Albert Laurence School of Communication Arts, Research Committee 2020

Creative work manuscript format

1. Creative work name

...Stay Together...

2. Name of artist or designer

...Songphon Leelathiti...

3. Background or significant of the project

Albert Laurence School of Communication Arts was started in year 1992. Up to now, we still use different opening title for all department VDO presentation. Now we have 6 departments, and we use VDO to present in many areas to promote our own department separately. So, I decided to create a set of VDO Opening Title for all CA Departments to celebrate the success Albert Laurence School of Communication Arts and someday we might have a chance to promote all departments together at once. This is a good opportunity that the theme of CA Creative Work this year is “Relationship”. So, I took this opportunity to create a set of VDO Opening Title for all CA Departments under the same umbrella by researching all CA departments Logo and Opening Title since CA was established till now. Moreover, I research CA department opening title VDO presentation in the past in all aspect. After all, I try to communicate that The Albert Laurence School of Communication Arts (CA) department is ready to move forward together as one and step forward in digital era.

4. Project Objective

1. To research the History of logo and opening title from all Albert Laurence School of Communication Arts (CA) departments.
2. To convey the digital era to Albert Laurence School of Communication Arts.
3. To create uniqueness for all CA Departments.

5. Concept

Albert Laurence School of Communication Arts (CA) Departments used opening title as a still image for long time. Mostly we use fade in-out as opening title. The objective of opening title is to promote and present to audient. So, I think of something to spark our audient at first. Then this is a time to create our Opening Title to update version which have a set that relate together for all 6 departments by using sparking effect somehow. The propose that we need to

have a set of opening title for all departments is whenever that we go to present together. It will look unique and we go to represent it as a same team. It will make us stronger and mor powerful and it show that we care, and we help each other not only one department is outstanding than the others will survive and go through the digital era alone, but all 6 departments will step forward together.

6. Process of art or design works

1.1 Starting by finding out the Idea of this project. I think about media that suitable with my concept “Sparking Effect”. I started with how to communicate with audient in the topic of “stay together”. So, I use the word “stay together” with “Sparking Effect” plus All CA departments need to be ready in digital era. Then I imagine that all CA departments logo should not have just fade in-out animate logo. It should have some more interesting. So, I describe that all CA Departments Opening Title could come from black screen then use sparking or lighting effect to draw a logo. At the end then show clear version of each CA Departments.

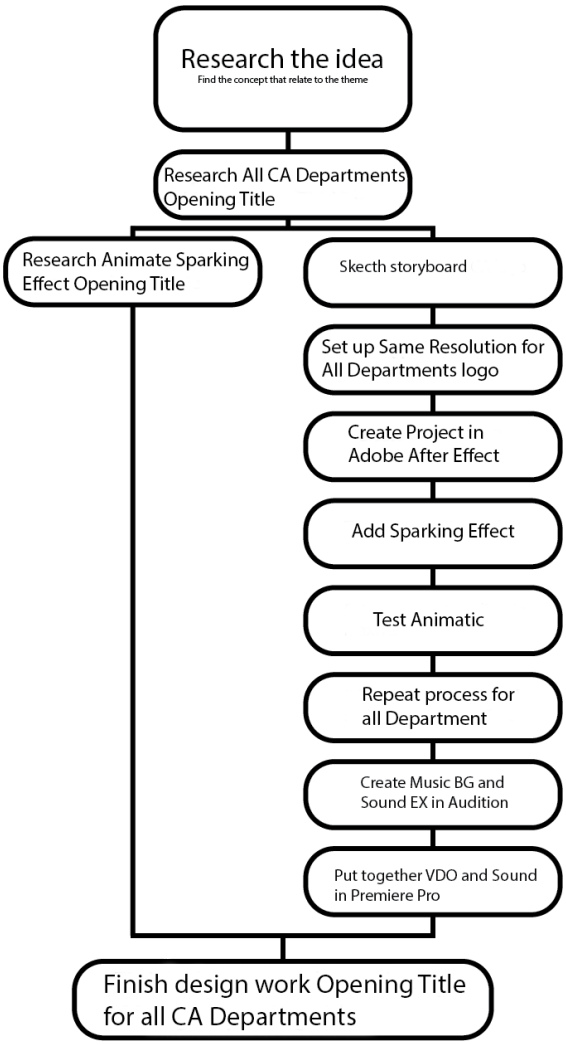


Figure 1.1: Idea flowchart

1.2 Find the reference opening title of All CA Departments logo from the past till now.

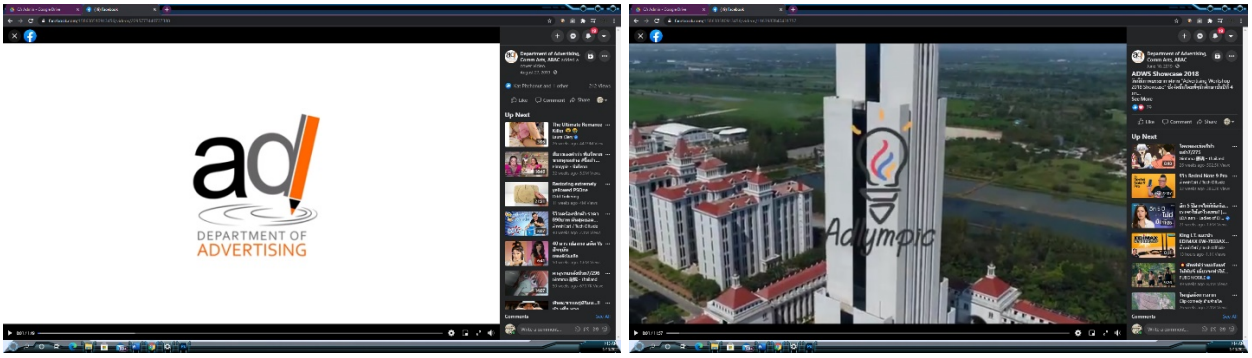
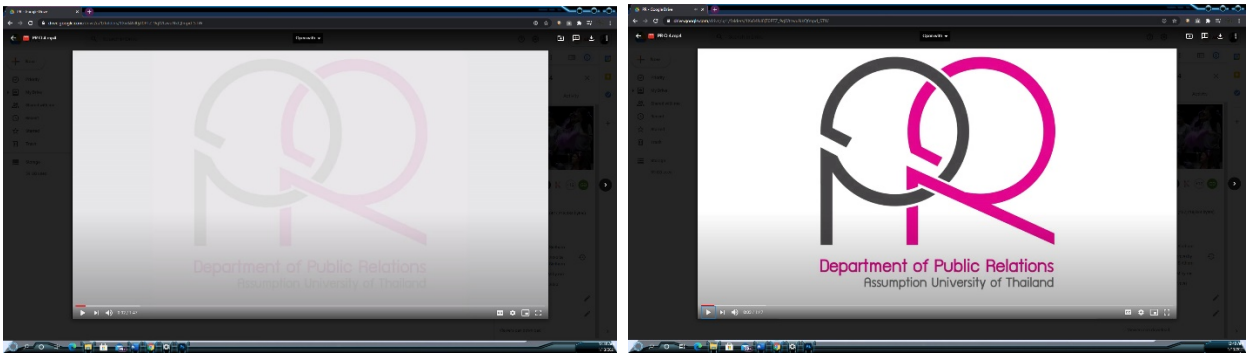


Figure 1.2a: Advertising Department use logo on without fade in-out for promote student's work and activity.



