



มหาวิทยาลัยอัสสัมชัญ
ASSUMPTION UNIVERSITY
of THAILAND



ALBERT LAURENCE
SCHOOL of
COMMUNICATION ARTS



SCHOOL OF COMMUNICATION ARTS

Creative Design Brief

June 19th, 2021

ENTRÉE
AMP
2021
Nitade ABAC



มหาวิทยาลัยอัสสัมชัญ
ASSUMPTION UNIVERSITY
of THAILAND



ALBERT LAURENCE
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Creative Design Brief

**"30th Anniversary of Albert Laurence
School of Communication Arts"**

CA-AU Background



ALBERT LAURENCE
SCHOOL of
COMMUNICATION ARTS

**"30th Anniversary of Albert Laurence
School of Communication Arts"**

www.ca.au.edu



Inspirational lifestyle beyond classroom learning

Since 1992



ALbert Laurence School of Communication Arts

- Bachelor of Communication Arts
- Bachelor of Visual Communication Arts



WE ARE THE FIRST "INTERNATIONAL" BUSINESS-ORIENTED
COMMUNICATION AND DESIGN SCHOOL WITH
HANDS-ON TEACHING AND LEARNING EXPERIENCE.

Values: **"ICOMM"**

International community

Creative thinking

Open-mindedness

Multi-disciplinary in Communication, Design and Business,

Mastery in hands-on experiences







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Creative Design Brief

**"30th Anniversary of Albert Laurence
School of Communication Arts"**

What ?

Create a promotional design set to celebrate

"30th Anniversary of Albert Laurence School of Communication Arts".

The design set is inclusive of:

- 1. Logo design** [1 file]
- 2. Mascot design** [1 file]
- 3. Creative Souvenir** [1 file]
- 4. Tiktok video clip** [1 file]



How?



Students are required to develop a concept by selecting 3-5 keywords from the list below:

Hands-on Experience

Milestone

Entrepreneur Spirit

Multidisciplinary

New Era

Creative Society

Celebration

Ethics

Diversity

Success

Ignite

Boundless Creativity

Anniversary

Future

Scope of Design work

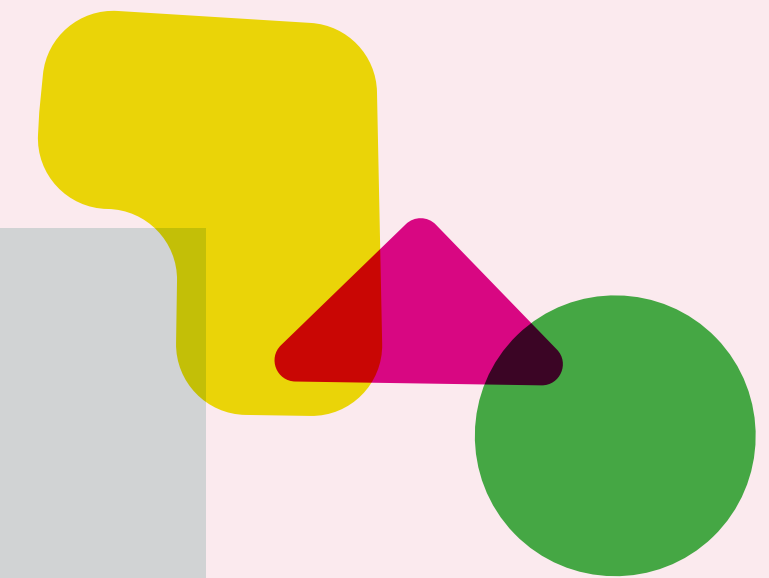
1. Logo Design

"30thCAAU" - Albert Laurence School of Communication Arts

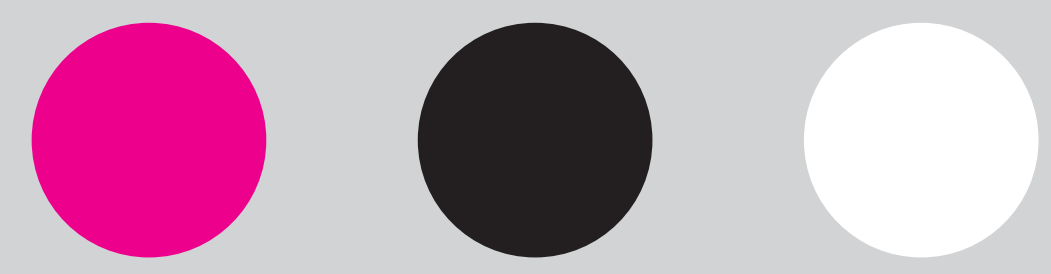
- Hand drawn on A3 paper or Digital A3 artboard dimension
- The color "**Pink**" must be included / 3 colors maximum allowed
- The text "**30thCAAU**" must be included in the logo design
- Submit 1 digital file (jpeg; 300 dpi resolution)
- For hand drawn logo designs, submit 1 image holding the art work and 1 image of the artwork cropped to the edges.



