

Albert Laurence School of Communication Arts, Research Committee

Creative work manuscript

1. Creative Work Name

In English: Love lettering

In Thai: ตัวอักษรแห่งความรัก

2. Name of Contributors

A. Chutinun Kaewkatorn

Full-time lecturer, Department of Advertising, Albert Laurence School of Communication Arts

Dr. Pitchanut Nueangjamnong

Independent Academic

3. Background or significant of the project

Department of Advertising, Albert Laurence School of Communication Arts has been established in 1992. All the lecturers, staff members, and students have been together for almost 3 decades. Throughout the years, there were so many things we have created, experienced, and shared. We communicate those stories about us through our own brand communication elements, namely logo and Adpresentative characters.



The logo with a pencil illustration represents a creator, a drafting process, and thought-expressing tool. The waves show ripple effect where things catch on and connect with one another. In addition, both the logo and the Adpresentative character display Competent and Friendly personalities.

Advertising department does not only possess a clear personality, but it also carries a good reputation of having a strong connection and relationship among Ad people and their social circles. People stay connected whether they are students-students, students-alumni, alumni-lecturers and so on.

Therefore, to further emphasize the brand concept, the contributors highlight both the brand personality and the key reputation of the department using new lettering artwork. This new brand communication element is introduced to celebrate and cherish beautiful relationships among Advertising lecturers and their social ties.

4. Project objective

- To demonstrate how to extend a brand concept with more brand communication elements
- To showcase a brand personality and reputation of advertising department (friendliness and strong connection) in an art design format
- To display the work to public

5. Concept

“Love Lettering” is a piece of work extended from logo and Ad preventative character. First of all, the pencil illustration in the logo is where everything begins. It is not only the symbol of the creativity but also symbolize the starting point of the department, where people gather and harness a warm connection. Moreover, in the old times, pencil and letter were the tools used to express love, the senders sends out beautiful wordings containing lots of caring and thinking toward the readers. Today, we shall remain the same loving tradition, we write one another and address their name with a “letter”, and in a “letter”.

Secondly, the brand personality (friendliness) and reputation (strong relationship) are also being represented in love lettering. Lettering is a creative design approach that uses letters to draft fancy art. In this case, the designer crafts the lecturers’ name using lettering technique where individual letter is well-connected. The hand drawing provides a strong sense of friendliness and easy-going, when combining with a continuous writing pattern, it helps boosting the tightened connection feeling.

6. Process of art or design works

- 1) Analyzed the brand personality by considering at overall communication and reputation of Advertising department. In particular, the logo and Adpresentative are being closely looked at.
- 2) It is found that one main personality of Advertising department is “Friendly”. In addition, “Strong relationship” is one of the greatest strength and reputation. These concepts are then based and referred to extend further communication elements.
- 3) After the brainstorming, the hand-drawn lettering technique was chosen as a tool to visualize a strong bond and friendliness. Each letter is written continuously to show how “letter” can tie people together.
- 4) Recruited the list of lecturers by considering those who are
 - a. currently and previously positioned as a full-time lecturers
 - b. still stay in touch and communicate with the department within the past 2 months to confirm the strong relationship among them

