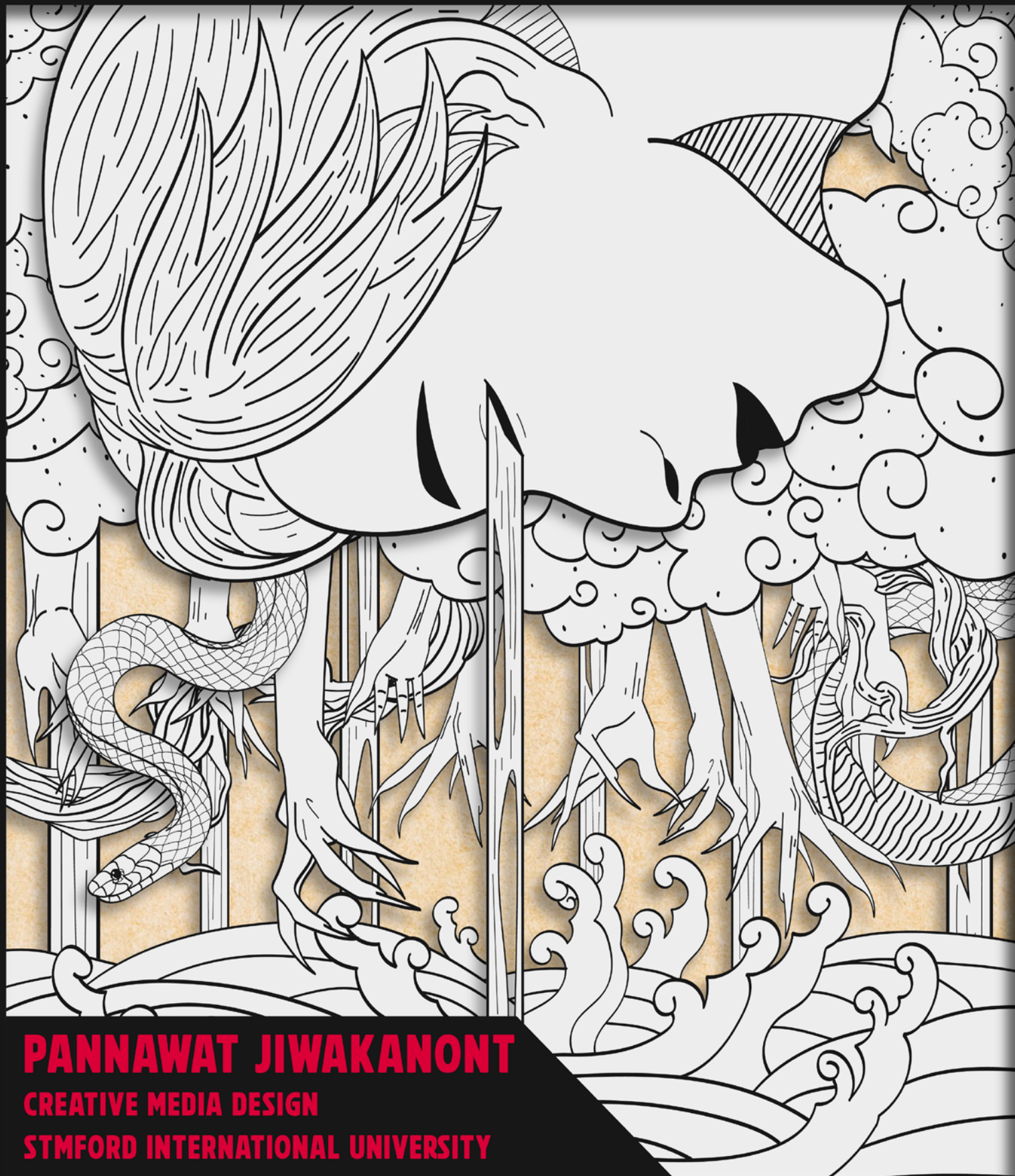




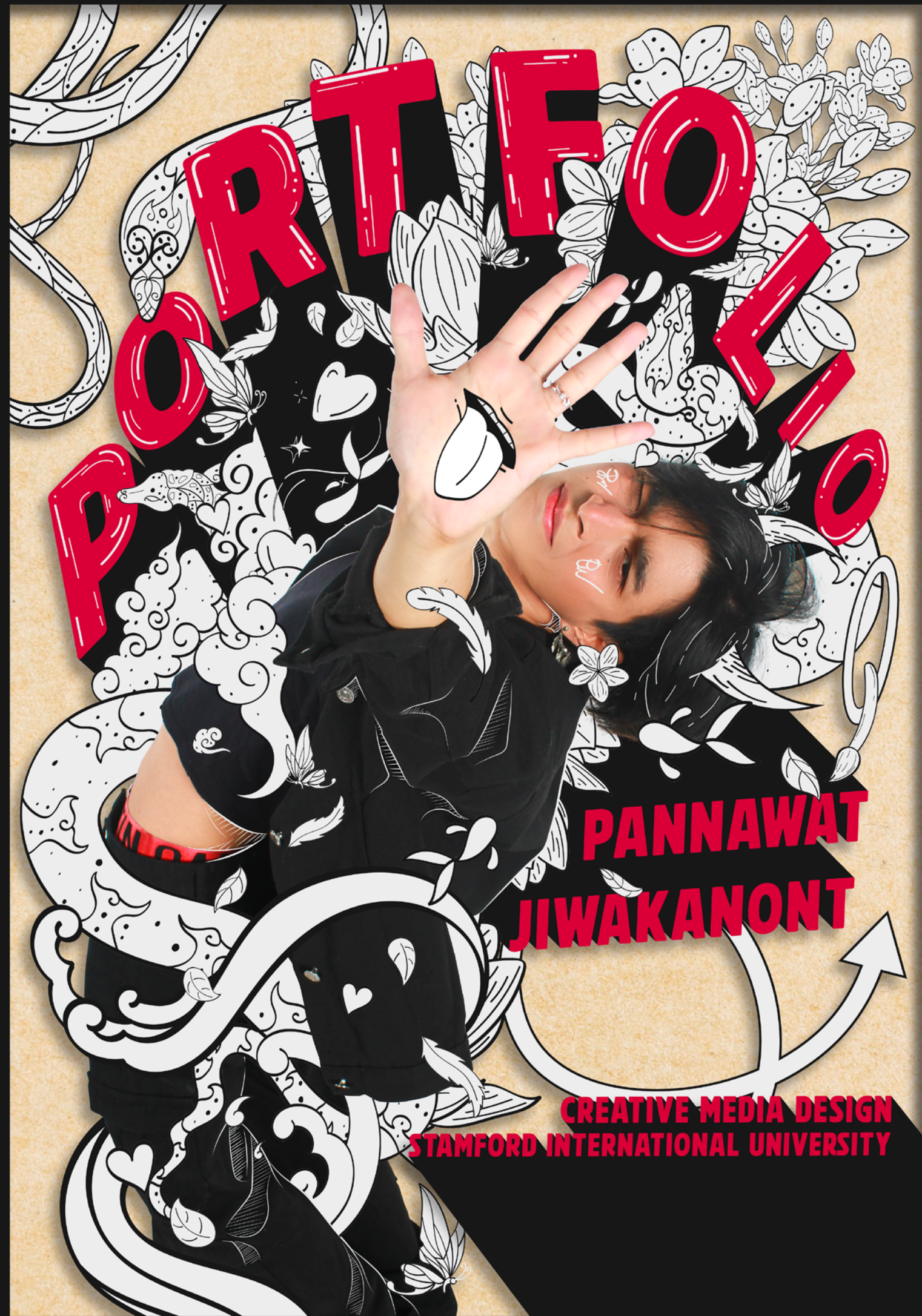
PANNAWAT JIWAKANONT
CREATIVE MEDIA DESIGN
STMFORD INTERNATIONAL UNIVERSITY



(+66) 951246955

Pannawat.001@gmail.com

Bangkok, Thailand



TYPOG RAPHIC

CUT & PASTE

CUT & PASTE



Fashion Brand Name



Legendary MonsterVerse Main Monster



Jurassic park T-Rexe



How to train your Dragon Main Dragons



Eldenring Bosse



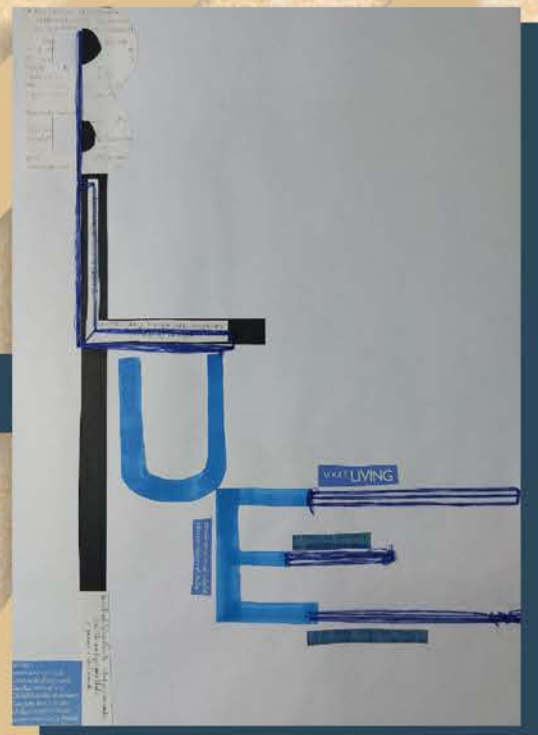
Phobia Episodes

TYPOG

RAPHIC

CUT &
PASTE

CUT &
PASTE



Kung fu panda Warriors

Jurassic world Raptor SQUAD

Adventure time Charactors

Thai Toothpaste Brands



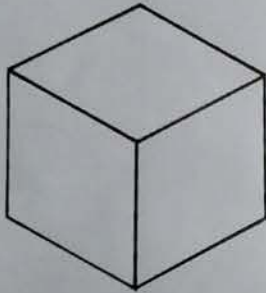
Amazing world of Gumball
Charactors

Soul like Games



TYPOG

LOGO
TYPE

S  LID

LI  UID

RAPHIC

BASIC STATE
MATTER

G  S

PL  ASMA

TYPOG

RAPHIC

GRUNGE
TYPOGRAPHY

SEWING
TYPEFACE

SEWING

Typeface

A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z

A handmade typeface made by sewing the yarn on the paper created the shape and form of each character

DESIGN

ADDs VALUE

EASTER THAN

ADDs
COSTS

Thomas C. Gale

The concept of the typeface "Psychopath" adapted from the references of when people with mental disorders draw a messy line on the paper

