / พิเชษฐ์ / พิณชาญ / ภัทรวิณ / ยศพล / รยุศต์ / ฤกษ์ฤทธิ / วุฒิชัย / วันเฉลิม / ศศพร / สุธรรม / สุริยา / เสาวณีย์ / อภิเชษฐ / อรทยา / เอียน

## 6.3 Creating typeface in FontLab

I designed all 172 letters in Adobe Illustrator and created a font in TrueType format in FontLab 7, and also named my dingbat typeface as "Absading Box"; that came from "Abstract" with "Dingbat".

## 6.4 Typing

Create an artwork size A2 (42 x 59.4 cm) in Adobe Illustrator, type the name by alphabetical.

## 6.5 Design

I designed 3 artworks;

- Abstract art : 50 names, using 15 x 23 blocks, total is 345 blocks.
- Type specimen : show all letters in this typeface
- Poster : my friend with good relationship.

## 7. Material and techniques of art or design works

### 7.1 Materials

Vector elements in Adobe Illustrator and Paper

### 7.2 Techniques

Laser print on paper

## 8. Picture of art or design works

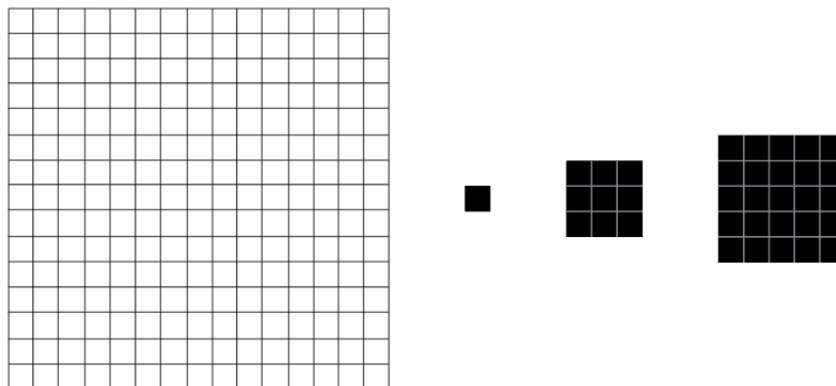
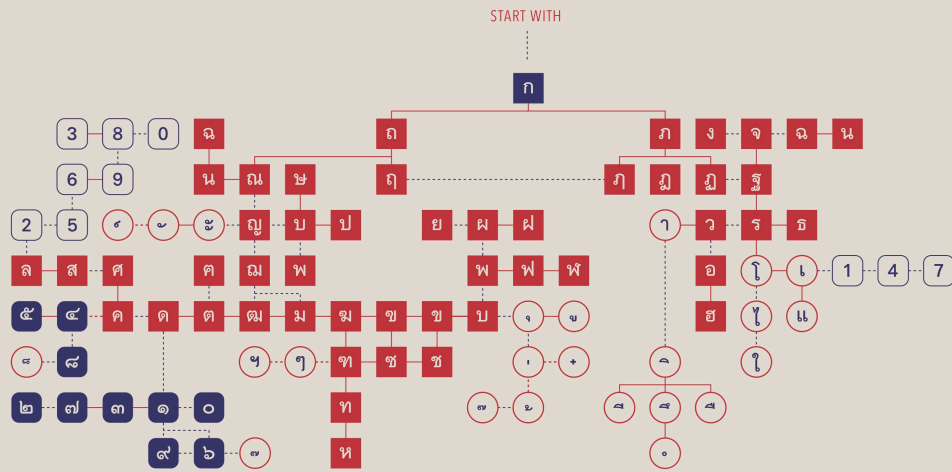