Logo Design Specification & Presentation



Group name: _____



Color code

Concept

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum



Print Version

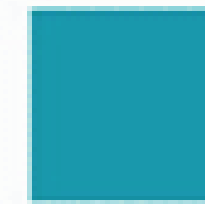


Web Version

Concept

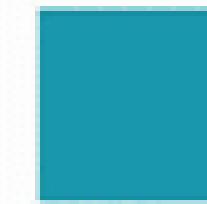


Colour

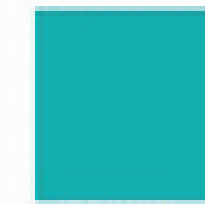


#189aac

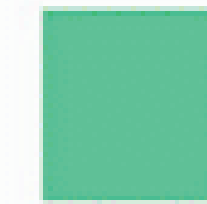
Gradient



#189aac



#47aeaf



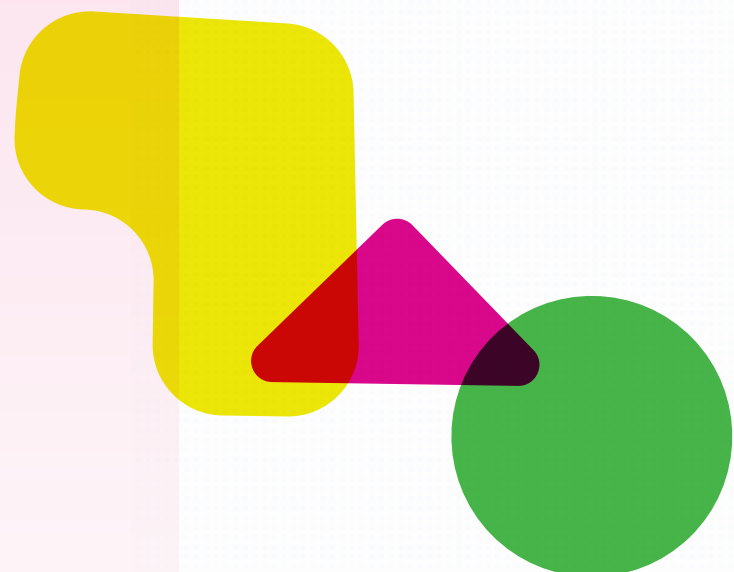
#86c69b



The main concept of logo is Four-leaf clover. According to tradition, such leaves bring good luck. In addition, each leaf is believed to represent something: the first is for faith, the second is for hope, the third is for love, and the fourth is for luck.

And the O pick from name Homoeo represents the common homeopathy tablets.

The colour **blue** represents water and **green** represents plants. simply logo denotes medicine from nature.



LOGO CONSTRUCTION



ICON CONSTRUCTION



#FFFFFF

#FF9D04

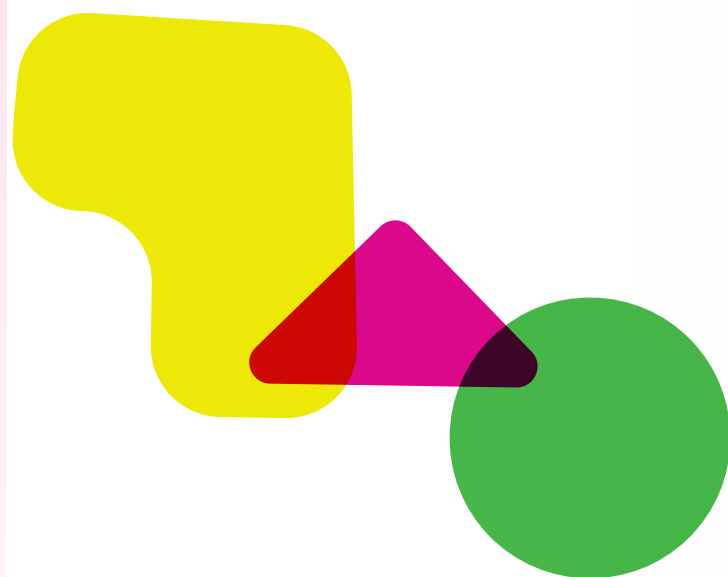
#4C1651

#231F20

EXTENDED VERSION



STACKED VERSION



Scope of Design work

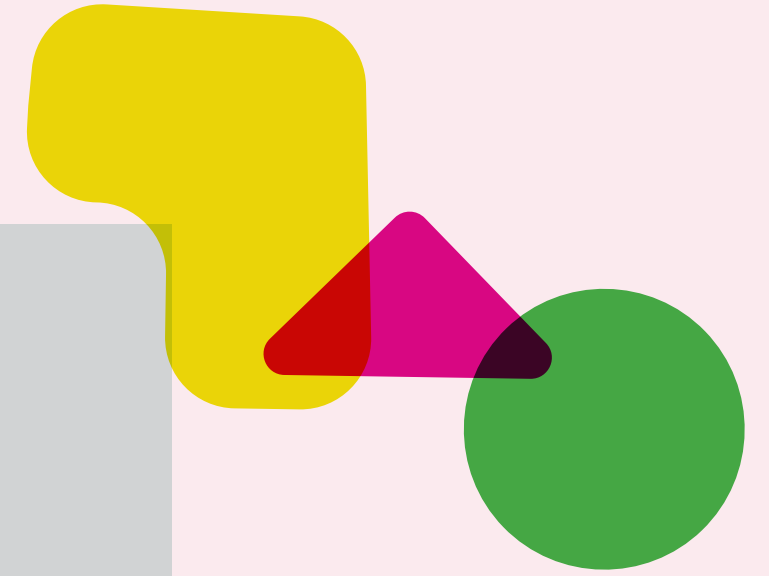


2. Mascot Design

"30thCAAU" - Albert Laurence School of Communication Arts

- Design at least 1 character
- The mascot design should relate to the concept of the logo design.
- Hand drawn on A3 paper or Digital A3 artboard dimension
- The color "Pink" must be included / 3 colors maximum allowed
- Submit as 1 digital file (Jpeg resolution : 300 dpi)
- For hand drawn mascot designs, submit 1 image holding the art work and 1 image of the artwork cropped to the edges.