SPECIMEN

CENTURY
(SPECIMEN)

PRESENTATION

Century Old Style Typeface

Linn Boyd Benton

1894
It's a design that has always seemed peculiarly American to me. Despite its origins in the nineteenth century, Century remains popular especially in textbooks, periodicals and literature.

Century Old Style Std Regular American Type Founders

The Century typeface is characterized by its elegance with its tapering letterforms, ball terminals, curled tails, and defined serifs. Century remains popular today in print because of its legibility and graceful construction. The Supreme Court of the United States even requires that the Century Roman typeface be used for briefs. In the over 100 years since its original design, and as printing techniques have evolved into a digital setting, Century Roman continues to appear throughout each era as a classic font that calls back to historical print techniques revolutionized by Linn Boyd Benton

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890

~`!@#\$%^&*()-_+=
{}|~|/::''<>.,?

Tapering letterforms

Curled tails

The first Century typeface was designed to enhance the readability of magazine text, and a subsequent subfamily was designed for increased readability in school textbooks. This is a typeface made for use in continuous text and is in literally constant use for that purpose, whether in books, magazines or newspapers. It's also ideal for corporate communication and printed matter such as policy manuals and white papers. It's considered so valuable that the US Supreme Court mandates that all documents submitted to it be in the Century family. Hand-colored variants are very appropriate for use in posters and headlines where an antique feel is desired, as well as book chapter and subheading titles.

BIOGRAPHY

1894



The original was designed by
Linn Boyd Benton

It's a design that has always seemed peculiarly American. Despite its origins in the nineteenth century, Century remains popular especially in textbooks, periodicals and literature.

The very popular ITC Century typeface was originally commissioned as the re-working of a font designed to overcome problems with the readability of existing typefaces in a popular magazine. The typeface combines a larger text size with ascenders and descenders that are shorter than in most other typeface styles to make a clean, very readable typeface that's well suited for all purposes.

