

Albert Laurence School of Communication Arts, Research Committee 2020
Creative work manuscript

1. Creative work name

In English: The Return of AU Motto 2020

In Thai: คติพจน์ที่กลับมาในปี 2563

2. Name of contributors

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3. Background or significance of the project

According to Assumption University's motto which is "Labor Omnia Vincit." This Latin motto stands for "Work conquers all things.", hard work embodied in diligence and perseverance leads one to achieve greater things in life. It can thus be said that in whatever you do, do your best. This valuable motto has been carried along to all Gabrielite institutions in Thailand and abroad.

The motto consists of 3 Latin words are as follows:

- Labor is a Latin root word means "work"
- Omnia simply means all, entirely, and completely
- Vincit means to conquer or to win

The motto personifies the importance of giving one's best in all endeavors. It is the university's hope that each student will approach learning with passion and perseverance; that he will form lasting friendships and thus understand the meaning of loyalty, sincerity and fellowship; that he will become socially responsible citizens who would learn from the youngest age how to give of themselves for the greater good; that he will laugh and play and enjoy being a boy. Above all, he must always be mindful of God's grace and presence. (St.Gabriel's primary school)

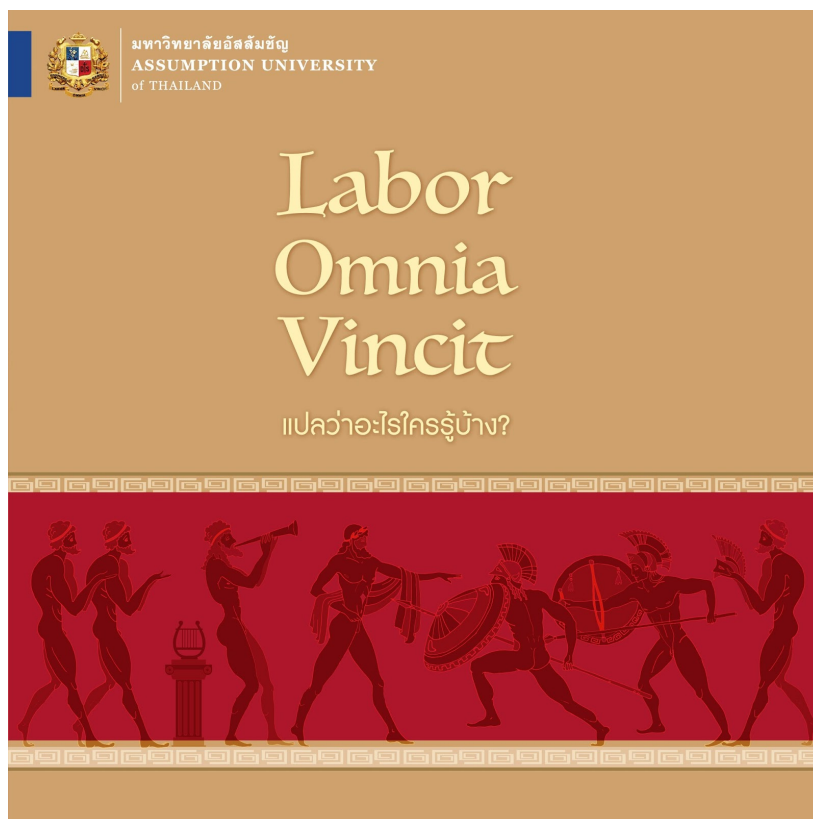
Labor Omnia Vincit (work conquers everything) is a historically significant slogan associated with the American and English labor movements. It was also the motto of the Knights of Labor, a group started in the 1860s in America. The Knights of Labor had members in Australia in the late nineteenth century. Geelong (Vic.) Trades Hall adopted the slogan as its motto and inscribed it on their building. A large number of Australian schools and others have also taken the slogan as their school code. (Geelong Trades Hall Front View 'Labor Omnia

Vincit’,” Medievalism in Australian Cultural Memory, accessed January 16, 2021, <https://ausmed.arts.uwa.edu.au/items/show/282>.)

The phrase also appears in Virgil's "Georgics", Book I, in the form "Labor omnia uicit improbus" ("uphill work overcame all things"). The poem was written in support of Augustus Caesar's "Back to the land" policy, aimed at encouraging more Romans to become farmers.

Additionally, the phrase is the state motto of Oklahoma. It was also the motto of the American Federation of Labor, one of the first labor unions. Modern unions such as the International Union Of Operating Engineers carry on the tradition and incorporate the phrase into their logos. The phrase first appeared on the territorial seal of Oklahoma Territory, and was incorporated into the state seal in 1907. (Enacademic.com)

As a modern day, current students are unaware of Assumption University’s prestige motto which is “Labor Omnia Vincit” or “Work conquers all things.” Even Though, Assumption University has always been promoting its motto to reach students and stakeholders. The complexity of its motto’s and the design couldn’t convey meaning to students. Thus, this could regretfully cause confusion and ignorance to students' understanding of the core value of Assumption University. Hence, students are unable to recall, to understand and to utilize the core value of Assumption University efficiently. Consequently, students have an ambiguous relationship toward Assumption University which could lead to low engagement between the current students and university. If the problem could be solved and students were aware of the motto deeply, it would benefit students by enhancing the relationship with Assumption University and up to their future career.



