

Albert Laurence School of Communication Arts, Research Committee 2020

Creative work manuscript

1. Creative work name

“CA-t-TOO”

2. Name of contributors

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3. Background or significant of the project

A tattoo is a symbol of things we want to remember. People tend to stamp their interests, love, inspiration, and all positive energy onto their skin to show their relationship and affection towards it.

Albert Laurence School of Communication Arts is a place where a lot of memories of mine begin. I have good colleagues and good students. We do many activities together at this place. It is a place that stamps into my memory, like a tattoo onto the skin.

4. Project Objective

- 1) To show the relationship between myself and Albert Laurence School of Communication Arts.
- 2) To trail blending techniques of photography and image manipulation into artwork.
- 3) To display the work to public.

5. Concept: “CA-t-TOO”

Associated with the word, “Tattoo,” “CA-t-TOO” represents my feeling towards the school as “CA” is the abbreviation of Albert Laurence School of Communication Arts; “t” represents a cross which is a symbol of Assumption University, a Catholic University; “TOO” means in

addition and completely. “CA-t-TOO” means I am completely a part of Albert Laurence School of Communication Arts, Assumption University.

6. Process of art or design works

1) Create a concept

“CA-t-TOO” is a concept of putting all good memories of myself and the university in several aspects for examples, memories with this beautiful university, relationship with the colleagues and students onto the skin, just to remember it by like having a tattoo.

2) Go through photo stocks

All photos were taken from the span of several years. They are all worth remembering to me. The photos are about myself, students’ activities, working with colleague, Assumption University atmosphere, Albert Laurence School of Communication Arts atmosphere and the blue color fabric which represents AU’s Blue Identity Color. They are shown below:









3) Create actual design

After creating a concept, sketch layout design and technique, and scout for the photos, I create the actual art design by making tracing according to the layout, then finish retouching.

I choose “English Towne” as a font to embed the word “Assumption University” to the skin present the Catholic heritage from abroad in the tattoo.

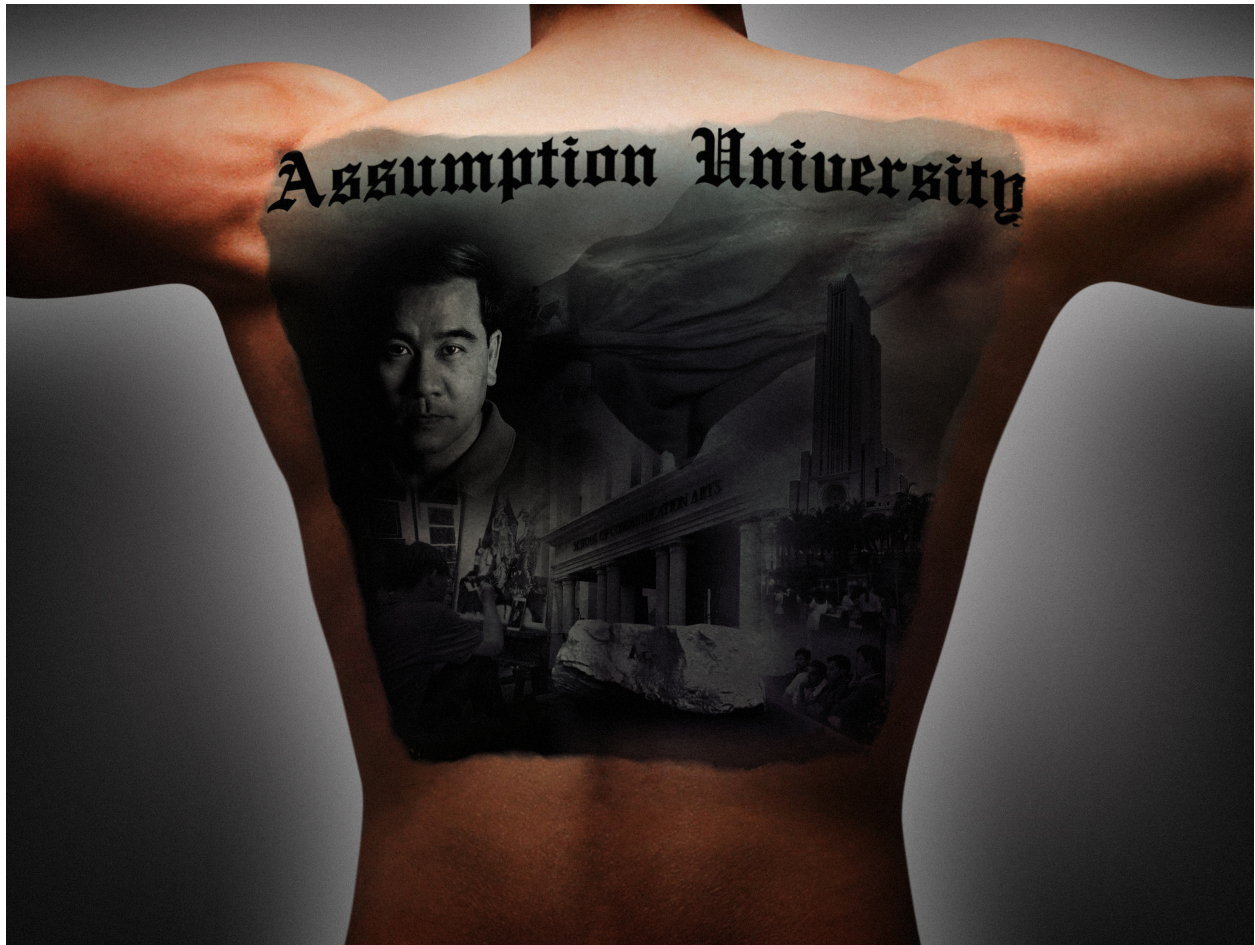
7. Material and techniques of art or design works

Computer and Adobe Illustrator & Photoshop CC Programs version 2021 were used for image manipulation.

Begin by retouching all selected images with basic Photoshop tools such as Healing brush and Clone stamp to keep the realism of the image. The next step is to compose the images without using too dark or too strong colors by adjusting them with an emphasis on reducing the saturation of colors.

The finished picture is prepared by bringing various images together according to the original sketch. The caution of technique for this step is not to overlap each image since each image must be able to communicate in itself. Then, all elements are grouped in layers to make them easier to adjust in the latter step. After adjusting the image until it is satisfied, at the last step, flatten all layers and apply **filter> sharpen> unsharp mask** and **add noise = 3**, and save finished project.

8. Pictures of art or design works



9. Knowledge after finished produce art or design works

To blend picture of different lightings and different mood and tone, besides using software techniques such as blending mode, the absence of color, as black and white, can help blend all pictures together into a harmonious piece of art better.