Mascot Design Specification Presentation



Group name: _____



LEFT SIDE



FRONT SIDE



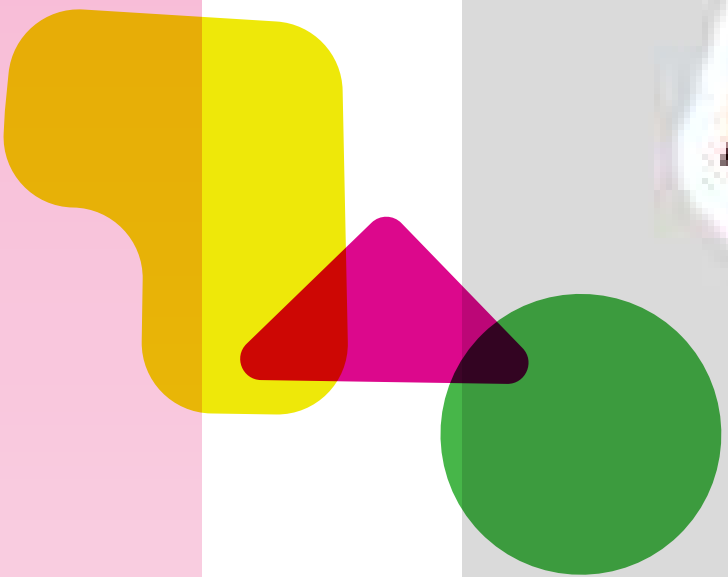
BACK SIDE



RIGHT SIDE

Concept

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum



史毕诺犬



DATA: SIX-SIDES APPEARANCE SCAN
DATE: 1/16/2015



LEFT SIDE APPEARANCE



FRONT SIDE APPEARANCE

READS:
FULL OF KNOWLEDGE
AND
COMIC BOOKS

ACCESSORIES:
MULTIFUNCTIONAL
SWIMMING
GOGGLES

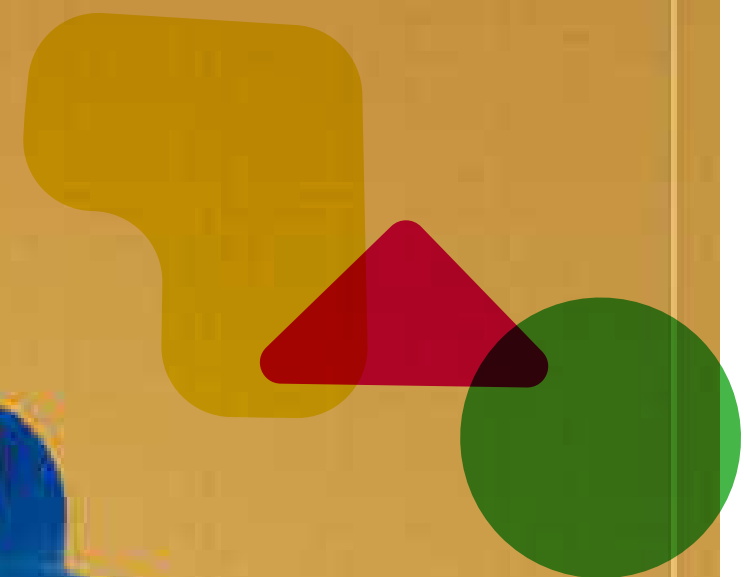
HAIR:
SMART & SHARP
SHAPED HAIR
STYLE



RIGHT SIDE APPEARANCE



BACK SIDE APPEARANCE

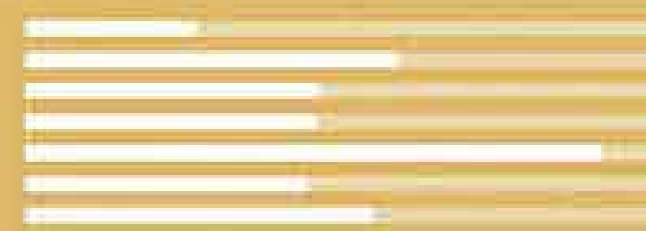


THE TWINS
ELDER BROTHER

PENGUINSCAN

GRANDVIEW AQUARIUM

PERSONALITY
EXPERIENCE
CHARACTER
INTELLIGENCE
ADULT



TOP SIDE APPEARANCE



BOTTOM SIDE APPEARANCE

Scope of Design work



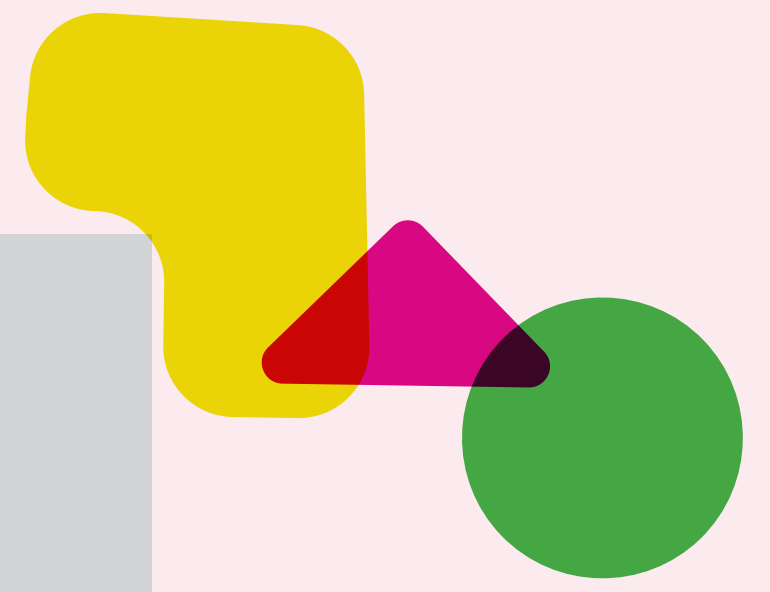
3. Creative Souvenir- Product design

"30thCAAU" - Albert Laurence School of Communication Arts

- Create a new souvenir / product design that can be used in daily life.
- The designs should relate to the concept of the logo and mascot design.
- Hand drawn on A3 paper or Digital A3 artboard dimension
- The color "**Pink**" must be included
- There are no limitations to actual production (*be innovative!)
- Submit 1 digital file (jpeg; 300 dpi resolution)
- For hand drawn souvenir design, submit 1 image holding the art work and 1 image of the artwork cropped to the edges.



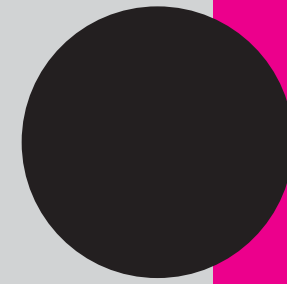
Souvenir Design Specification Presentation



