

VCD3201

English for Visual Communication
Designer Presentation

| Foundation |



VCD3201

| Expectation |

Goals



Values

Knowledge

- Presentation tools
- Research report
- Article format

Skill

- Presentation skill
- Using a variety of media
- Script writing for presentation



VCD3201

| Schedule |

สัปดาห์ที่	วันที่	หัวข้อ/รายละเอียด	จำนวน/ชั่วโมง	กิจกรรมการเรียน
1	7 ธ.ค. 65	แนะนำรายวิชา วัตถุประสงค์ กติกาและการสอบ	3	- บรรยาย
2	14 ธ.ค. 65	การนำเสนอผลงานออกแบบนิเทศศิลป์	3	- บรรยาย
3	21 ธ.ค. 65	การนำเสนอผลงานออกแบบนิเทศศิลป์	3	- บรรยาย
4	28 ธ.ค. 65	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
5	4 ม.ค. 66	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
6	11 ม.ค. 66	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
7	18 ม.ค. 66	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
8	25 ม.ค. 66	สอบกลางภาค	0	งดเรียน
9	1 ก.พ. 66	ส่งงาน ครั้งที่ 1	3	- ส่งงาน
10	8 ก.พ. 66	การนำเสนอผลงานวิจัย	3	- บรรยาย
11	15 ก.พ. 66	การนำเสนอผลงานวิจัย	3	- บรรยาย
12	22 ก.พ. 66	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
13	1 มี.ค. 66	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
14	8 มี.ค. 66	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
15	15 มี.ค. 66	เขียนบทความเพื่อการนำเสนอการวิจัย - งดเรียน	3	- ปฏิบัติงาน
16	22 มี.ค. 66	ส่งงาน ครั้งที่ 2	3	- ส่งงาน
17	29 มี.ค. 66	สอบปลายภาค	0	งดเรียน



Presentation

| Communication types |

Verbal

Communicating
by way of
a spoken language

Non
verbal

Communicating
by way of
body language,
facial expressions
and vocalics

Written

Communicating
by way of
written language,
symbols and
numbers

Visual

Communicating
by way of
photography,
art, drawings,
sketches, charts
and graphs

Credit: <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>



Presentation

| Written |

Written communication is any written message that two or more people exchange. Written communication is typically more formal but less efficient than oral communication.

Examples of written communication:

- Emails
- Messages
- Blog posts
- Business letters
- Reports
- Proposals

Credit: <https://www.indeed.com/career-advice/resumes-cover-letters/communication-skills>



Presentation

| Qualities of effective written communication |

Comprehensive

Includes all the relevant details

Accurate

All details are correct

Appropriate

Has the right tone and level of formality

Composition

Has correct spelling and grammar

Clear

Is understandable

Credit: <https://www.indeed.com/career-advice/career-development/written-communication>



Presentation

| Academic Writing |

Academic writing is a formal style of writing used in universities and scholarly publications. You'll encounter it in journal articles and books on academic topics, and you'll be expected to write your essays, research papers, and dissertation in academic style.

Credit: <https://www.scribbr.com/category/academic-writing/>



Presentation

| Academic Writing |

Academic writing follows the same writing process as other types of texts, but it has specific conventions in terms of content, structure and style.

- Formal and unbiased
- Clear and precise
- Focused and well structured
- Well sourced
- Correct and consistent

Credit: <https://www.scribbr.com/category/academic-writing/>



Presentation

Academic Writing

Aesthetic and visual impression through thai film poster

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ABSTRACT

Watching movie is popular among Thai people regardless of how old they are. There are wide varieties of films: romance, teen movies, family issues, tragedy, comedy, and animation. Moreover, some foreign films are widely welcome by Thai audiences such as films from China, Japan, South Korea, India, Hollywood, or Independent Films. Initially, Thai consumers prefer watching Thai movies to others because the audiences can perceive various feelings within one film. Moreover, this can serve the emotional needs of Thai audiences. It can be inferred that the happiness from Thai movies is Thai art appreciation because the audiences can enjoy themselves through the motioned pictures, or visual impression.

Thai film poster is legend since it began. It acts as a visual communication tool of film content. It is consisting of impact image and stunt typography which gives the first-sight visual experience to the audience. Along with the main visuals, typographic design is another key element of Thai film poster. It has been used as a story recognition. Movie title has been designed in various approach; such as exploration with outline contour to take shape and form, proportion and scale, texture and color scheme to make outstanding meaning and effectively its mood and tone.

Keywords: Aesthetic, Visual Impression, Thai film poster

INTRODUCTION

Going to the cinema is popular among Thai people regardless of how old they are. There are wide varieties of films: romance, teen movies, family issues, tragedy, comedy, and animation. Moreover, some foreign films are widely welcome by Thai audiences such as films from China, Japan, South Korea, India, Hollywood, or Independent Films. Initially, Thai consumers prefer watching Thai movies to others because the audiences can perceive various feelings within one film. Moreover, this can serve the emotional needs of Thai audiences. It can be inferred that the happiness from Thai movies is Thai art appreciation because the audiences can enjoy themselves through the motioned pictures, or visual impression.

Formerly, Thai film has been produced by foreign production in 1923. After that, the Thai Film Production House has been established including businesses related such as cinema, media advertisement, leaflet, and film poster. During the first period, the film performed was a silent film with a small proportion of voice-over film entering the market. If the audiences want to have more understanding of the film and its details: venues and times, they need to view the film poster in front of the cinema before the film starts. Through the specialty of the poster designers, the pleasing pictures with striking letter fonts and attractive color tone can substantially draw the audiences' attention. Therefore, film poster production and design have been well-practiced and popular since then.

The key syntaxes of the poster consist of a title, scene pictures from the movie, credit block, the names of the movie stars and their photographs, and song lyrics [1]. The poster's content is always related to the Thai social context and its local culture. At that time, the art style applied to the posters were Art Nouveau and Art Deco which could inspire the Thai designers to deliver a unique design on the Thai posters. As well as this, printing technology can be another element to propel the development of Thai Film advertisements which served the need of the audiences.

METHODOLOGIES AND PROCEDURES

The objective of this research is to study Thai film poster, from AD 1923 until now. Hence, qualitative research methodology has been applied through the interviews with 5 poster designers. Purposive sampling method has been employed. Data collection process of this research was consisting of books, film review



Presentation

Academic Writing

magazine, Film Archive (Public Organization), poster collectors, and poster shops in old town were collected. 400 Thai film posters were selected and have been analyzed. Scope of analysis consist of key visual design, typographic design and grid layout.

RESULTS AND IMPLICATIONS

The development of Thai Poster Design is categorized according to the timeline into three periods as followed.

1. The early period, from 1923 to 1960, the Photomontage technique [2] was wildly used among designers. Unfortunately, the printing technique reached its limitation, so a letter pressed printing technique with primary colors had to be applied. However, this made the whole picture look unnaturally, as can be seen from Fig. 1. And 2.



Fig. 1. Thai film poster on early period [4]
Source(s): <https://thaibunternng.fandom.com/th/wiki/>



Fig. 2. Thai film poster on early period [5]
Source(s): <https://palungjit.org/threads/>

2. The prosperous period, from 1960 to 1980, the Thai designers, who had a solid background in Western Art and Modernism Art, started to convey a draw and paint technique together with the usage of three-dimensional typography, motif, a frame, border decoration, and dynamic picture composition. This is because these techniques can be used to attract audiences to the main leading stars or some high-light situations from the movie rather than something else, as can be seen from Fig. 3. And 4.



End