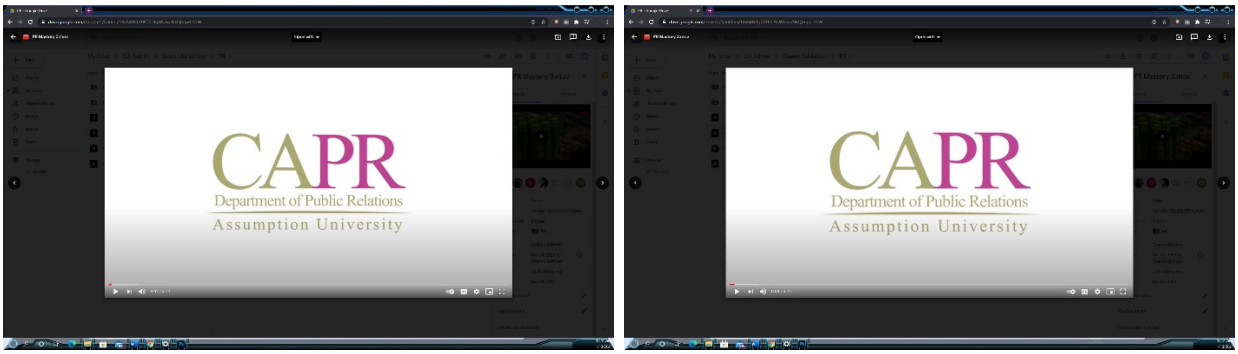
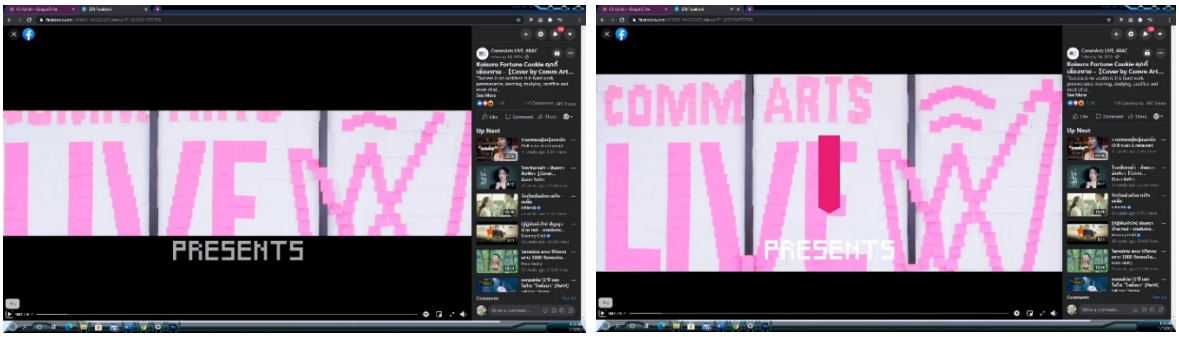
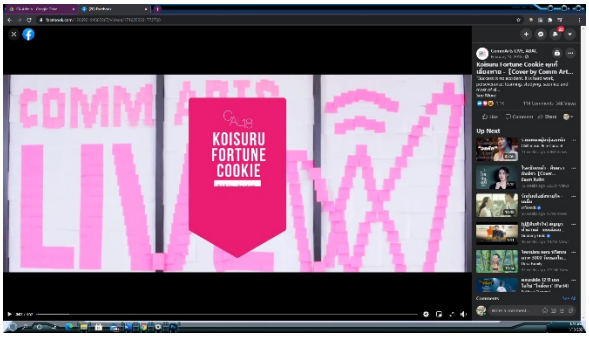
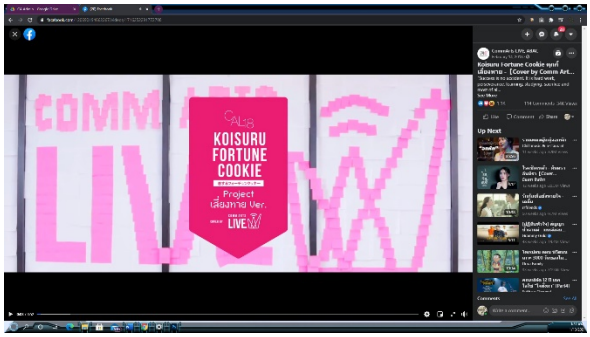


Figure 1.2b: Public Relation Department use fade in-out for currently logo. Before they use logo "CAPR" with no movement.







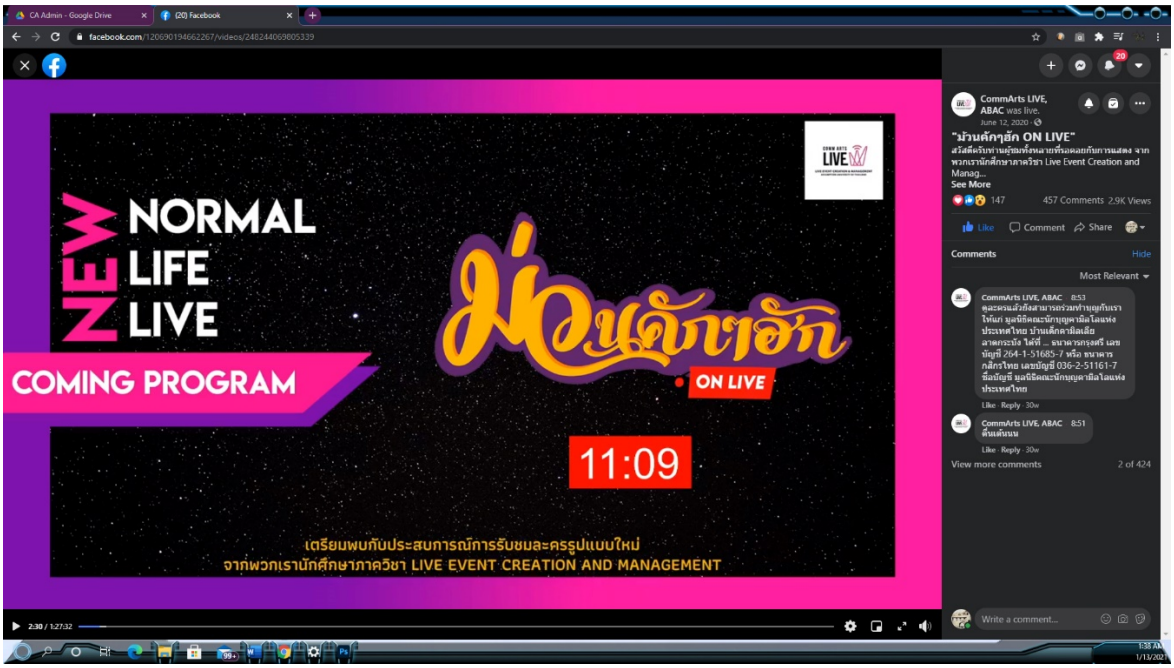


Figure 1.2c: Live Department crop logo with animate event title in the middle. Normally just use logo on footage without opening title.

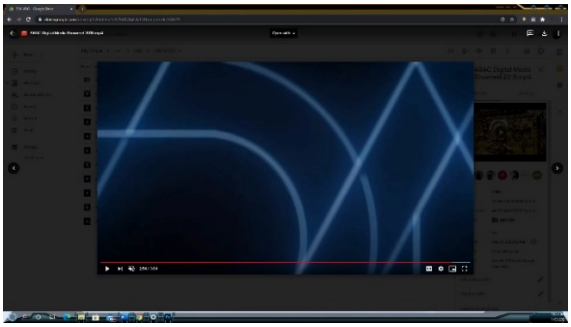
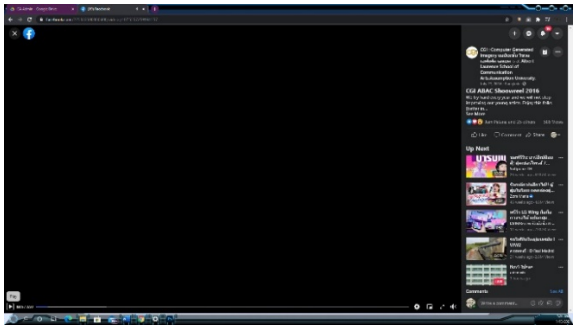


Figure 1.2d: Digital Media Department use animate line to draw logo with wireframe then fade in with the color on top of it. After that it have the lighting effect leading the word “Digital Media Department” into the logo “DM”

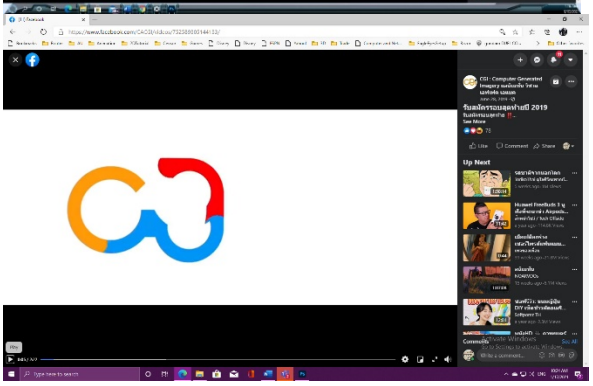


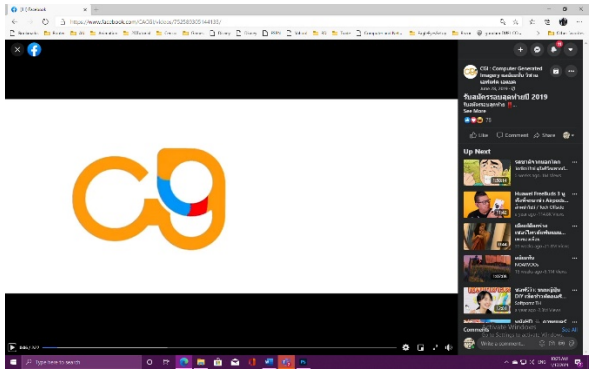
CGI

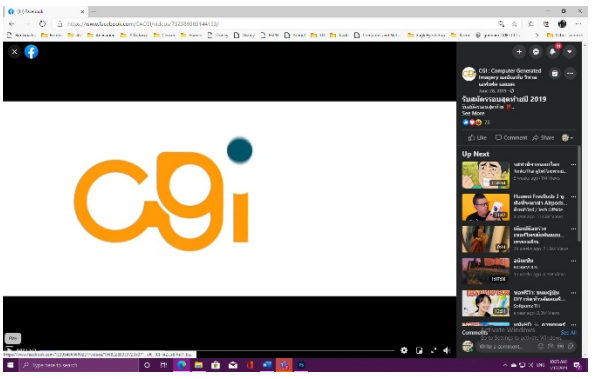
CGI
SHOWREEL 2020

CGI
SHOWREEL 2020

SHOW
2020







COMPUTER
GENERATED

Figure 1.2e: Computer Generated Imagery Department use many opening title styles. such as animated 3D, 2D, masking object etc.