The list includes the following names

Current full-time lecturers

1. Dr. Prichaya Manmin
2. Dr. Nutthaphut Pandjad
3. Dr. Parichart Wongweeranonchai
4. Dr. Chulamani Aggadhamvong

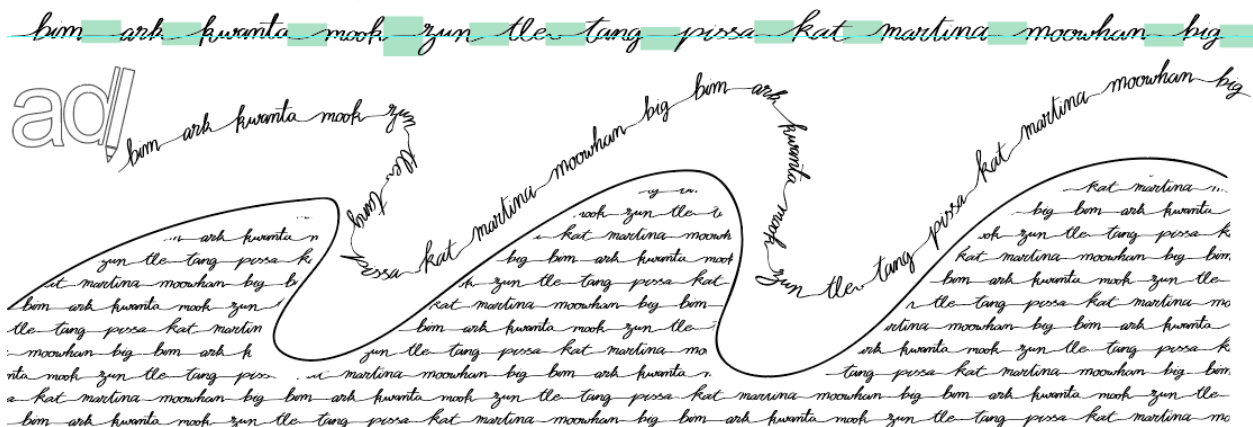
5. A. Duangporn Supanvanij
6. A. Chutinun Keawkatorn
7. A. Jariya Wu
8. A. Preeyaporn Jansombat
9. A. Narudon Narunorasade

Previously positioned as full-time lecturers

10. Dr. Pitchanut Nueangjamnong
11. A. Kwanta Panthongprasert
12. A. Pissacha Hemvachiravarakorn

- 5) Drew each of the lecturer names, made the pattern looks friendly and easy-going. The nicknames are used to emphasize on the friendliness and casual interaction.
- 6) Connected all names together, created one smooth line to represent the strong bond.
- 7) Used the connected names to create a brush pattern and pattern swatch in Adobe Illustrator.
- 8) Designed the “Love Lettering” artwork to represent a whole concept of bonding and writing a letter.

