

Creative Work Manuscript Format

1. Creative Work Name

Online Promotional Design for “CADC WORKSHOP FEST’21”

2. Name of Artist or Designer

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3. Background or Significance of the Project

Presently there is a variety of education channels hosted by organizations and specialists in the format of seminar and workshop. The event promotion via social media has played important role nowadays as it builds up the event credibility, differentiates it from others, and strengthen the identity of the event host.

As the Faculty of Communication Arts, Assumption University has created the Communication Arts and Design Center (CADC) with the aim to support the new way of education for various targets i.e. interested ones, AU alumni and existing students who require specific knowledge for their own occupation or future business. The first activity is “CADC WORKSHOP FEST’21” which is consisted of seven modules;

1. **Basic Branding Toolbox for Entrepreneurs**
2. **Renewal of Printmaking #1 : Silkscreen**
3. **Renewal of Printmaking #2 : Collagraphy**
4. **Watercolor Workshops: Botantics in the Beauty Garden**
5. **Shibori Tie-Dye Workshop: Indigo and Regular Colors**
6. **Advertising Photography and Retouching for SME #1**
: Product shot
7. **Advertising Photography and Retouching for SME #2**
: Retouching

Each activity will be held during January – February 2021. The participants will be working on CI and artwork design for social media (both separate activity and overall picture).

4. Project Objective

1. Study the format and direction for promoting activity via social media nowadays
2. Develop and create CI for “CADC WORKSHOP FEST’21”
3. Build up the awareness and perception for this activity

5. Concept

The key concept is to develop colorful CI, lively graphic, simple but impressive under the concept of “Party of CADC”, demonstrating the variety, friendliness, and fun under the brand “CADC”. The icons can be divided into four groups;

Branding Workshop :

1. **Pie chart: represent the indicator and investment**
2. **Printmaking Workshop: use the printing layers to be the symbol**
3. **Watercolor & Tie Dye Workshops: use the waterline to create the graphic design**
4. **Photography and Retouching Workshop: use the square symbol to focus the picture and the triangle to represent the object in the middle of picture**

6. Process of art or design works

6.1 Collect the data from seven modules to sequence the data and pick up the important data to be placed in the promotional media

6.2 Find out the sample of promotional photos from the past events to consider the proper size and proportion for creating the promotional media in facebook fanpage which are:

- A. Facebook profile image: 180 x 180 px.
- B. Cover photo for Facebook group: 1,640 x 664 px (1,266 x 514 px for mobile safe area)
- C. Photo release (separate event): 1,200 x 1,200 Px
- D. Photo release (all events) in vertical image : 960 x 1,200 Px

E. Facebook Album cover (1+3) : 1,200 x 800 px

(Orn Smith, 2020)

6.3 Draft the logo of **CADC** and for “CADC WORKSHOP FEST’21” with the concept of “Party of CADC”. The first design focused on the simplicity and the second one was colorful and lively. We used the font ‘Athiti’ for both design and also the graphic icon to represent the four main activities.



Picture no. 1: Sketch Design for CADC logo



Picture no. 2: Four Icon designs for representing four groups of activities and workshops



Picture no. 3: Sketch selection for poster design

6.4 Develop the second colorful design which was the decision of the host team and also the master layout and grid system for this event promotion. We put the logo on the top end according to the new AU Manual Design.



Picture no. 4: Master layout and grid system for directing the overall composition in PR media

6.5 Adjust the picture and data for each activity (both separate and overall event)

7. Material and Techniques of Art or Design Works

Computer and Adobe Illustrator & Photoshop CC Program

8. Picture of Art or Design Works



Picture no. 5: logo of CADC combining with CADC Workshop Fest 2021 logo design



Picture no. 7-9: The art work for PR media for each workshop

8. Knowledge Gained after Finishing the Art or Design Works

After creating the design for promoting “CADC WORKSHOP FEST’21”, we found out that;

1. The square format were used for most photo designs for promoting the activity as

it could be used for posting on the social media size 11,200 x 1,200 px and other media types i.e. Facebook, Instagram, Line

2. Data sorting – Even though the data had properly been reduced for presenting, we still had to delete some descriptions and details that made the readers spent too much time for them. The data sorting was as below;

- Logo
- Event name and details of the main activities
- Sample photos or illustrations
- Name and photo of the trainers
- Date / Time / Venue
- Training fee
- Contact details for registration

3. The designer needs to study and observe the design of this kind of activities in order to refrain from the duplication of composition, color, and font type which will cause the public misunderstanding towards this activity.