Figure 1 : Base 15 x 15 and 1 x 1, 3 x 3 and 5 x 5 grid for letters

TYPE DESIGN HIERARCHY

THAI

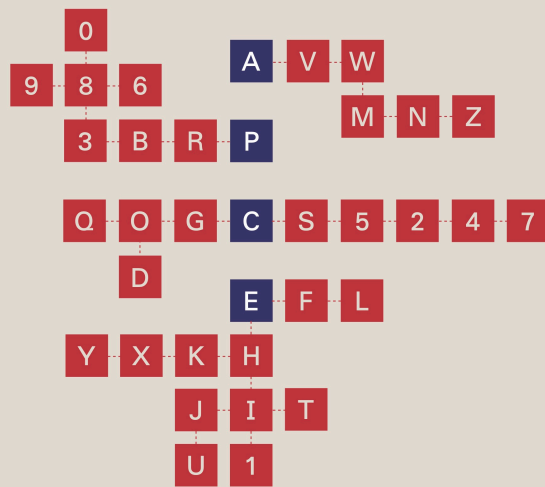


SOURCES : Aksornsanan

TYPE DESIGN HIERARCHY

ENG/LATIN

UPPERCASE + NUMERIC NUMBERS



LOWERCASE



SOURCES : Aksornsanan

Figure 2 : Type design hierarchy table