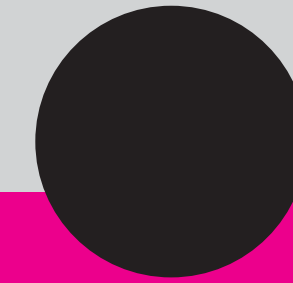
Group name: _____



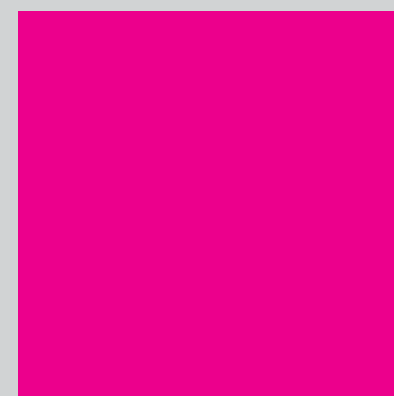
PERSPECTIVE VIEW



FUCNTION- A



FUCNTION- B



FRONT SIDE



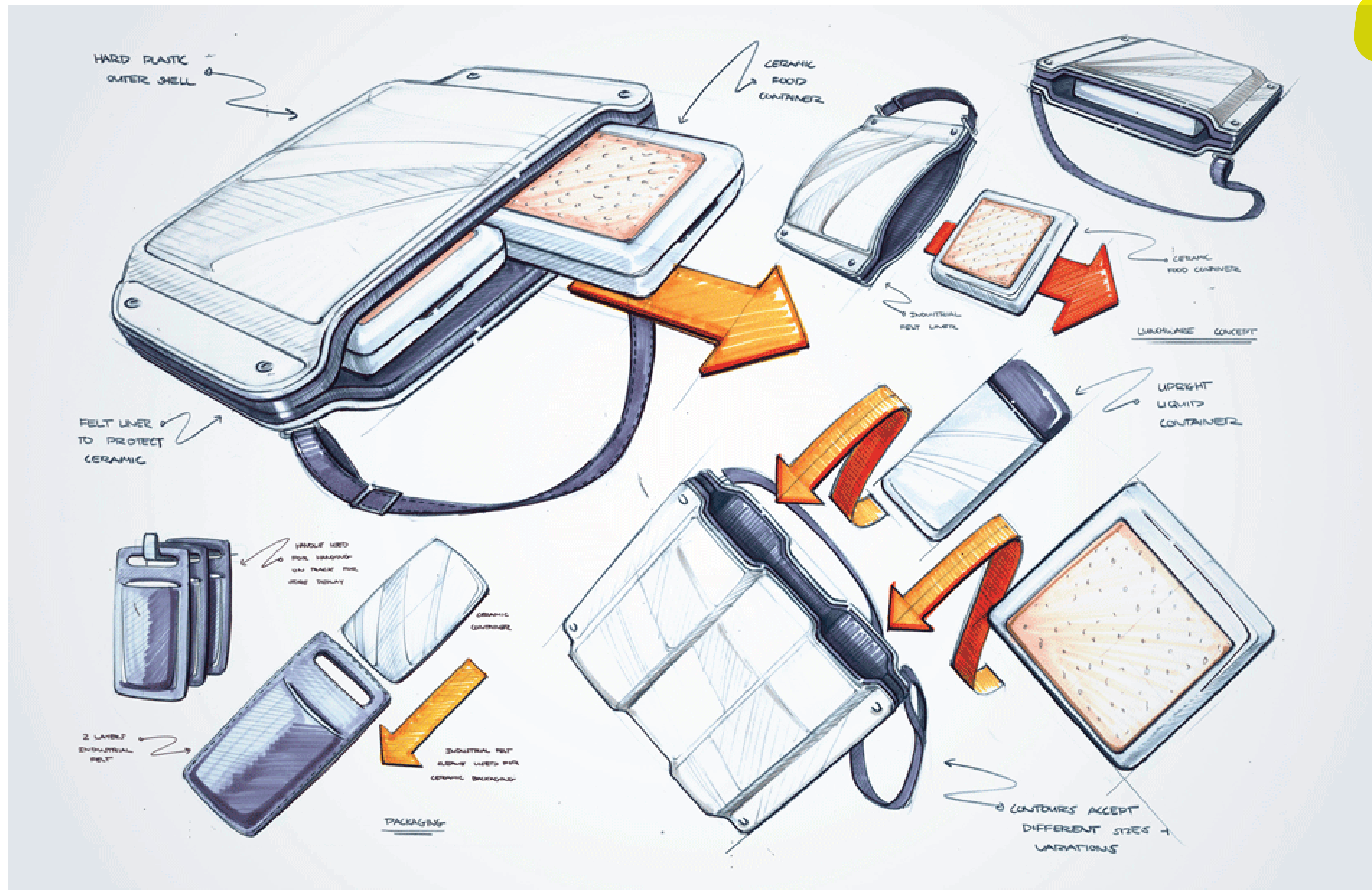
BACK SIDE



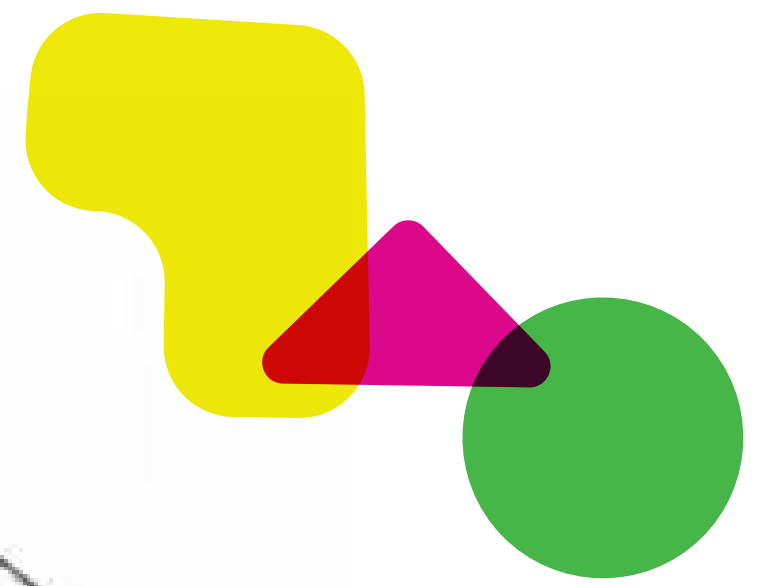
TOP SIDE

Concept

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore Lorem ipsum



In order to **protect** the ceramic vessels **during the commute**, several carrying cases were also explored.