Century Old Style Std Regular
Century Old Style Std Italic
Century Old Style Std Bold

1 2 3 4 5 6 7 8 9 0

NUMBER

WEIGHT
LOWERCASE

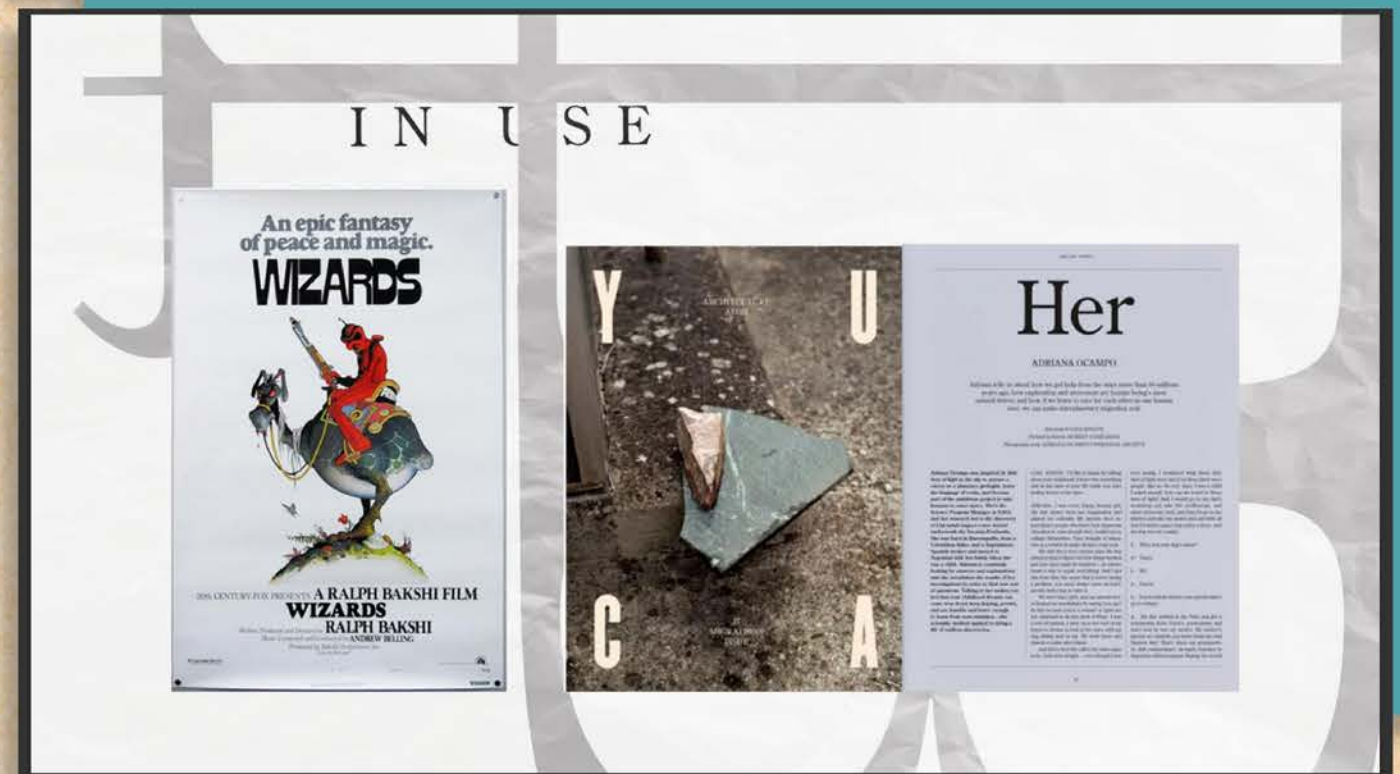
