

Albert Laurence School of Communication Arts, Assumption University

Creative work manuscript: Faculty Show 2020

1. Creative work name

The Branches of Knowledge

2. Name of artist or designer

Orathaya Saramart

3. Background or significant of the project

This project works along with the concept of “Relationship”. My idea is to express Assumption University as the branches of knowledge by designing CL building as a tree with many faculties as the fruits on the end of the branch. It represents The relationship between each faculty combining to become Assumption university, the first international university of Thailand.

4. Project Objectives

To represent the relationship and the combination between faculties of Assumption University of Thailand

5. Concept

To follow the concept of “RELATIONSHIP” of this exhibition, the design was to create orders of faculties in Bachelor programs as tools to produce crops or fruits as students who studied and graduated in order to work and represent themselves as the products of Assumption university. The faculties’ lists are follows:

- Martin De Tour School of Management and Economics
- B.Econ
- Theodor Maria School of Arts
- Albert Laurence of Communication Arts
- ABAC School of Law
- Vincent Mary School of Engineering
- Vincent Mary School of Science and Technology

- Bernadette de Lourdes School of Nursing Science
- Montfort Del Rosario of Architecture and Design
- ABAC School of Music
- ABAC School of Biotechnology

I created and represented each faculty as the icons and put each by the end of the line like the fruits of the tree in order to represent the relationship between each faculty to become ABAC.

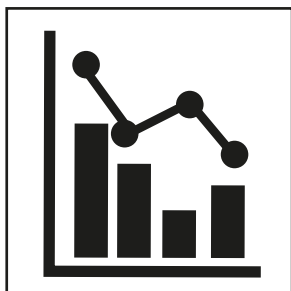
6. Process of art or design works

Design elements

The design of the Branches of the Knowledge was adapted from the shape of Cathedral building (CL Bldg) to become the tree that has the icon to represent the faculties of ABAC.

The symbolism of each faculty is demonstrated in the following:

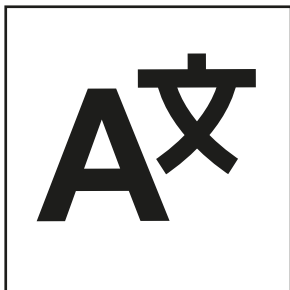
1. Martin De Tour School of Management and Economics is as the graph that represents as the visual presentation of data to describe about business. Such as the progress of each organization or company, or comparing the statistics of one organization in each time like decades, periods or year.



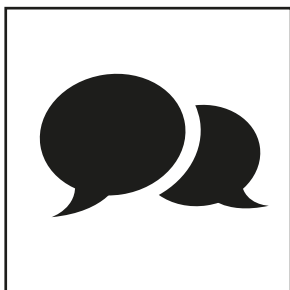
2. B.Econ is as the money sack. It is for carrying money represents the money saving expenses by calculation of demand and supply chain for economics of each period or organization.



3. Theodor Maria School of Arts is as English and Chinese alphabets. It represents the characteristic of each language. Both languages were picked up as the characteristics of each country. Students in this major will choose the foreign languages up to their interests. The major of Theodor Maria School of Arts is composed of English, French, Chinese and Japanese.



4. Albert Laurence of Communication Arts is as talking icons. It represents the communication by talking or contacting to each other in many ways, such as talking face to face, or messaging online like chatroom, line, facebook, and any other social medias or even writing comments on webboard, watching information on the website in both text, pictures and clip video. The website was created from anywhere in the world, and everyone could reach on it instantly.

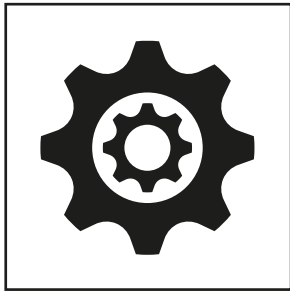


5. ABAC School of Law is as the gavel. It is the small ceremonial wooden hammer in the law court, auction or meeting bangs on the table to get attention from people and bring orders to the court. It represents the

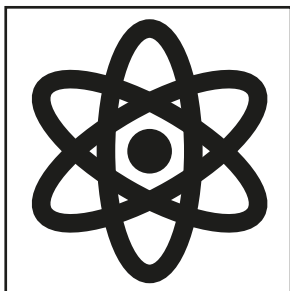
judgement from the lawsuit that considers from the rule or law in each area or country.



6. Vincent Mary School of Engineering is as the gear as the set of toothed wheels in order to work together for increasing the speed of mechanism, machinery or engine. These are important lessons that students need to learn to use in their future work.



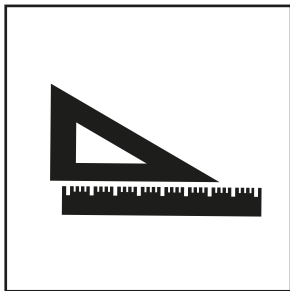
7. Vincent Mary School of Science and Technology is as the atom from experimentation or as the structure of elements. Atom is the tiny part that can combine together to become the chemistry element. It can be solid, liquid, gas or plasma.