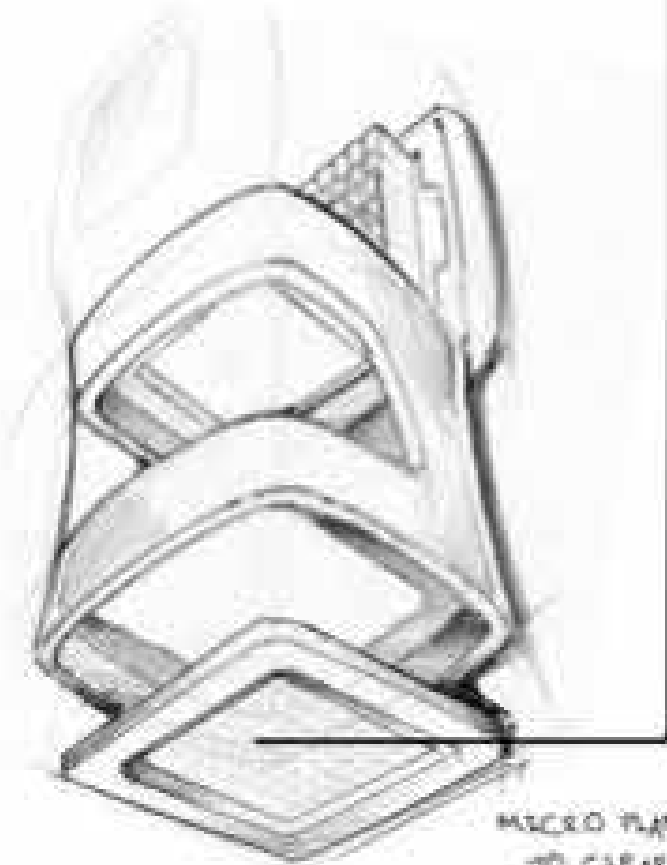


CUTTING PLAINES STORED UNDER THE UNIT

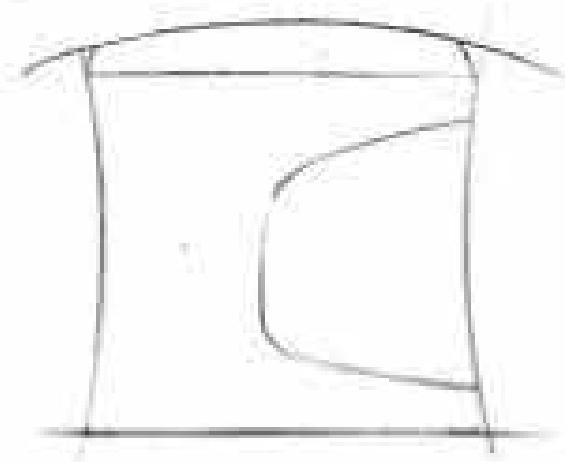


DIAMOND SHAPE

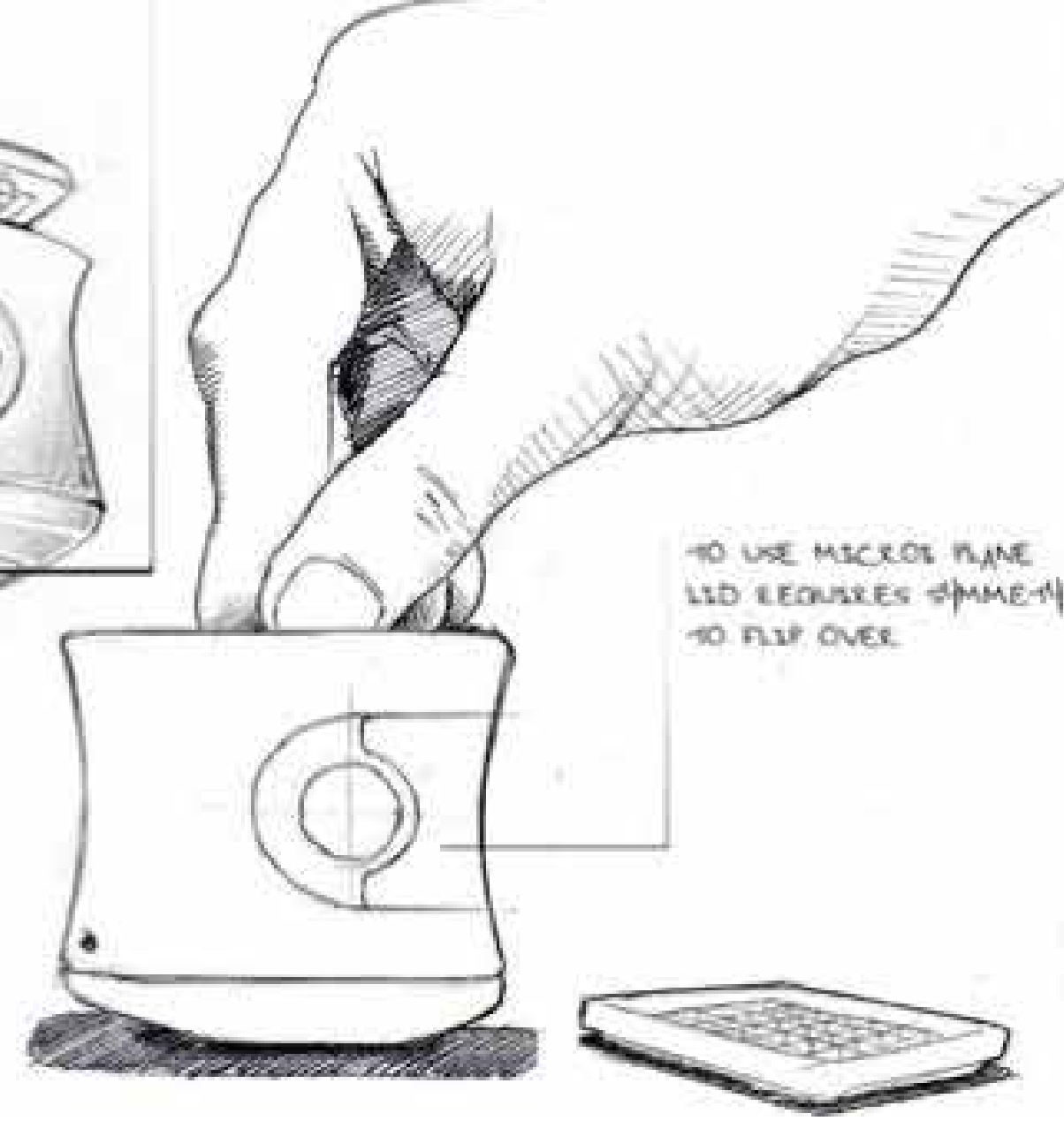
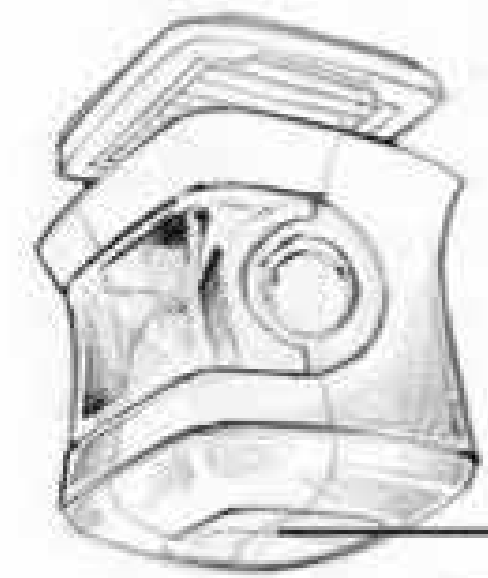
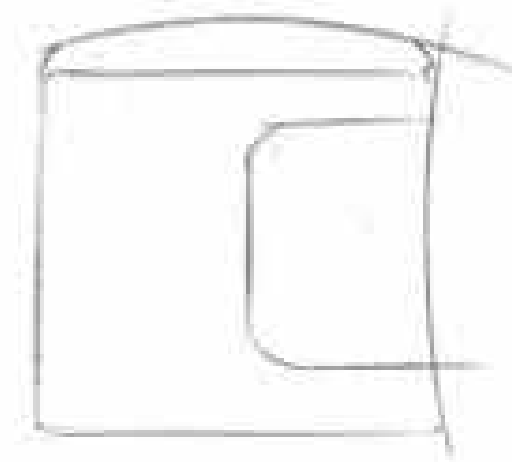
HIGHER WALL FEATURE PREVENTS SPILLING OF SHAVINGS