Figure 1.2f: Visual Communication Design Department use scale up slowly style and fade in-out effect.

Figure 1.2: reference of All CA Departments Opening Title since 1992.

1.3 Sketch the idea and make storyboard to check movement, camera angle and technique that require to finish this work.

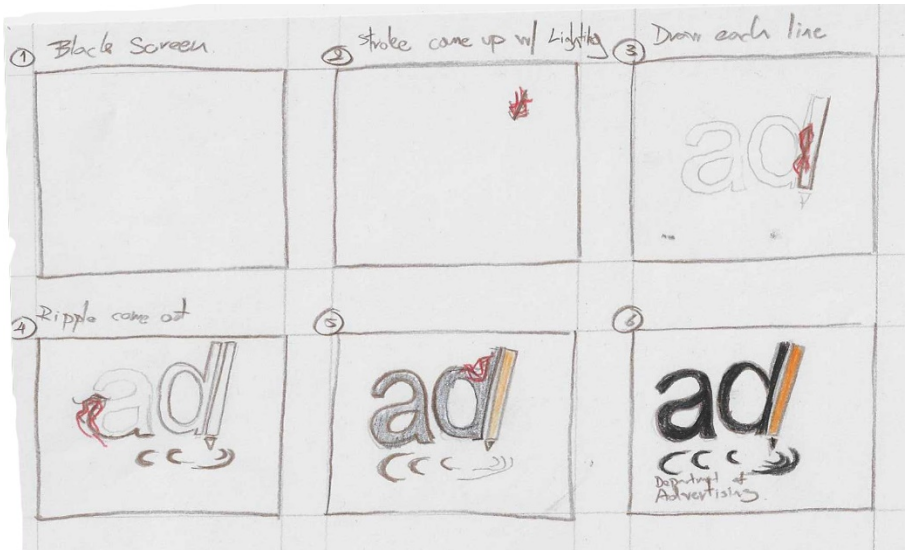


Figure 1.3: Picture of storyboard

1.4 After I got some reference picture and idea then I started put sample of first department which is Advertising logo into compositing program. In this case, I used Adobe After Effect version CC2020. Then I needed to get exactly resolution of ending result of the logo to apply

for all department later. In this case, I scaled to get the proper size that fit with safe title window of video resolution 1920 by 1080 pixels.

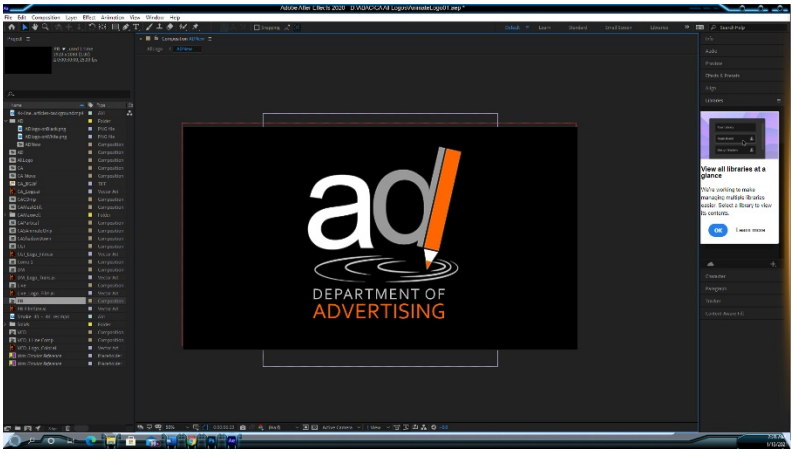


Figure 1.4: Picture of adjust the size of a logo in Adobe After Effect.

1.5 After I got the correct size of the ending result logo. Then I needed to divide shape of the logo by each object. I started draw each object by using Pen Tool in After Effect program.

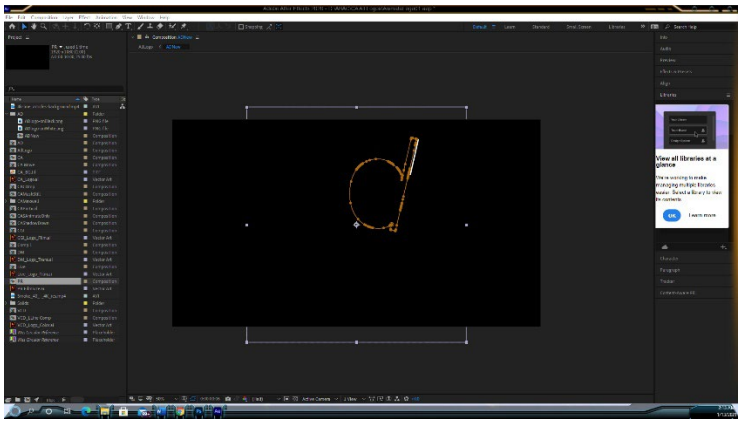


Figure 1.5: draw the stroke line with Pen Tool.

1.6 After finished draw stroke. Then I needed to mask out to create animate effect follow the storyboard direction. In term that I needed to make the stroke appear on the screen in different timing. So, I started draw a new shape by using Pen Tool. This shape I needed to make sure that it is big enough to cover 1 stroke object. Then I needed to repeat this masking process for all stroke objects that combine to become the “AD” logo except the word underneath. The word “Advertising Department” I plan to use different technique.

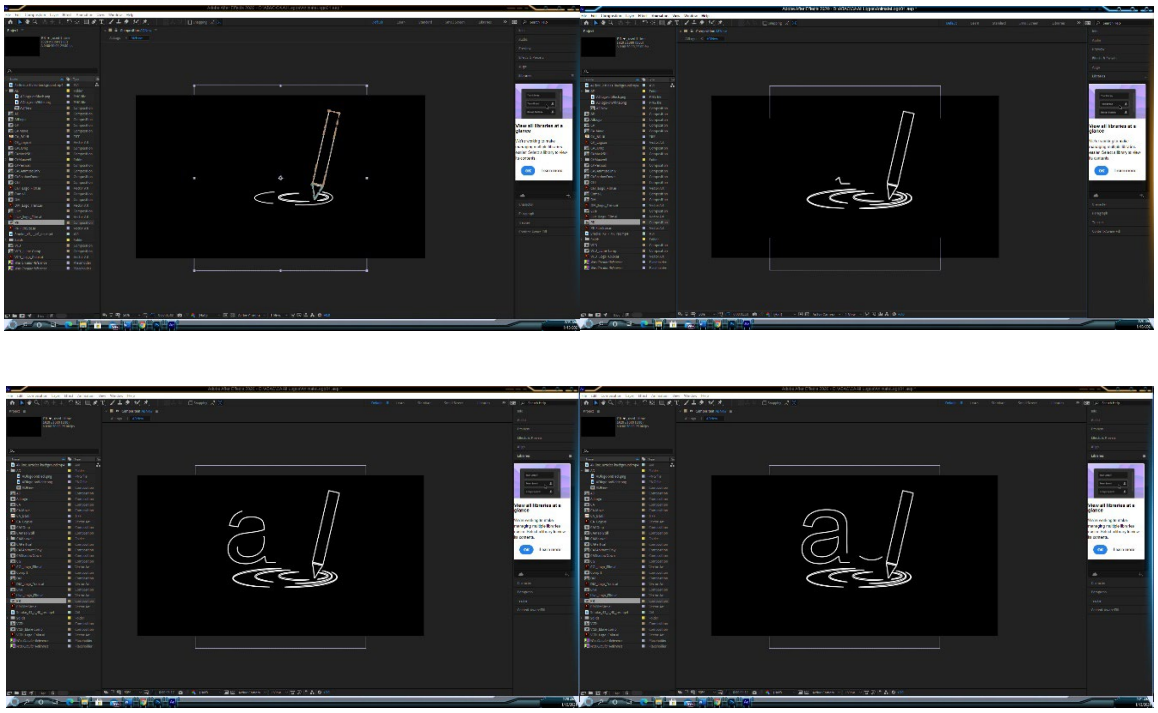


Figure 1.6: picture of animate masking stroke.

1.7 Before animate stroke will complete. Then I started animating fade in with color version of AD logo by animating transparent from 0 to 100.