Source: <https://th-th.facebook.com/assumptionuniversity/posts/labor-omnia-vincit-is-the-motto-of-assumption-university-means-labor-conquers-al/3017065851646645/>

4. Project Objective

1. To create awareness of the University's motto, "Labor Omnia Vincit" to students and stakeholders.
2. To educate and to create understanding of the University's motto, "Labor Omnia Vincit" to students and stakeholders.
3. To display and disseminate the work into the public.

5. Concept

The Return of AU Motto 2020 poster campaign is the work that illustrates the creative design based on the meaning of "Labor Omnia Vincit", the motto of Assumption University which means "labor conquers all things". The work indicates the value of the motto through three effortless visual designs and each one represents its own significance.

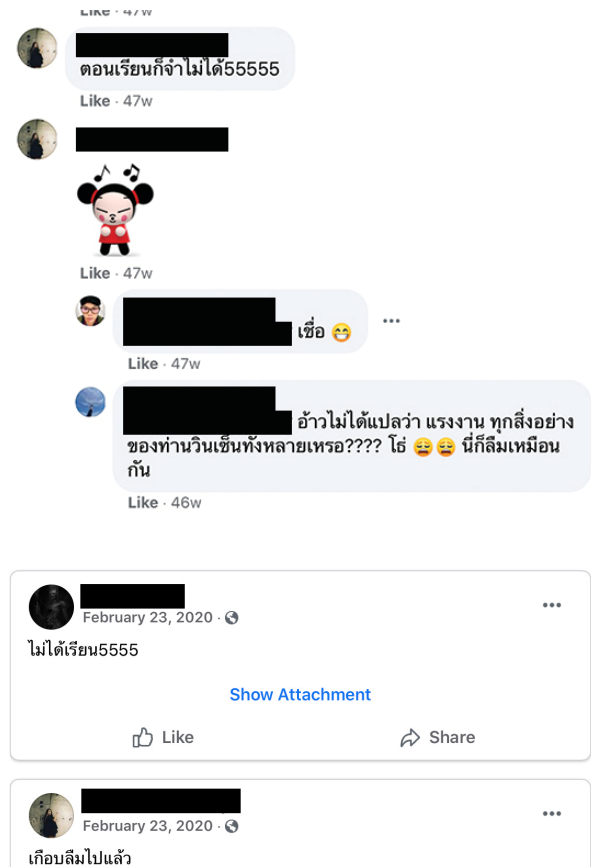
The purpose of this artwork is to increase the awareness and understanding of the core value of Assumption University more efficiently among our students and stakeholders. As Assumption University believes that a man justifies himself and his existence by the nobility of his work, therefore this poster campaign should be able to extend this valuable message across to our students, lecturers and staff as it could be a helpful guidance for their lives.

The key concept of the Return of AU Motto 2020 poster campaign focuses on redefining the definition of core value of AU's motto, "Labor Omnia Vincit." As the meaning of each word will be conveyed via illustration to simply grab attention and educate the audience about our University's belief.

6. Process of art or design works

6.1 According to the observation among Assumption University students during the year 2019-2020 on online social media platforms, it has shown that many of our students are unable to recall, to understand and to utilize the core value of Assumption University. As a result, students tend to distance themselves from the university, creating a gap between Assumption University and students.

Therefore, the university has to find an approach to reduce and eliminate this gap in order to rebuild a solid relationship with students. Initially, the AU's motto is one of the important tools as a brand element to help create relationships with students and stakeholders. Consequently, the first possible step is to create an effective communication message, deliver it through The Return of AU Motto 2020 poster campaign. However, the findings shall be utilized as a core to design artwork.






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6.2 Based on the findings, the artwork of The Return of AU Motto 2020 poster campaign will be conducted and designed through these approaches that apply with theories.

6.2.1 Firstly, the artwork will be designed into an easy modern style based on the research of Siegel+Gale. It has been found that 64% of consumers are presumably to recommend a brand due to its simple experience. Thus, 55% of consumers are pleased to purchase the product more if the experience is effortless. (Clinehens, 2020) Moreover, "Not only is it hard work to think, but many people fear the activity itself. They are docile and obedient and easily follow suggestions put forward by others because it saves them the labor of thinking for themselves," stated by John Collard of Yale University. Which simply means that people in the modern days are likely to consume the information more, if the information is simple and easy to digest. Once the simple message or visual is right in front of people, they tend to be willing to open up to receive and to remember the information easier, since it helps them to save time as well as energy long thinking process.