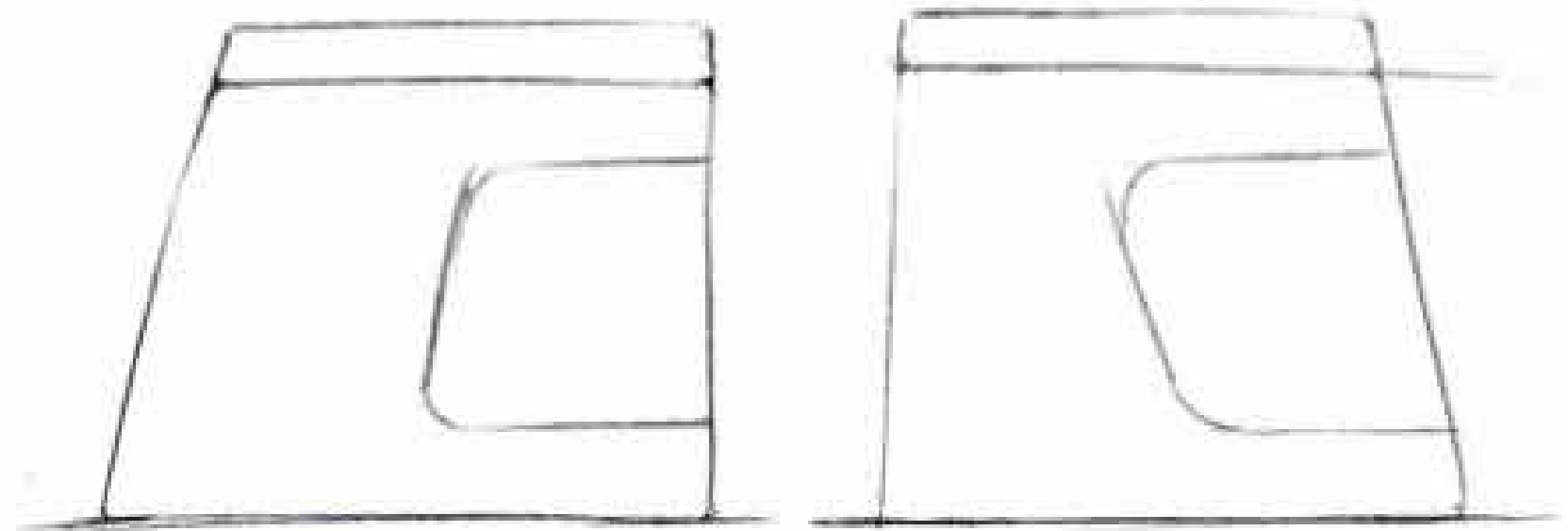
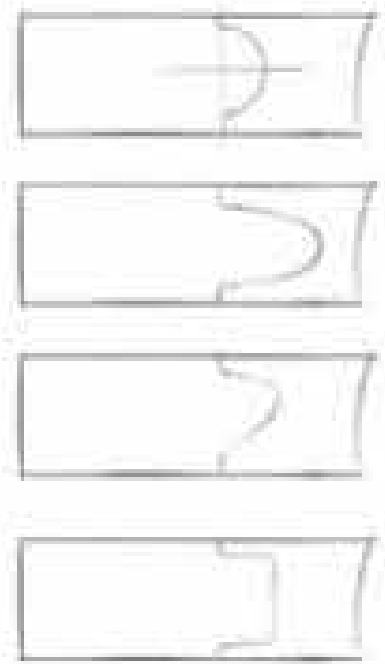
MICRO PLANE ATTACHES TO CLEAR CONTAINER STORED UNDER UNIT