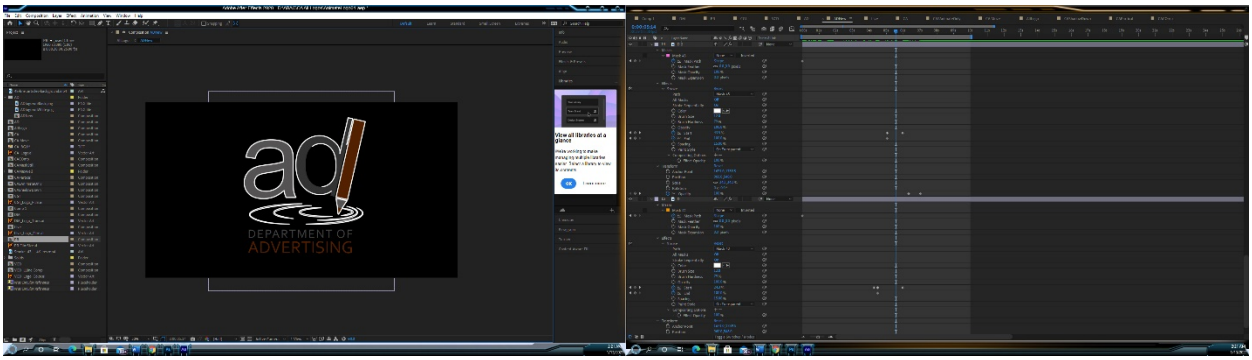


Figure 1.7: Picture of Stroke outline fade with color version.

1.8 Since its complete full color version then I plan to freeze the logo to let audient memorize the logo for 5 seconds by extend time frame up to 5 seconds.

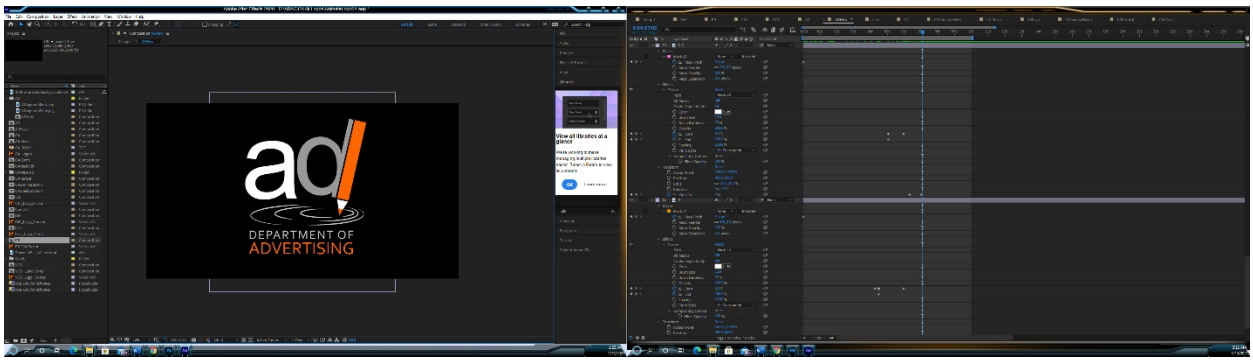
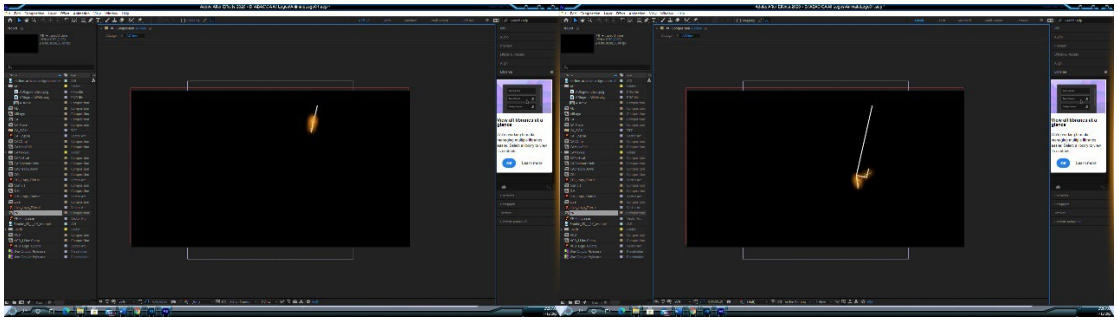
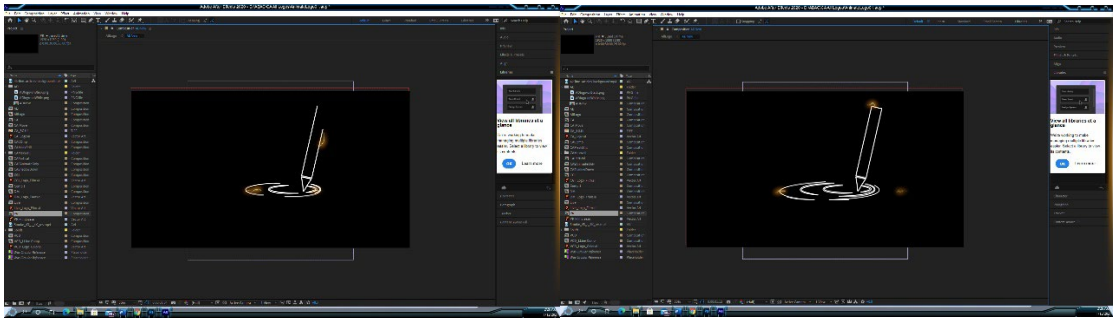
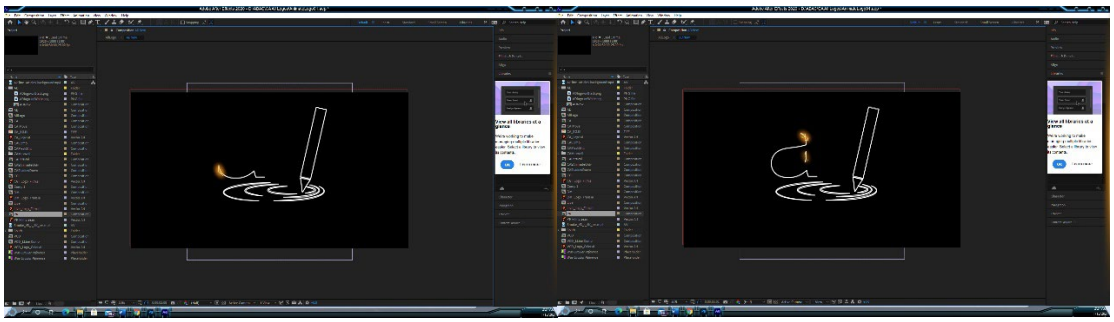


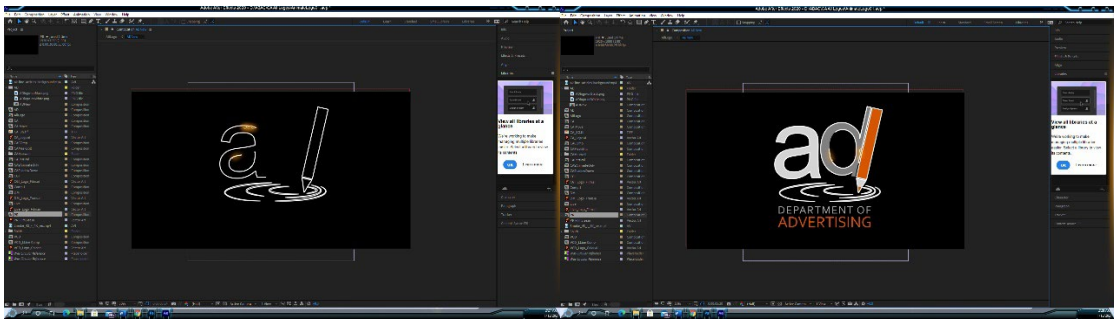
Figure 1.8: completely color version of AD logo and hold it for 5 seconds.

1.9 after completed the animate logo from stroke outline to full color version. Then I needed to go back from the beginning to animate sparking and lighting effect follow the appearance that start come up on the screen to lead the audient's eyes. In this part, I needed to create the number of layer same as the one that I separate layer earlier for each stroke outline object. Till the end that shown full color version, I animate that sparking or lighting effect fly out of the scene in less than a second. Then its complete finish 1 animate opening title for 1 department, in this sample is Adverting (AD) Department. So, I needed to repeat the whole process from the beginning to the end again with the others 5 departments to make it look similar style. the others 5 departments are Public Relation (PR), Live (Live), Digital Media (DM), Computer Generated Imagery (CGI) and Visual Communication Design (VCD) Department follow in order.