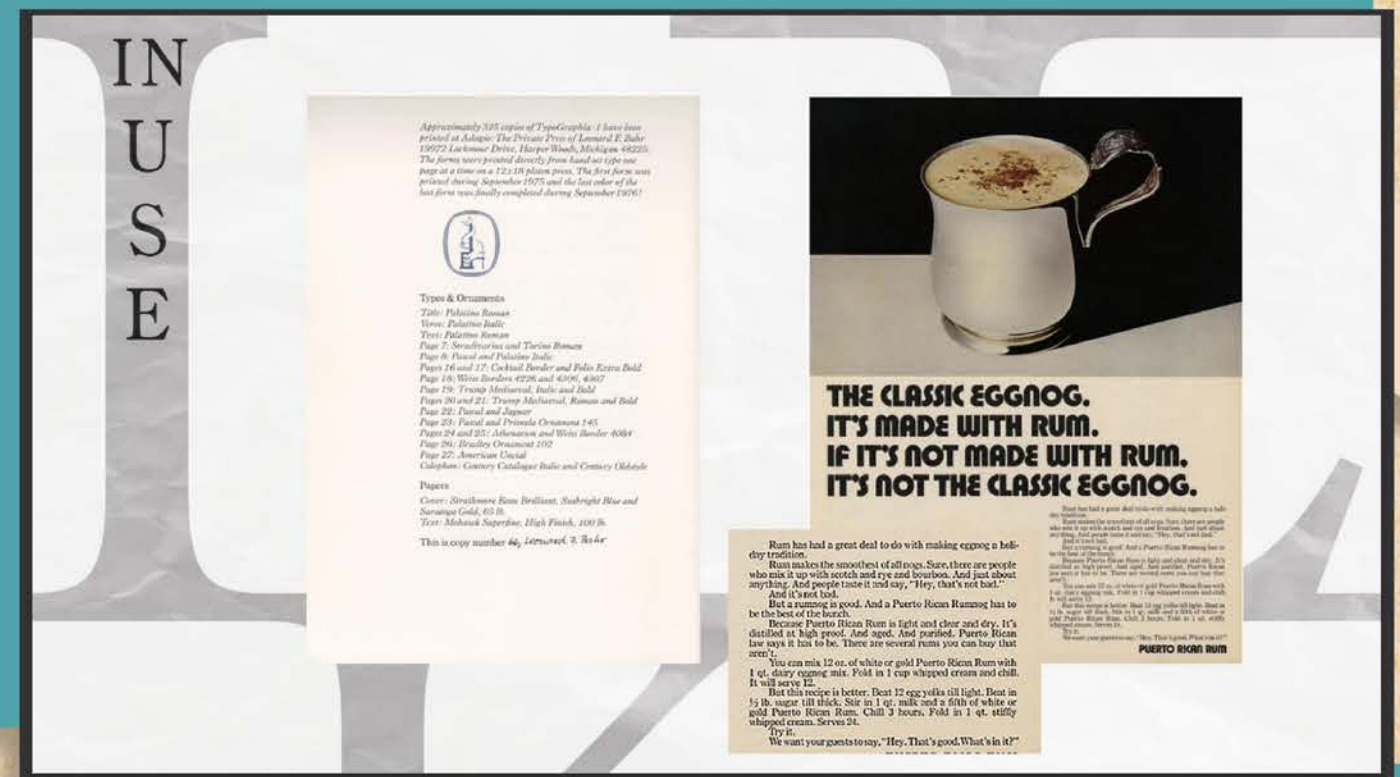
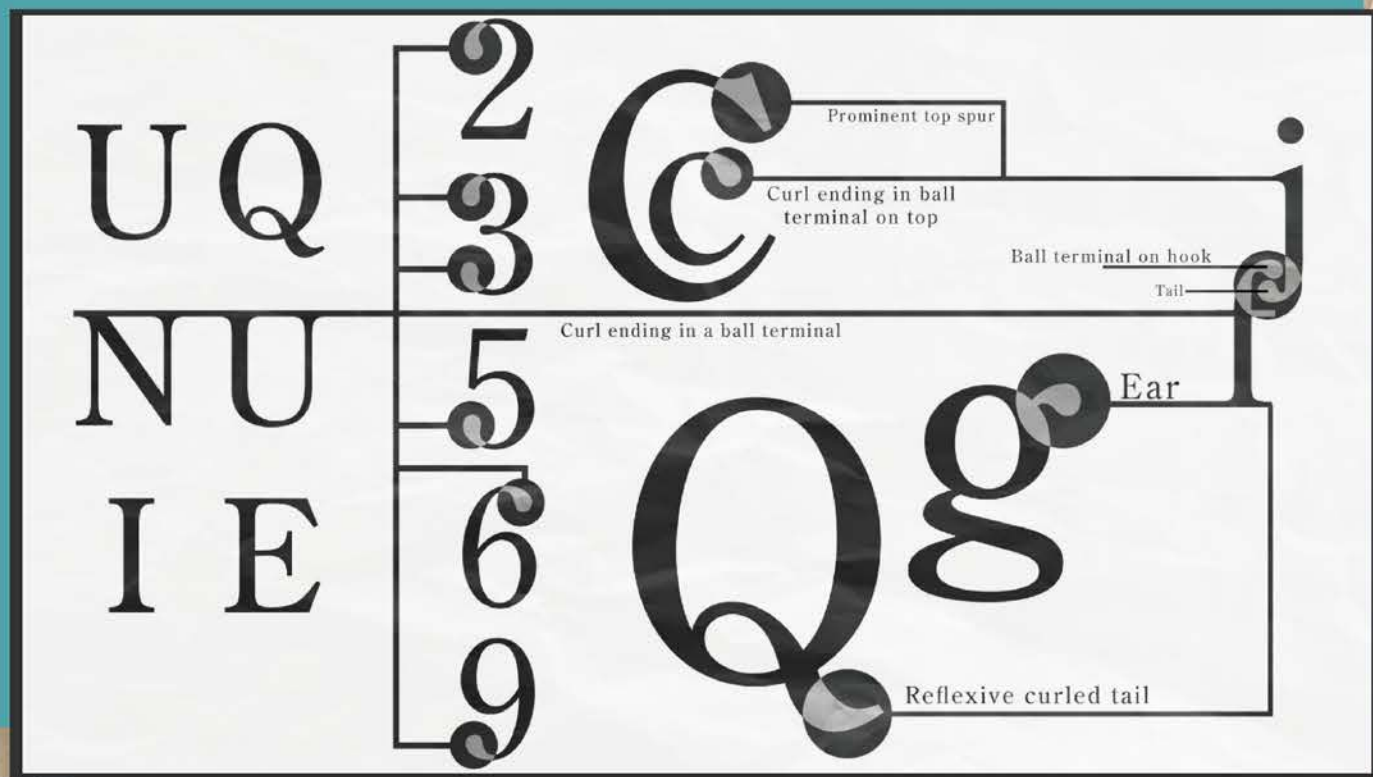
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