FLAT SURFACE HELPS STABILITY WHEN USING MICRO PLANE ON REVERSE SIDE



TO USE MICRO PLANE LID REQUIRES SYMMETRY TO FLIP OVER



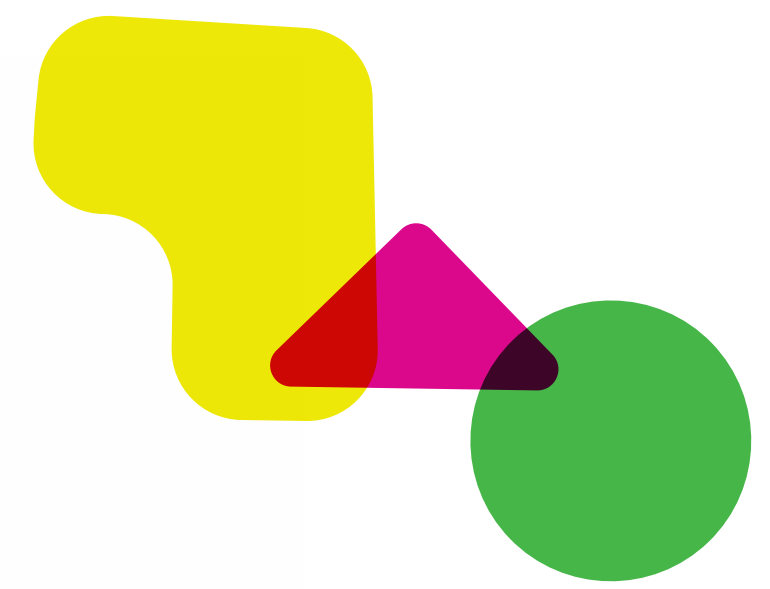
CONCEPT 3



CONCEPT 2



CONCEPT 1



ปลาฉลามลาย <ถูกเก็บความเคลื่อนไหว>

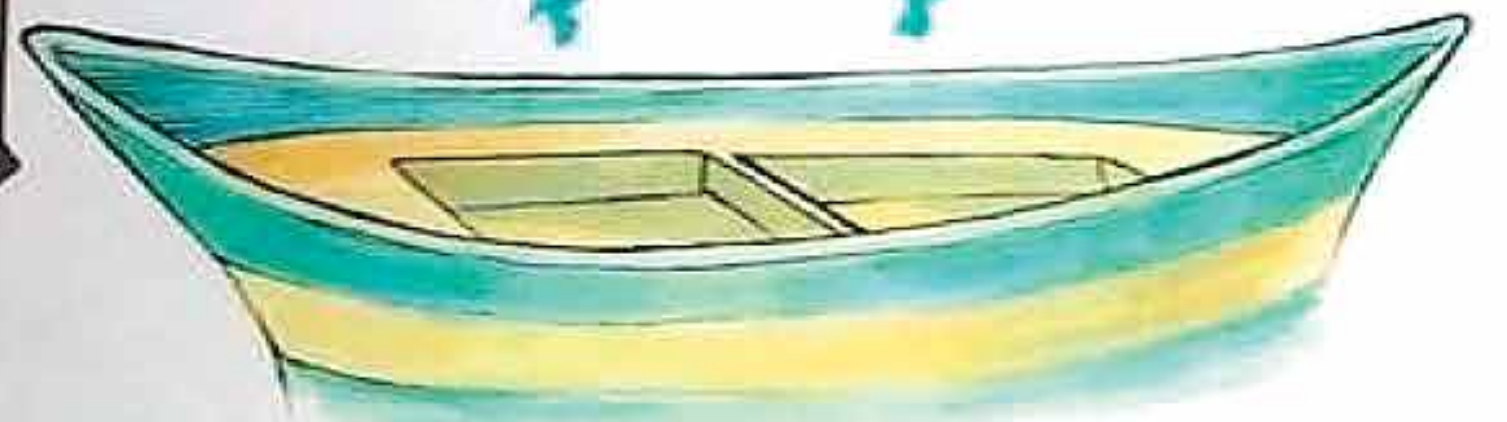


เรือใบเรือ



ช่างโต สมุทรปราการ

การนำปลาไปใช้ประโยชน์



การนำปลาไปใช้ประโยชน์... (Small text at the bottom right of the page)

งานไม้ ตะกร้า

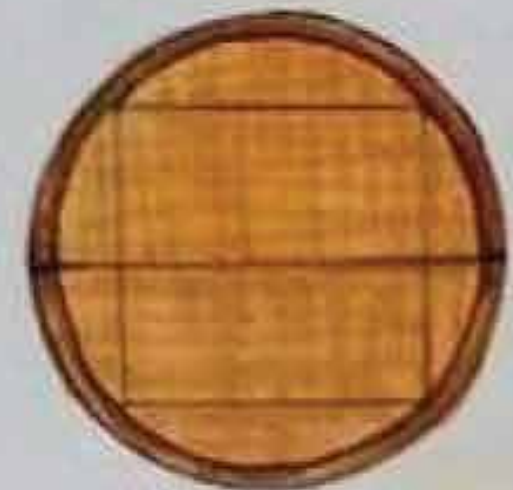
ชั้นไม้ตะกร้าประเภทรองโต๊ะ (10-30 ชิ้น)

- ใช้รับน้ำหนักของโต๊ะไม้หรือพลาสติกที่สามารถถอดเปลี่ยนโต๊ะได้สะดวก
- ช่วยลดเสียงดังที่เกิดจากการเสียดสีกันของขาโต๊ะกับพื้นไม้

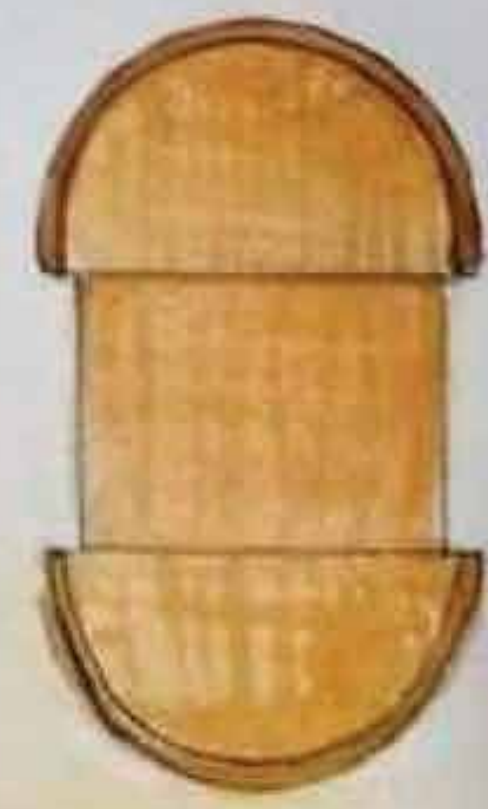


ด้านบน

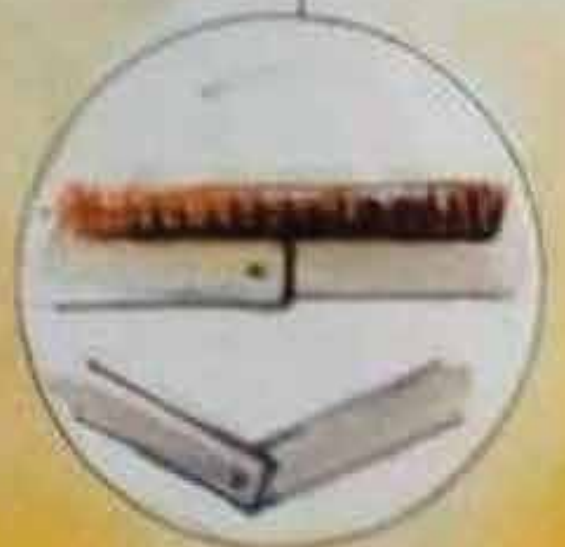
ด้านล่าง



- มีรูปร่างสี่เหลี่ยมจัตุรัสหรือสี่เหลี่ยมผืนผ้าที่มีขนาดพอเหมาะกับโต๊ะ
- เวลาถอดออกจะรับน้ำหนักและลดเสียงดังที่เกิดจากขาโต๊ะ