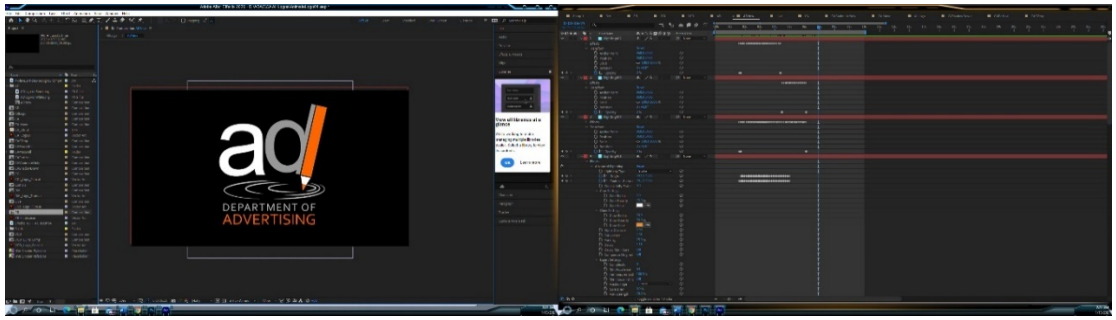


Figure 1.9: Create Sparking and Lighting effect follow Stroke animate.

1.10 During I animated in After Effect for all 6 departments. I need to create a Composition (Comp in AE) separately for each department plus Composition (Comp in AE) when we add all together, Comp test effect etc. In total I got 14 Compositions

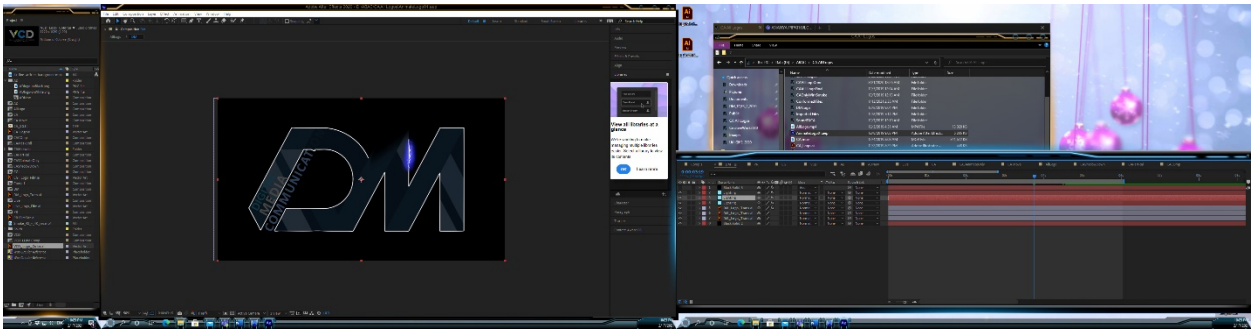


Figure 1.10a: All Compositions (Comp in AE) after finish animate for all department.

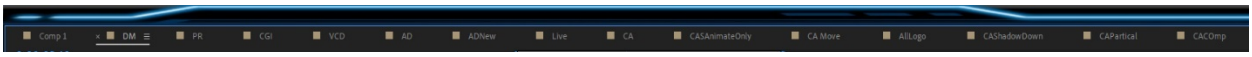


Figure 1.10b: Total of 14 Compositions (Comp in AE) including test shot.

1.11 Once I completed all, then I need to render out as images sequence format to maintain the quality of the picture as much as possible. If I convert to VDO format, then it will lose the quality every time that I save the file. So, I need to manage the file and folder to make it well organized. Otherwise, file from this project will locate everywhere in my computer. First, I create main folder for all Departments and creates sub-folder to keep the file such as logo reference picture, images that come out from AE, Sound, and finish movie etc.

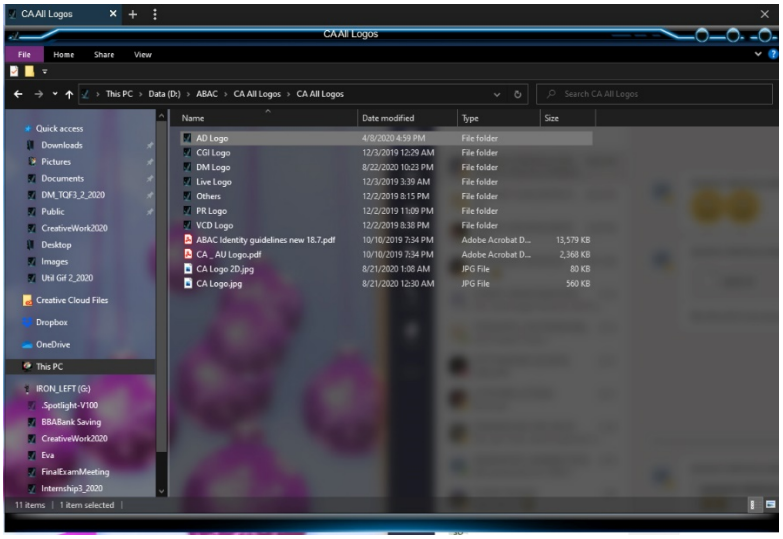


Figure 1.11a: Folder for each department.

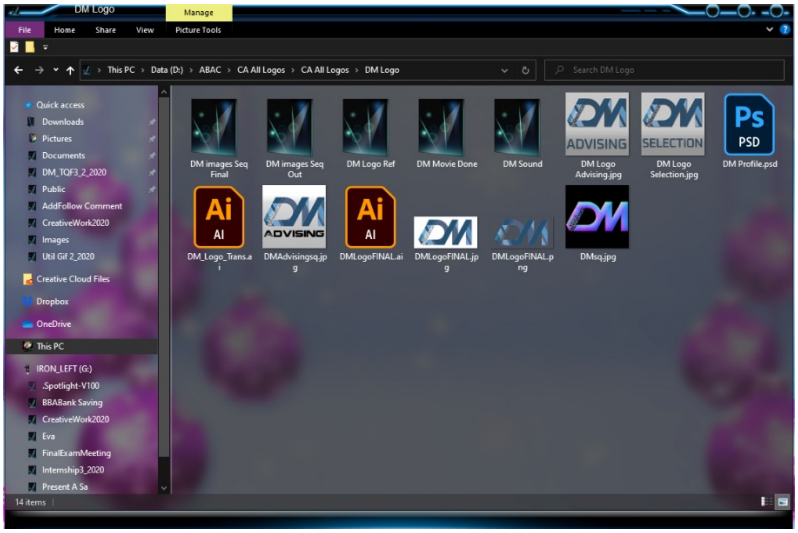


Figure 1.11b: Sub-Folder to keep file each department.

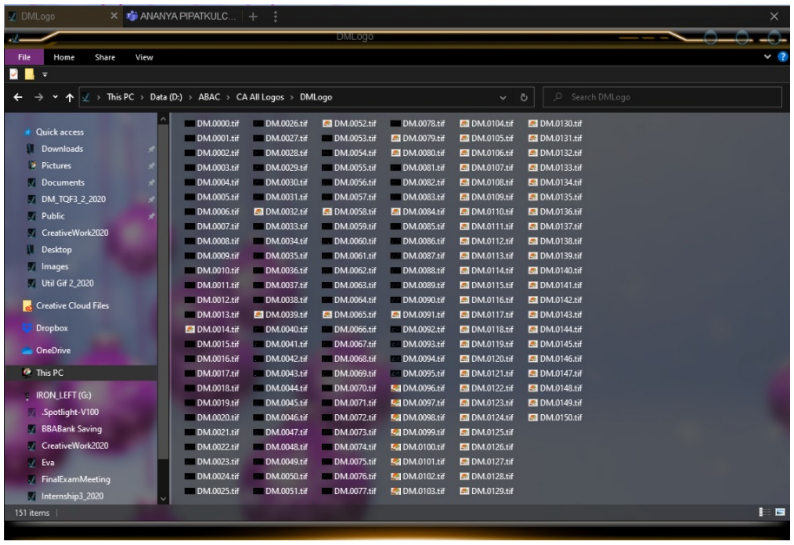


Figure 1.11c: Sample of Sub-Folder that keep images sequence after rendering out from AE.

1.12 After finished visual all 6 Department in After Effect program that I render out as images sequence. Then it was time to create audio which is sound effect and music background for each department. In this part, I created by using Adobe Audition CC. Firstly. I import movie clip just 1 department. Then I add sound effect by selected from sound effect library which relate to sparking or lighting visual. Then cutting the sound clip adjust the volume and adjust channel left or right follow the movement of visual direction from movie clip. And select music background that represent that major by asked chairperson of that department to help me pick up the right soundtrack and suit with the character of that department. Then again, I needed to repeat the whole process from the beginning to the end with the others 5 departments.