6.2.2 Secondly, Icons and Symbols will be the key visuals of the artwork design in order to effectively present the meaning of its motto in a simple and modern way. Icons will mainly bring definition, language, visual, colors, and other symbols for its own usage to make

consciousness of the AU motto for the students and stakeholders. Thus, the symbols constructed the world and made the network of social relations with them. (Sri Ranjan, 2010) The relationship between signs and objects are effectively delivered through the artwork. Applying the same concept, the modern meaning of the “Labor Omnia Vincit” implies through icons in the artwork. For instance,

| | | |
|---|--|---|
|  | <p>- Labor icons will be utilized through the modern learning devices symbols that students are using in this era.</p> |  |
|  | <p>- Omnia icons will be presented by all strategy, all hard working, and all learning process symbols.</p> <p>- Vincit icons will be presented by the graduation or succession symbols.</p> | |

6.2.3 Thirdly, as AU’s motto is one of an important brand elements of Assumption University. Keller (2013) stated that “Because of changes in consumer values and opinions, or simply because of a need to remain contemporary, most brand elements must be updated.” The Return of AU Motto 2020 will be indeed an updated version of AU's motto, adding one more important part of AU brand element is meaningfulness, Keller (2013) also claimed that “brand elements may task on all kinds of meaning, with either descriptive or persuasive content.” Hence, the artwork will also be presented as the modern version of the “Labor Omnia Vincit” definition to easier grab the attention and create understanding for the current students as below;

Labor (noun, verb)

1. classic definition: (n.) Activity that involves physical or mental effort.
2. Modern definition: (v.) The act of studying hard by utilizing available devices.

Omnia (adverb, verb)





1. classic definition: (adv.) The whole of something.
2. modern definition: (v.) The act of putting all great effort to study wisely.

Vincit (verb)

1. classic definition: (v.) To achieve victory in something.
2. modern definition: (v.) The act of achieving academic success.

6.2.4 Lastly, Color is also one the most important brand elements of every brand. (Keller, 2010) Therefore, it needs to be present on its artwork. The colors that are used in the logo of Assumption University are red, blue, gold and white. Each of the colors has its significant meaning.



| Color | Definition of Color | Apply to Motto |
|---|---|--|
| Red  | Passionate, strength, powerful, vitality, assertive | - Students are academically passionate - Students are able to be themselves in the society (to be able to share their opinion and strength in both academic and activities) |
| Blue  | Authority, dignity, confident, stability, trust | - Enable students to have the authority or feel powerful - Allow students to have pride of the university |
| Gold  | Valuable, prestigious, rich | - Richness in education and complete facility - To be a valuable asset in the society |
| White  | Purity, truthfulness, faith, pristine | - Applied to the ethics taught in the university for being pure and have faith in themselves |

Source: <https://cdn.ymaws.com/www.ewald.com/resource/resmgr/Docs/Ewald-LogoColors.pdf>

Ultimately, the main colors utilized in the artwork are mainly red, blue, gold and white as to emphasize their meanings and to signify the core brand color of Assumption University to the audience.

6.3 The sketch is illustrated through Procreate application for a quick brainstorming process under the theme of dictionary design in order to educate current students about the Assumption University motto. Next step, the art works are conducted through Adobe Illustrator. The Return of AU Motto 2020 poster campaign is designed separately 3 pieces based on brand colors. The font being utilized in the campaign poster is called Myriad Pro that is written and explained with each word and motto. The layouts are quickly crafted based on the sketch below.

Figure 1 Sketch of Campaign Poster



This way, the artworks are the representative of the modern Assumption University motto. The concern of the previous AU's motto presentation has been modernized and simplified into the Return of AU Motto 2020 artwork in order to achieve the objectives of this creative work.

7. Material and techniques of art or design works

The Return of AU Motto 2020 are designed for digital artwork. The size of the artworks is equivalent to A4 paper which is 8.3in x 11.7in for each of the campaign posters.

8. Pictures of art or design works





LA·BOR

/ləɪ.bər/ noun, verb

1. Classic definition: *(n.)* Activity that involves physical or mental effort.
2. Modern definition: *(v.)* The act of study hard by utilizing available devices.



OM·NIA

/ˈom.ni.ə/ adverb, verb

1. Classic definition: *(adv.)* The whole of something.
2. Modern definition : *(v.)* The act of putting all great effort to study wisely.



VIN·CIT

/ˈvɪn.kɪ.ɔː/ verb

1. Classic definition: *(v.)* To achieve victory in something.
2. Modern definition: *(v.)* The act of achieving academic success.

9. Knowledge after finished produce art or design works

After finishing the creative work production process, the knowledge learned through this creative work are to condense the information and use of symbolism. The output of this creative work that we have learned through the condensing of process is to make people understand easier and catch the information the minute right after seeing the creative work poster. Secondly, the use of symbols is to let the target audience to have a memorable experience as well as photographic memory.