

6th CA Creative Work Faculty Showcase 2020 – Relationship

Name – Surname

Dr. Chanon Sirithorn, A. Pattanapong Komutpol, and Ms. Phatphimon Manosucharit

Department

Public Relations

Name / title of the work

Rang Chan: Relations of Community

Size – Technique

Logo and mascot design on A2 poster

Short description

One of the longstanding forms of relationship in human life is the ‘relations of community’. It refers to relationships and interactions between people living in the same locality or living in the same area. However, the relationship in a community does not mean the relationship among people only but including the relationship of people in the community with other things. These community’s assets reflect the identities and uniqueness of that community as well. Therefore, if the people in community is encouraged to study, identify and present their identities to the outside society clearly, it will make the community a good relationship, unity, and becoming a stronger community.

The survey from department of Public Relations shown that there is one of the community in Samut Sakhon province which is ‘Baan Rang Chan Seaside Community’ still have problem regarding how to present the image of their product to the market. Also the problem of presenting the strength of their product to the society which is the uniqueness of Rang Chan’s salted egg that is different from other places. Therefore, department of Public Relations cooperates with this community by helping them to design and create the Rang Chan salted egg’s logo, mascot character, and slogan to present the identities and uniqueness of this product clearly to the market. Furthermore, the department aims to solve the problem of the community mentioned above and also strengthen the relationship the community.

Creative Work Manuscript

1. Creative work name

Rang Chan: Relations of Community

2. Name of artist or designer

Dr. Chanon Sirithorn, A. Pattanapong Komutpol, and Ms. Phatphimon Manosucharit

3. Background or significant of the project

One of the longstanding forms of relationship in human life is the ‘relations of community’. It refers to relationships and interactions between people living in the same locality or living in the same area. Therefore, they often help each other and also depend on each other. However, the relationship in a community does not mean the relationship among people only but including the relationship of people in the community with things, materials, foods, folk wisdom, places and inherited cultures. These community’s assets reflect the identities and uniqueness of that community as well. Therefore, if the people in community is encouraged to study, identify and present their identities to the outside society clearly, it will make the community a good relationship, unity, and becoming a stronger community.

The survey from department of Public Relations shown that there is one of the community in Samut Sakhon province which has an interesting historical background and the people in that community are developing their own community into a tourist attraction for both national and international tourists in order to make their community stronger and can be self-reliant community in the future. This community is called ‘**Baan Rang Chan Seaside Community**’. One of the distinctive points of the Rang Chan community is that the people have a way of life that is connected to the local nature. They had folk wisdom in bringing and applying things in the local area to be further developed, for example, they use their own local mud to make the community’s unique salted eggs which are very greasy and oily unlike any other places. Recently, this product has been selected as the OTOP product.

However, people in this community still have problem regarding how to present the image of this product to the market. Also the problem of presenting the strength of this product to the society which is the uniqueness of Rang Chan’s salted egg that is different from other places. Therefore, department of Public Relations cooperates with this community by helping them to design and create the Rang Chan salted egg’s logo, mascot character, and slogan to present the identities and uniqueness of this product clearly to the market. Furthermore, the department aims to solve the problem of the community mentioned above and also strengthen the relationship the community.

4. Project Objectives

1. To identify and reflect the identities and uniqueness of the Rang Chan salted egg
2. To design and create the Rang Chan salted egg's logo, mascot character, and slogan based on their identities and uniqueness
3. To solve the problem of the Rang Chan community regarding how to present the image of their product to the market

5. Concept

The concept of 'relations of community' reveals that the relationship in a community does not mean the relationship among people only but including the relationship of people in the community with other things in community (Nelson, Ramsy, & Vermer, 2002). These community's assets reflect the identities and uniqueness of that community. Therefore, if we could identify and present these identities to the outside society clearly, it will make the community a good relationship and becoming a stronger community.

From studying the first concept above, the designers have studied the concept of how to use and apply the identity of the community to design and present in the form of (1.) logo designing to give a visual representation of the community's product, (2.) mascot character designing to build and strengthen product's identity and uniqueness with the intimate communication, and also (3.) slogan to emphasize product's identity and uniqueness as well as make it easy to remember in the market.

6. Process of art or design works

1. Identify the identities and uniqueness of the Rang Chan salted egg by conducting the in-depth interview with the community leader, people in community, and the target group of this community.
2. Summarize and conclude the main characteristics which could represent the identities and uniqueness of the Rang Chan salted egg.
3. Design the draft of Rang Chan salted egg's logo, mascot character, and slogan based on their identities and uniqueness.

For Rang Chan salted egg's logo, designers drafted various artistic components:

- salted egg image
- colors of the image
- typefaces
- font's color
- image - typeface placement
- and tagline placement

For Rang Chan salted egg's mascot character, designers drafted:

- mascot shape and facial features
- mascot colors
- characteristics of the clothes
- clothes colors
- and mascot posture

4. Show the draft of Rang Chan salted egg's logo, mascot character, and slogan to the community leader, people in community, and the target group of this community then ask for the comments and feedbacks.

5. Develop and improve the artworks based on those comments and feedbacks.

6. Finalize the Rang Chan salted egg's logo, mascot character, and slogan then submit to the community leader.

7. Material and techniques of art or design works

The Rang Chan salted egg's logo, mascot character, and slogan were designed by using the Adobe Illustrator program.

8. Picture of art or design works



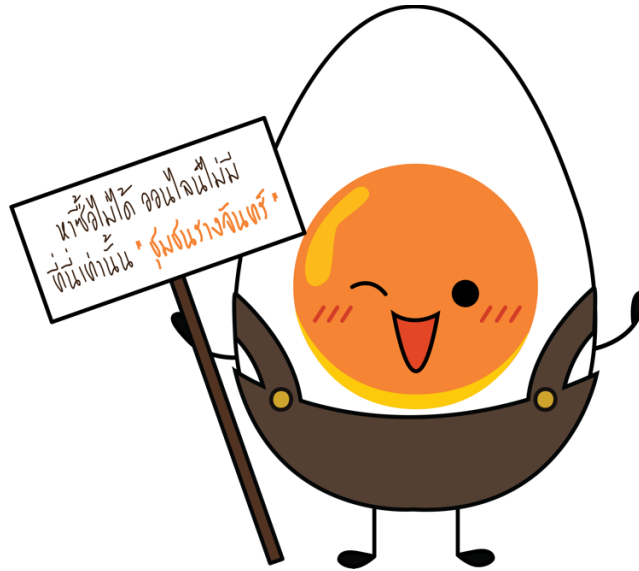
Logo and Slogan



Mascot Character



Mascot Character



Mascot Character

9. Knowledge after finished produce art of design work

1. This design work encouraged our team to learn that only present the community's product presentation to the market, the consumers are not very interested. On the other hand, if taken to a good design of logo and mascot character, it will make consumers very interested because it is a technique that easily attracts attention. In summary, designers learned how to extract the attributes and features in the community as identities in order to present to the market and society.

2. As if designers are intermediaries between people in the community and external consumers. This is because people in that community know best how good their products are but the problem is that they are not very good at communicating interestingly. We, as designers, can come in and help them solve this problem by making interesting designs in order to fix this problem. In summary, designers learned to work on designing with the community by studying and listening to the needs of people in the community.

3. Learned to modify and improve design works according to the comments and feedbacks from 3 key groups: the community leader, people in community, and the target group of this community in order the reflect the identities and uniqueness of the Rang Chan salted egg clearly.