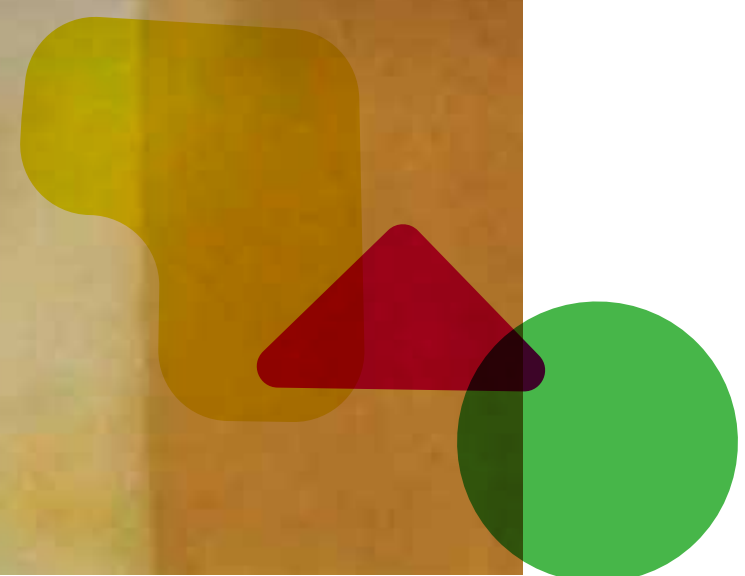
ขาไม้ตะกร้า



ขวานตีตะกร้า



ฐานตะกร้า



Scope of Design work

4. Tiktok Video Clip

For presenting all design works

- Presentation must be in English.
- The length of the clip must not be more than two minutes.
- The video clip can be created with any mobile application.
- Submit as 1 digital file

(Ratio : 9:16 / resolution : 1920 x 1080 : 72 dpi – full HD)



Online Entrée CAmp Schedule



June 25, 2021 Design submission by 6.00 pm.

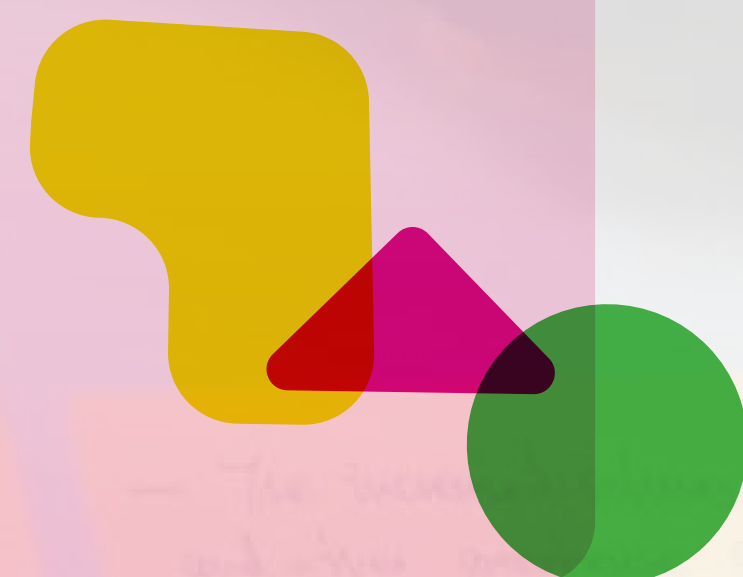
Submit via **Google Classroom: "bggo7j2"**

(Only Gmail accounts supported)

June 26, 2021 Live presentation at 9.15-11.00 am.

5 minutes per group with any presentation technique or program

Start with Tiktok video clip, followed by Q&A session.



Online Entrée CAmp Schedule

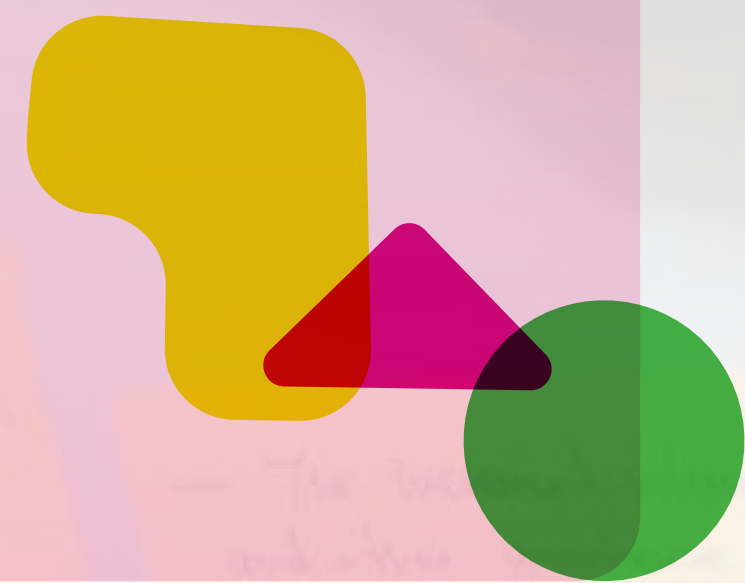


June 27-July 4, 2021

"Popular Vote" Contest Period

July 4, 2021

"Popular Vote" Winner Announced



Scoring Criteria



1. Design Works

Creativity	40%
Aesthetic	20%
Functionality	20%
Presentation	20%
Total	100%

2. Tiktok Video Clip

Creativity	40%
Content	30%
Presentation	30%
Total	100%



Winner prize & Popular vote

Winner prize:

**10,000 baht for winner team &
3,000 baht for team consultant**

Popular Vote:

4 Airplane tickets from AirAsia

****The winner from popular vote via CA-ABAC Facebook page will get 4 round-trip tickets for domestic flight by AirAsia.**