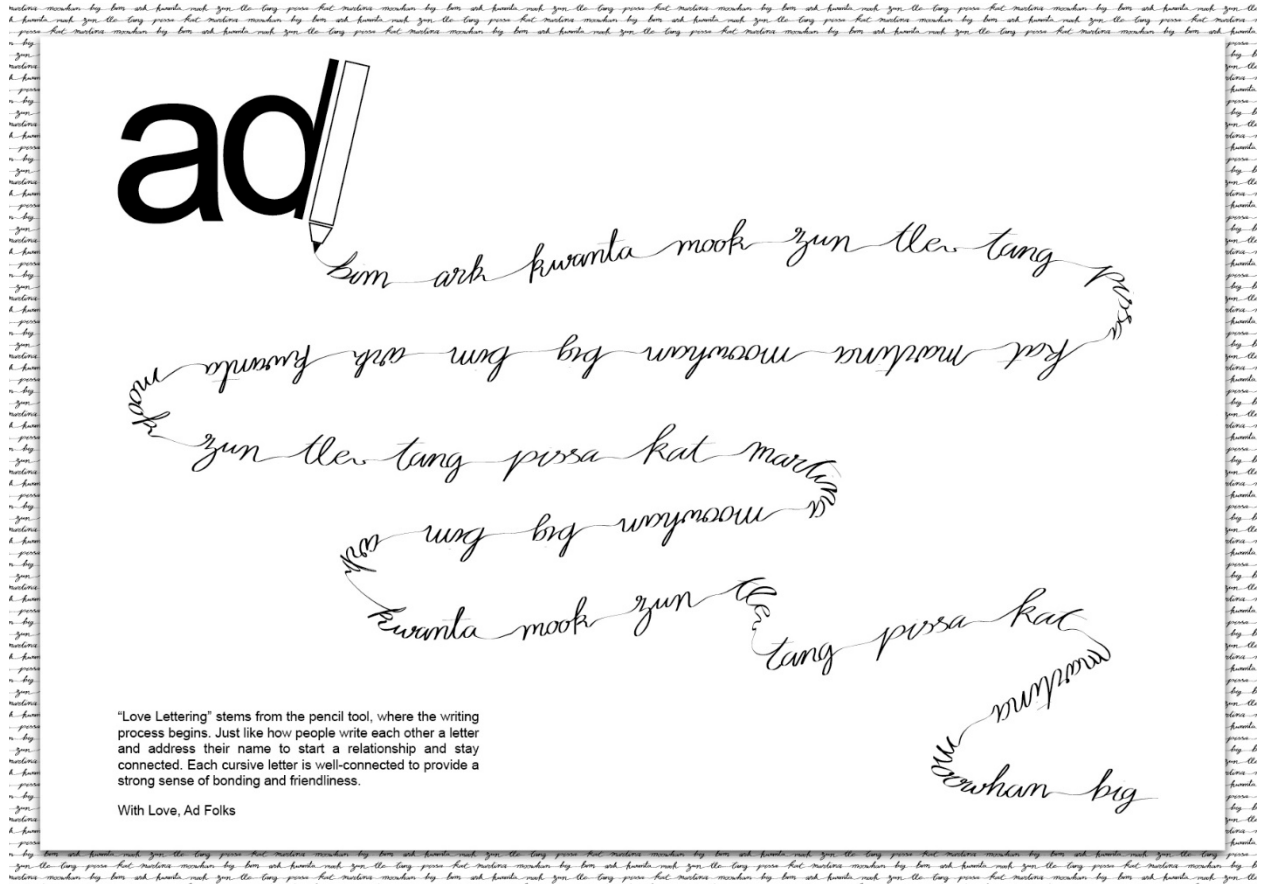
Figure 1: Sketch



7. Material and techniques of art or design works

Cursive letters were drawn by pen mouse. The stroke angle and roundness were adjusted in the stroke option to imitate the calligraphic style. The Pattern Brush preset was created after all the names were well-connected to produce a continuous smooth line. The Pattern Swatch was created using Brick by Row tile type with the Brick Offset set at 3/5 to have the harmonious rhythm. All elements were, then, put together on the A3 size artboard. All process was done on the Adobe Illustrator program.

8. Picture of art or design works



9. Knowledge after finished design work

The purpose of this creative work is to learn how to extend the brand communication under predefined brand concept. Hence, love lettering is created to strengthen the current brand personality and reputation. The cursive lettering demonstrates a friendliness and a great connection. Our work process showcases the relationships between Ad people and related stakeholders. Moreover, it also illustrates how newly designed artwork and execution are maintained to be consistent with the previous work. Logo, Adpresentative characters, and Love lettering are bridged together under the same umbrella. In short, the researchers have realized how to communicate to make Advertising department brand personality and reputation bolder in an art design format.

Abstract

Department of Advertising, Albert Laurence School of Communication Arts has been established in 1992. All the lecturers, staff members, and students have been together for almost 3 decades. Throughout the years, there were so many things we have created, experienced, and shared. We communicate those stories about us through our own brand communication elements, namely logo and Adpresentative characters. The logo with a pencil illustration represents a creator, a drafting process, and thought-expressing tool. The waves show ripple effect where things catch on and connect with one another. In addition, both the logo and the Adpresentative character display Competent and Friendly personality.

Advertising department does not only possesses a clear personality, but it also carries a good reputation of having a strong connection and relationship among Ad people and their social circles. People stay connected whether they are students-students, students-alumni, alumni-lecturers on so on. Therefore, to further emphasize the brand concept, the contributors highlight both the brand personality and the key reputation of department using new lettering artwork. This new brand communication element is introduced to celebrate and cherish a beautiful relationship among Advertising lecturers and their social ties.

“Love Lettering” is a piece of work extended from logo and Adpresentative character. First of all, the pencil illustration in the logo is where everything begins. It is the starting point of the department, where people gather and harness a warm connection. In the old times, pencil and letter were the tools used to express love, the senders sends out beautiful wordings containing lots of caring and thinking toward the readers. Today, we shall remain the same loving tradition, we write one another and address their name with a “letter”, and in a “letter”. Secondly, the brand personality (friendliness) and reputation (strong relationship) are also being represented in love lettering. Lettering is a creative design approach that uses letters to draft fancy art. In this case, the designer crafts the lecturers’ name using lettering technique where individual letter is well-connected. The hand drawing provides a strong sense of friendliness and easy-going, when combining with a continuous writing pattern, it helps boosting the tightened connection feeling.

In summary, the purpose of this creative work is to learn how to extend the brand communication under predefined brand concept. Hence, love lettering is created to strengthen the current brand personality “Friendliness”. The artwork demonstrates a friendliness and a great connection. Our work process showcases the relationships between Ad people and related stakeholders. Moreover, it also illustrates how newly designed artwork and execution are maintained to be consistent with the previous work. Logo, Adpresentative characters, and Love lettering are bridged together under the same umbrella. In short, the researchers have realized how to communicate to make Advertising department brand personality and reputation bolder in an art design format.