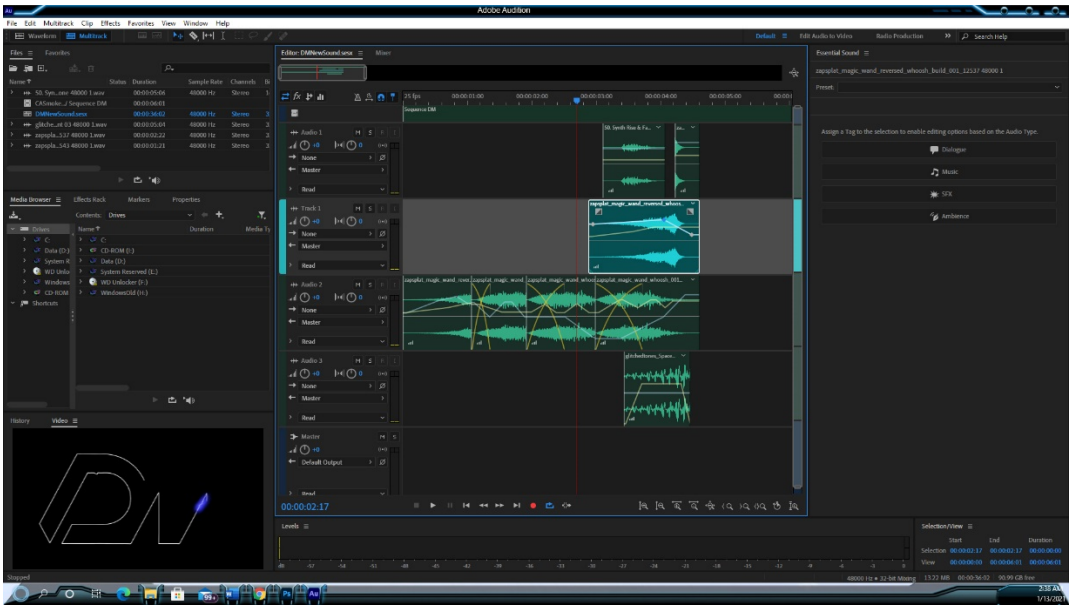


Figure 1.12: Create a sound in Adobe Audition.

1.13 After all completed visual and audio. Then time to put both together in editing program. In this work I use Adobe Premiere pro CC2020. It is nothing special, just put all moving picture of opening logo for 6 departments and put all audio that I prepare for each department follow in order of visual. At the end, I export movie clip with sound then it ready to use for promoting all 6 department together and have unique style for all 6 departments. In term that we need to go to promote outside faculty at the same time.

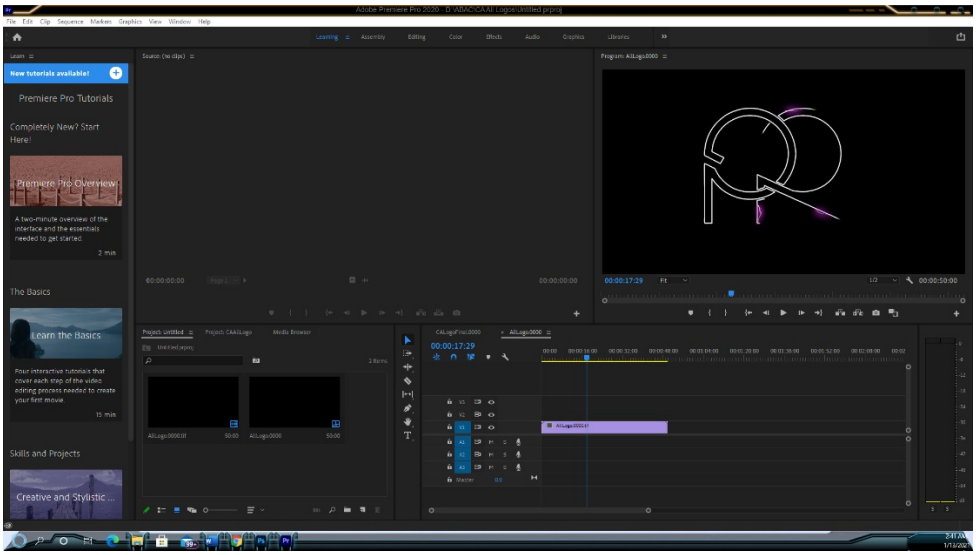
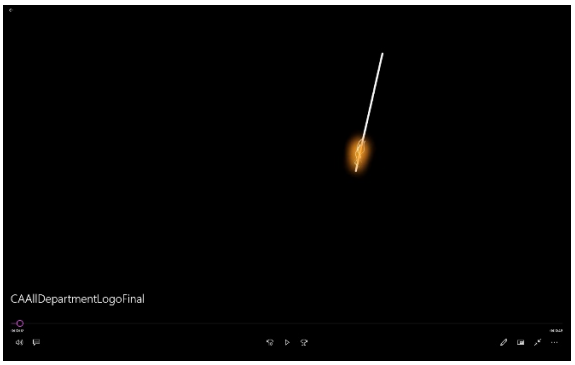


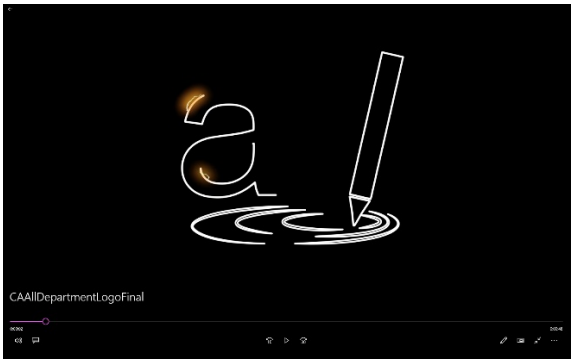
Figure 1.13: put visual and audio together in Adobe Premiere pro CC2020.

7. Material and techniques of art or design works

All the images were originally creating by compositing program and mainly focus on create sparking and lighting technique. In this part, it was important for this work because I tried to communicate about our faculty could help our students to think of some spark idea and ready for digital era. Plus, I needed to create all relate technique for all 6 department. About music and sound, I was download from free website that open for royalty free. Then I mixed it together in Audition program.

8. Picture of art or design works

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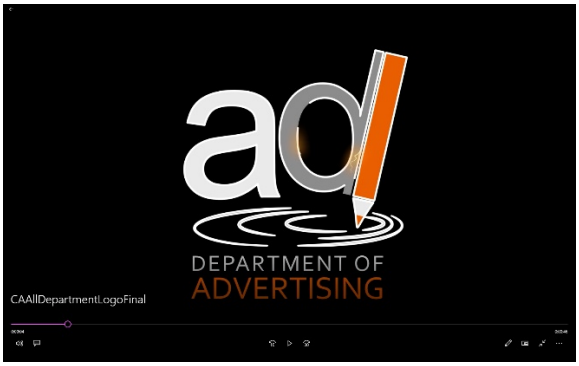
DEPARTMENT OF
ADVERTISING
CAAllDepartmentLogoFinal