8. Bernadette de Lourdes School of Nursing Science is as the nurse cap. The plus sign is modified from the symbol of “RED CROSS”, which is an international organization for curing the sickness, scar, wound and homeless in wartime. It is symbol of saving, surviving and clinic.



9. Montfort Del Rosario of Architecture and Design is as the ruler and triangle ruler that are tools for creating the perspective as the basis of the exterior architecture, interior room design and product design.



10. ABAC School of Music is as the note representing the melody of music. This is the basic for music students to become more professional. They needed to know how to read the music note in order to perform music in every music instruments.



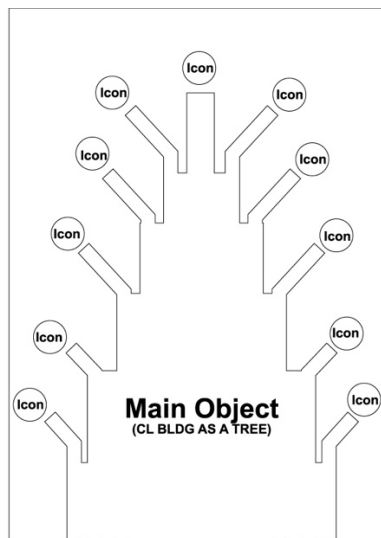
11. ABAC School of Biotechnology is as the glass tube and plant. It represents the symbolic of biology experiment living elements like cells, bacteria, organisms, etc., in the lab for industrial and any other purposes. It was used technology based on biology.



Design structure

Symmetrical Balance (80% : 20%)

- Main Image: CL Building to represent as the tree of knowledge that has branches, is in the middle.
- Icon of Faculty as the products or fruits of the tree.



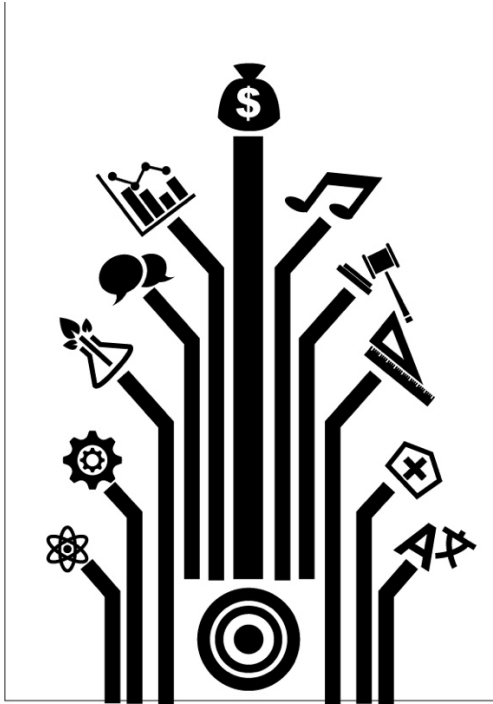
7. Material and techniques of art or design works

7.1. Technique: Vector (Illustrator Program)

7.2. Media: online

7.3. Size: 42 x 58.5 cm (A2)

8. Picture of art or design works



9. Knowledge after finished produce art or design works

After creating the design, the result was;

1. The format needed to be portrait size only because the size and character of CL building were very tall. There were separated parts of outdoor designs that could be modified to become the separated branches of trees.
2. Data sorting – The data that I found was related to the concept and story of each faculty. However, instead of explanation by text, using icons to symbolize and explain the meaning of the artwork because it was faster and easier to understand the concept. The data sorting was as below;
 - The image of CL Building: simplifying as the form of tree
 - Eleven icons, which represented the characteristic of each faculty:
 - Left: The Icon of;
 - Martin De Tour School of Management and Economics (Graph)
 - Albert Laurence of Communication Arts (Talking Icons)
 - ABAC School of Biotechnology (Glass Tube)
 - Vincent Mary School of Engineering (Gear)
 - Vincent Mary School of Science and Technology (Atom)
 - Middle: the Icon of B.Econ (Money Sack)

- Right: The Icon of;
 - ABAC School of Music is as (Music Note)
 - ABAC School of Law (Gavels)
 - Del Rosario of Architecture and Design (Ruler and Triangle Ruler)
 - Bernadette de Lourdes School of Nursing Science (Nurse Cap)
 - Theodor Maria School of Arts i(English and Chinese Alphabets)

3. The artwork was from observation the realistic objects before simplifying and modifying it to become simple concepts and ideas for audiences. Each icon's form needed to be simplified and created in graphic style by reduce some details in order to become unique. The simplified design was also attractive. It could call the attention from audiences.