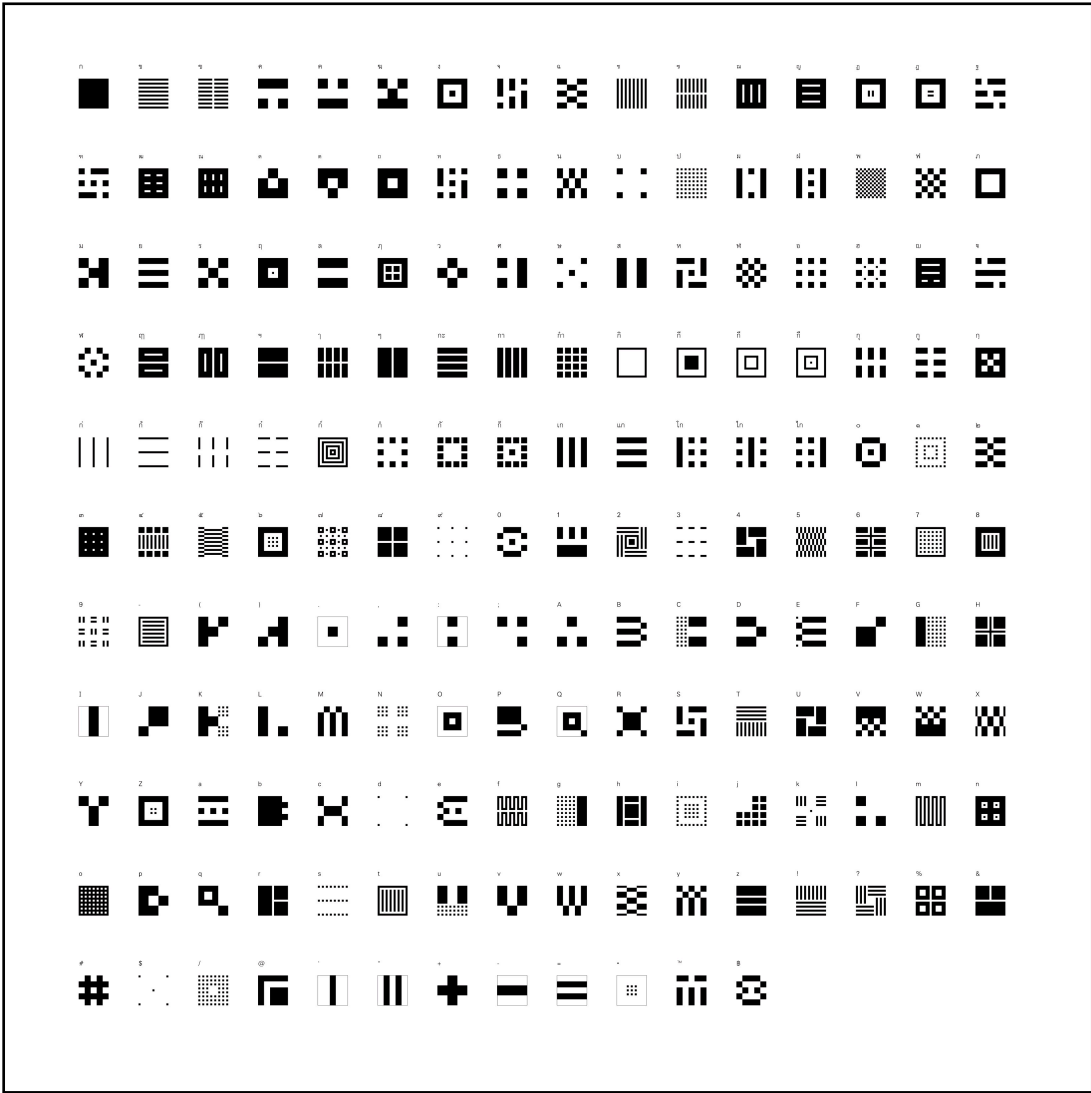


Figure 3 : Glyphs table

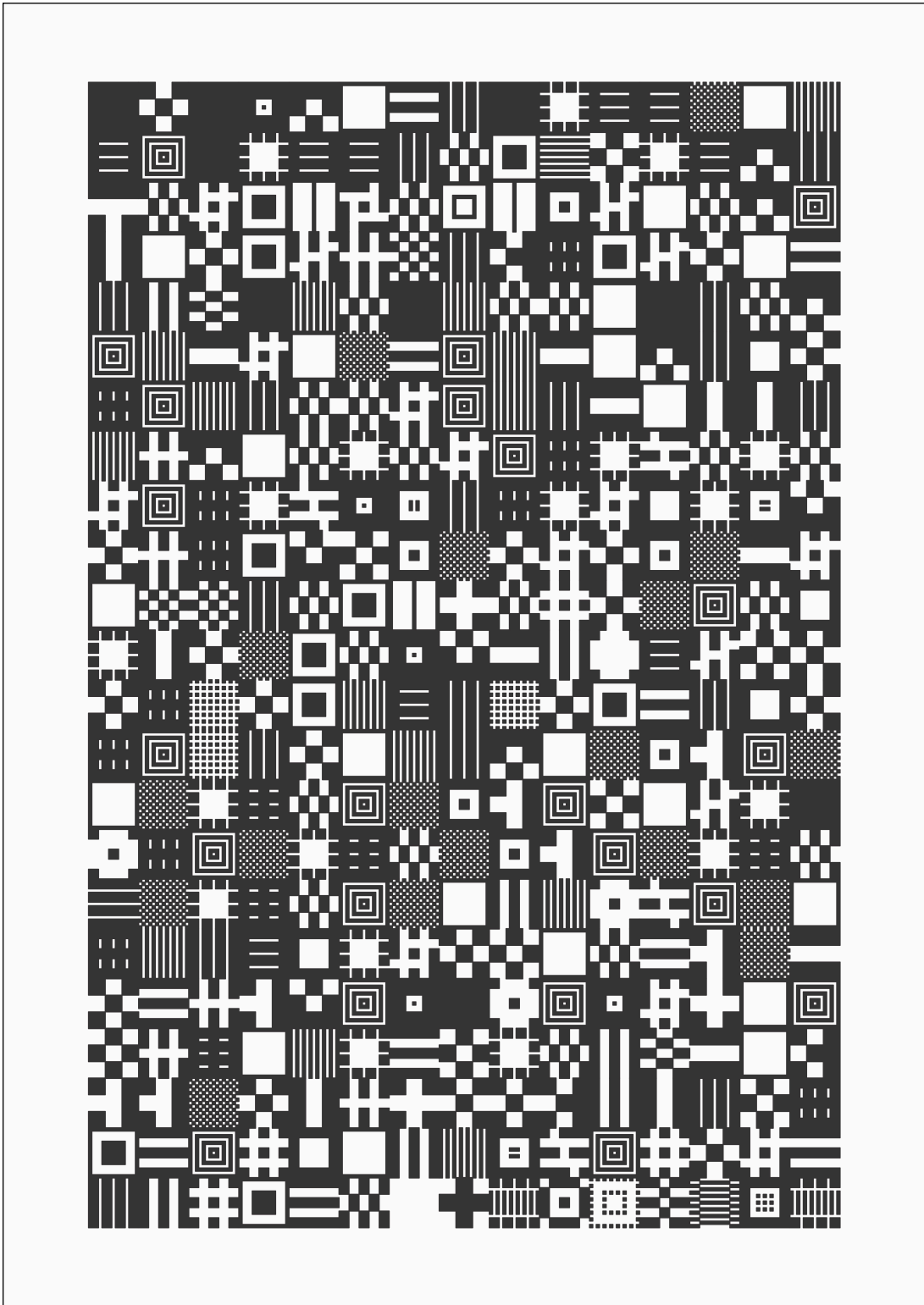
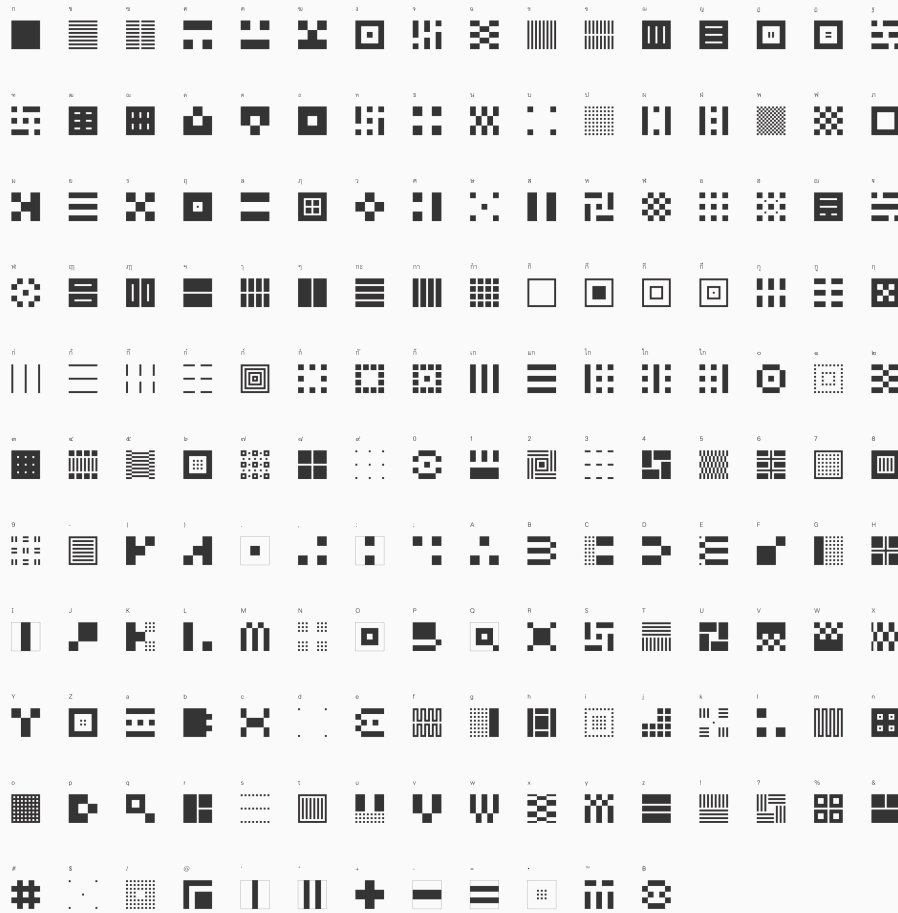