DEPARTMENT OF
ADVERTISING
CAAllDepartmentLogoFinal
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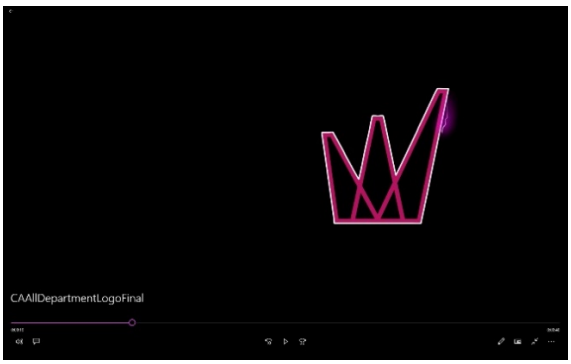
CAAllDepartmentLogoFinal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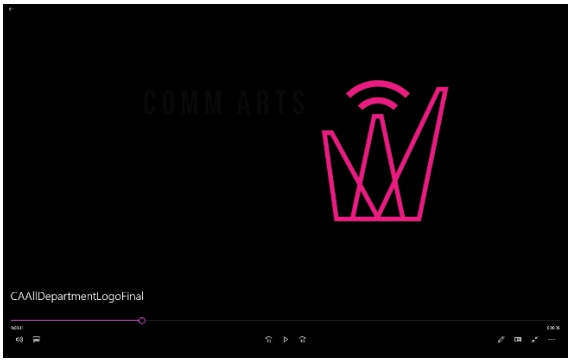
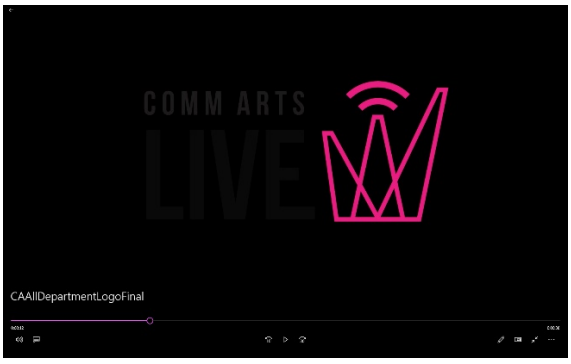
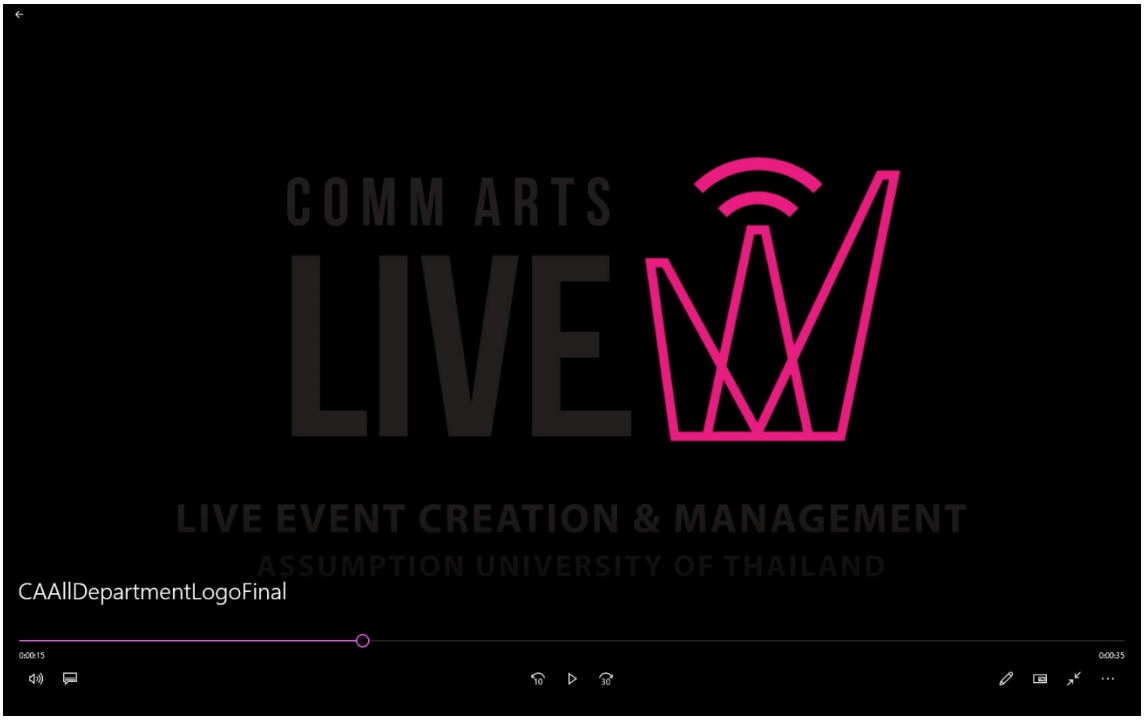