Figure 4 : Abstract art

STYLE  
**DINGBAT**  
RELEASE  
**SOON in 2021**

# ABSADING BOX™



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THEERAWAT POJVIBULSIRI  
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Figure 5 : Type specimen

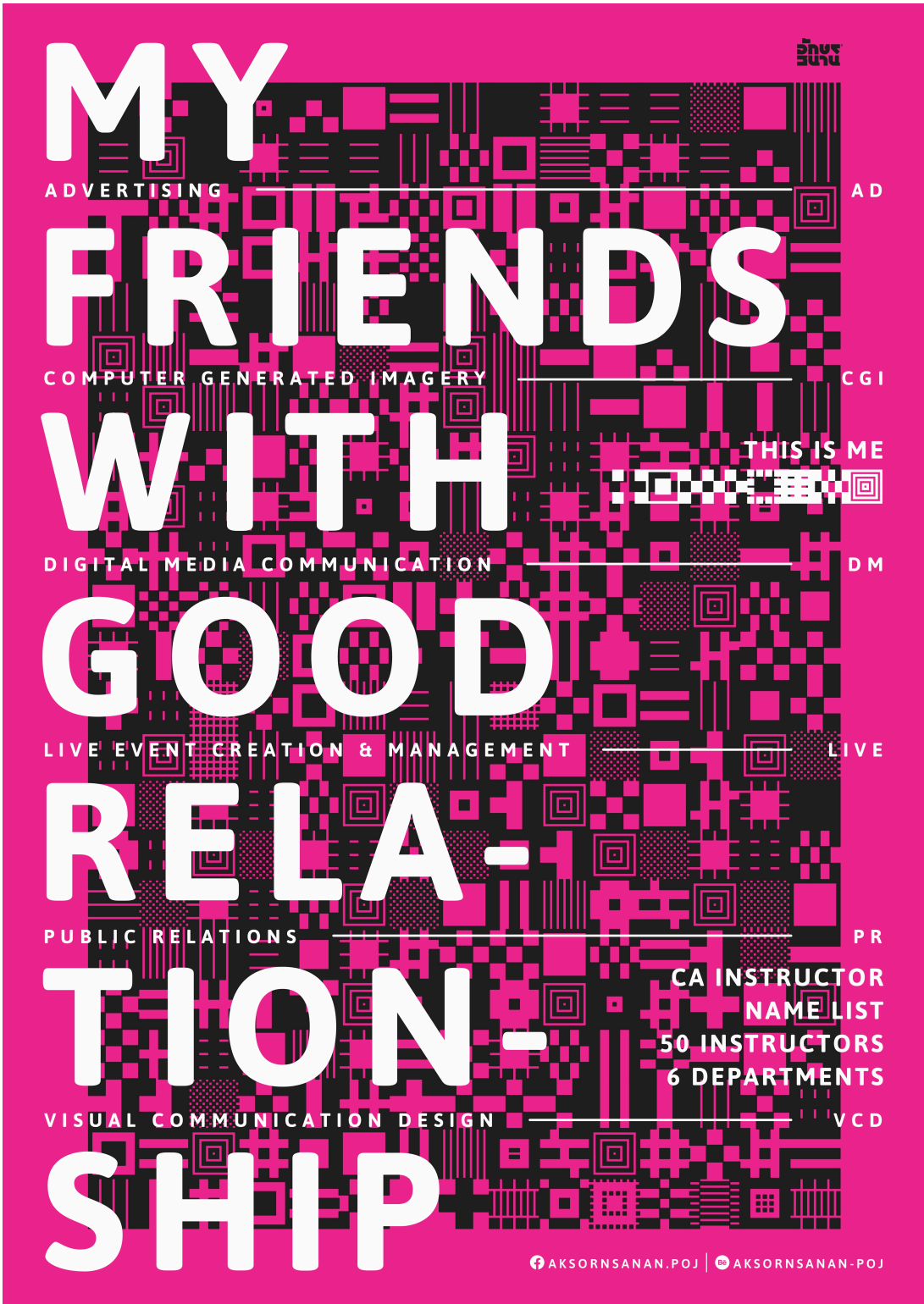


Figure 6 : Poster

## **9. Knowledge after finished produce art or design work**

Technique of designing dingbat typeface, it is not easy to create all 172 letters following type design hierarchy, the consistency of all letters is the main concern. Thai tone marks and vowels was set at the same baseline of the letters, it was set behind Thai letters, I also set line spacing in FontLab as 0 - zero, when I typed in FontLab, there are no space between any lines.

The design system of this dingbat typeface was under the “Type Design Hierarchy”, the system which use the closed-characteristic of the letterform to design from one letter to another letters; such as ก to ก อก and to ก อก อก อก, ข ข to ข ข, A to V, W, C to G O Q, etc... This design system can be applied both Thai and Latin letters, and shows that all letterforms relate each other. I always used this design system to design all of my typefaces, it helped me designed all letterforms in systematical process, the result created the consistency look.