COMM ARTS
CAAllDepartmentLogoFinal


COMM ARTS
LIVE
CAAllDepartmentLogoFinal


COMM ARTS
LIVE
LIVE EVENT CREATION & MANAGEMENT
ASSUMPTION UNIVERSITY OF THAILAND
CAAllDepartmentLogoFinal
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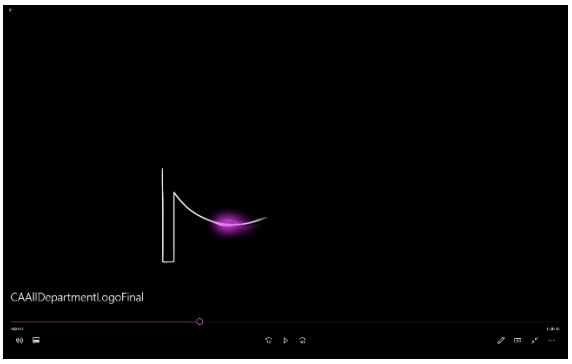
0:00:35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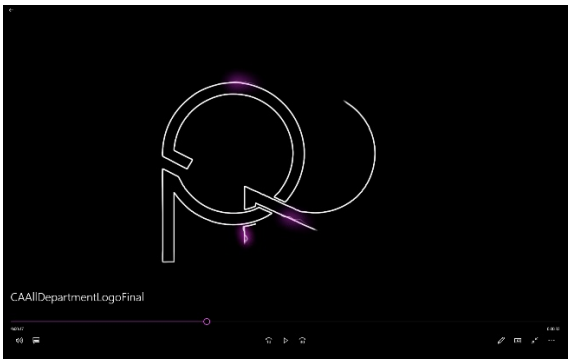
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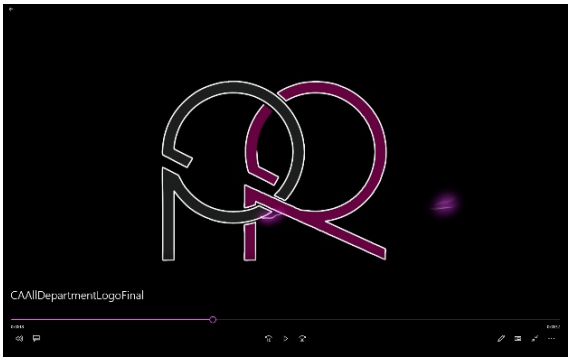
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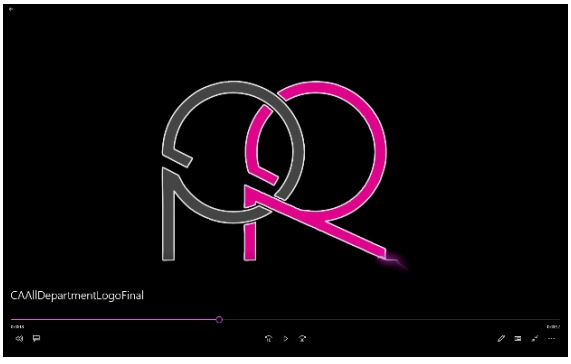
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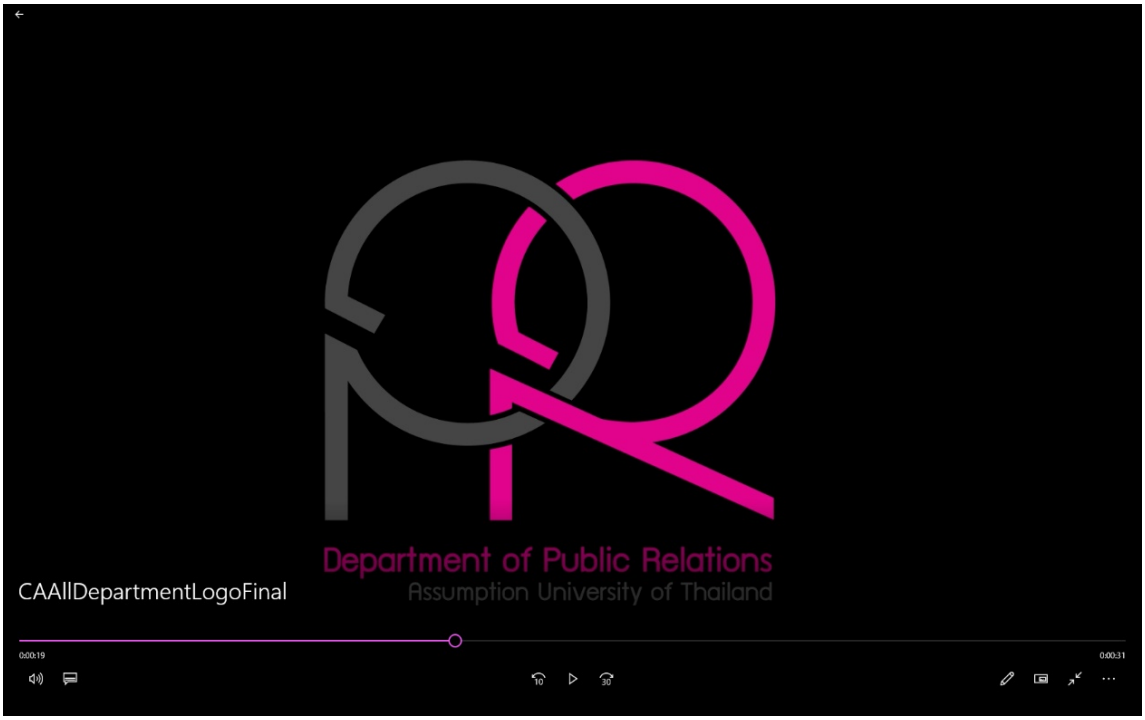
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Assumption University of Thailand
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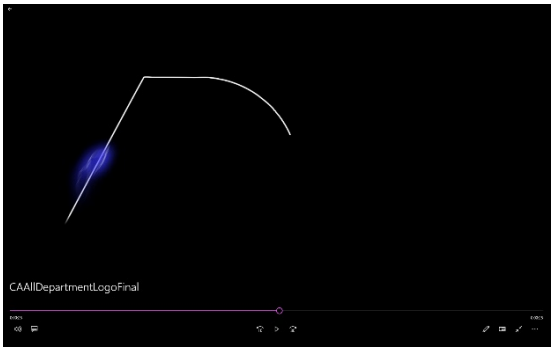
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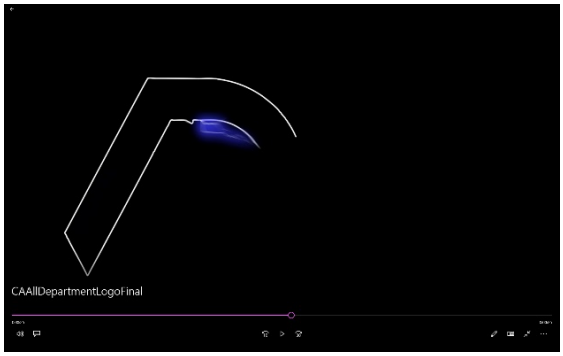
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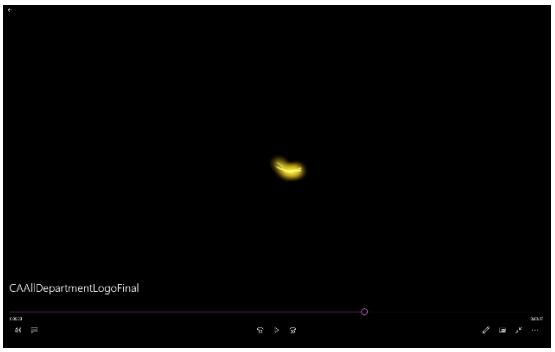
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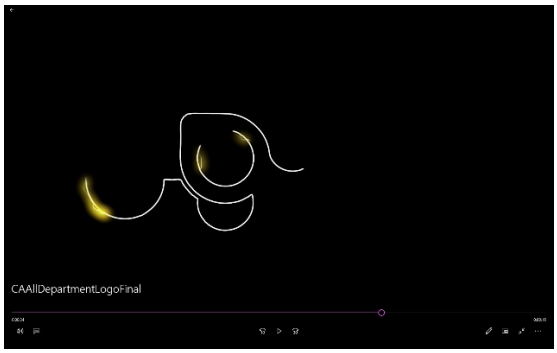
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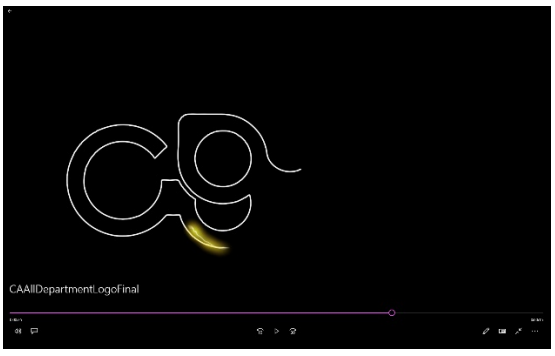
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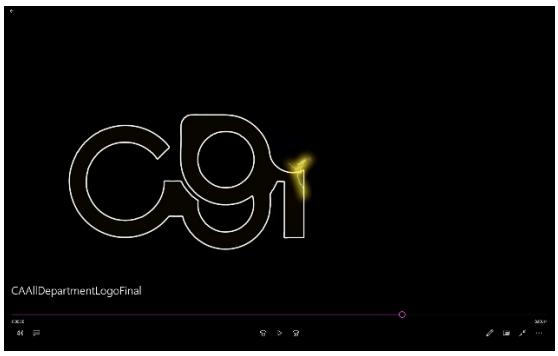
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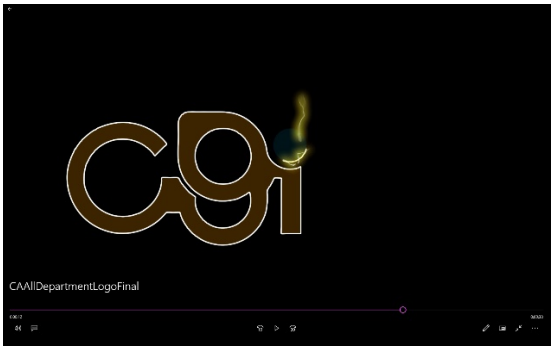
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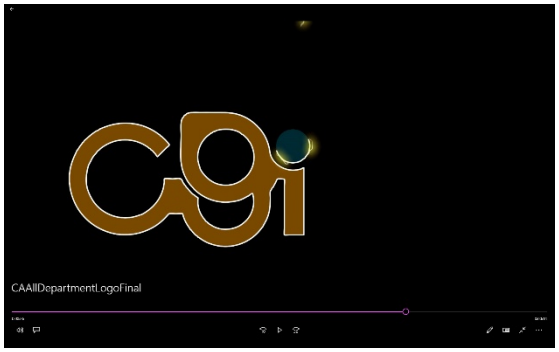
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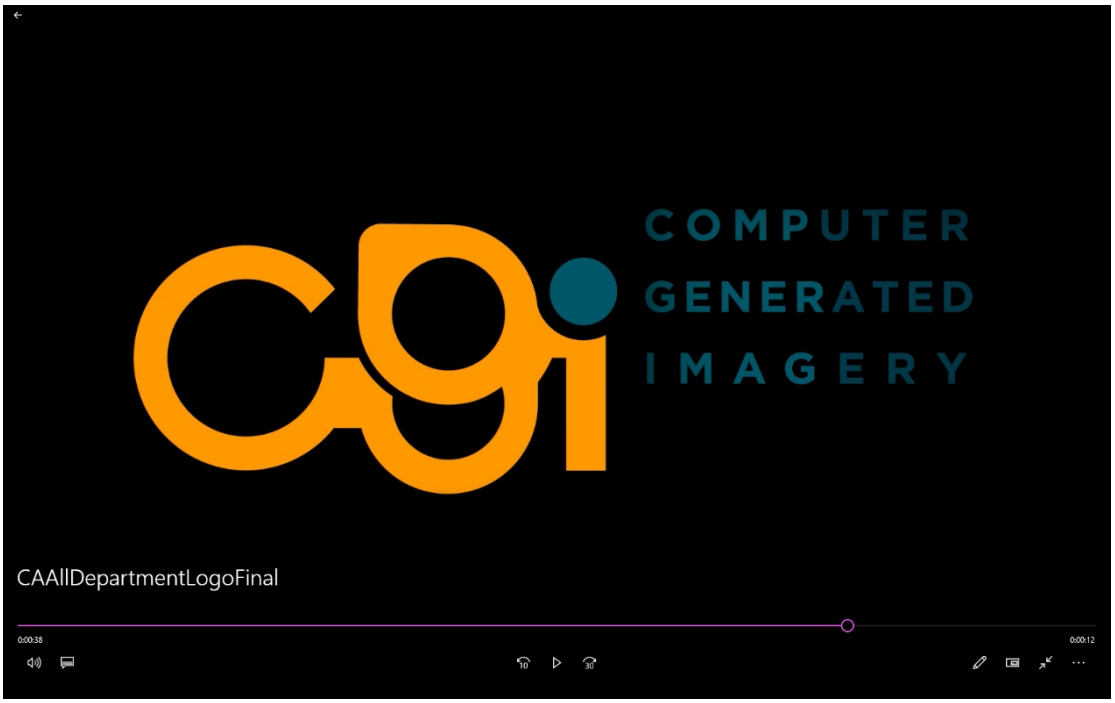
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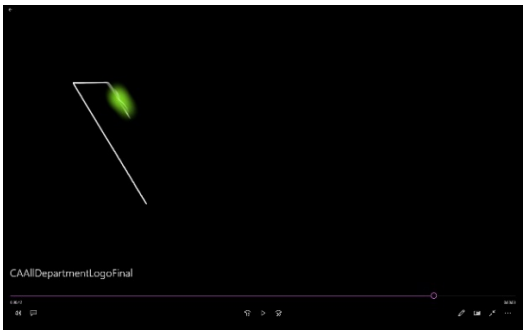
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Figure 1.16: sample of CA Departments Animate opening logo movie clip.

9. Knowledge after finished produce art or design works.

Firstly, I learnt how to manage file when I need to work with many sequences to make it well organize. Secondly, I learnt how to arrange the element in composition software and repeat the same technique for all clips. Then I learnt how can I make it faster by replace footage or copy the same technique and apply to the others clips. By the technique that I learnt about how to create smooth timing animation transition between stroke outline to full color version. The concept that I use for this is come from the research “Disney's 12 principles of animation” and I used “slow in slow out” to apply to my work in the beginning and ending of opening title. After all, the whole process that I organize the file in my computer. It took time and a lot of energy but at the end, it makes my life easier, neat, and tidy. Back to my concept, “Stay Together”, even it took time and need a lot of organize to make a good relation between all department. Then I believe one day, we could be strong together as one.