UPPERCASE

DISPLAY SPECIAL
~`!@#\$%^&*()
- _ + = { } [] | ~ | / : : ' ' < > . , ?

SPECIMEN





FASHION

Early life

Alessandro Michele grew up in Rome. His father was an Alitalia technician, and his mother was an assistant to a movie executive. In the early 1990s, Alessandro Michele completed his studies of fashion design at the Accademia di Costume e di Moda in Rome, where he learned to design both theatrical costumes and fashion wear. After studying costume design at Rome's Academy of Costume and Fashion, he joined the Italian knitwear brand Les Copains. Then Michele began to work under Karl Lagerfeld and Silvia Venturini Fendi at Fendi, where in the late 1990s he had notable success in designing leather goods. Tom Ford hired him to design bags for Gucci in 2002, where he has been working ever since, becoming associate designer to Frida Giannini in 2011, before being invited to take up his current post.

Career

In 1994, Alessandro Michele left Rome to work in Les Copains, an Italian knitwear firm based in Bologna. Three years later, he joined Silvia Venturini Fendi and Karl Lagerfeld at the luxury house Fendi. He worked with Frida Giannini and was appointed senior accessories designer, in charge of the brand's leather goods. In 2002, Tom Ford, Gucci's creative director from 1994 to 2004, invited Alessandro Michele to work at the firm's London-based design office. He was originally in charge of the company's handbag designs. In 2006, Alessandro Michele was named senior designer of Gucci leather goods, and in 2011, he was promoted associate creative director to Frida Giannini, creative director of Gucci since 2005.2013: Alessandro Michele's father was also an avid artist who often took his son out to the museums. His family encouraged his interest in fashion at an early age. As a teenager, he read British magazines and was a fan of London's post-punk and New Romantic street style. His designs have been described as eclectic, flamboyant and maximalist, almost psychedelic, and drawn from several influences that span from cinema and theatrics to post-punk, erotica and glamour. Alessandro Michele refers to himself as an art archaeologist – historian of garments – rather than a creative director, considering that clothes are meaningless without a historic context. In his fashion Renaissance process, he explores how adornment and embellishment was used over the centuries, bringing a kaleidoscopic mix of times and cultures that resonates with Gilles Deleuze's idea of "assemblage". Alessandro Michele is the mannequin of his own creations – Christ-like beard with long dark hair,[30] knee socks made of thick wool with sandals, mourning rings on his fingers – and believes that fashion helps individuals storify their existence.

Personal life

Michele is openly gay. He lives in Rome with his longtime partner, professor of urban planning Giovanni Arzuffi. Alessandro Michele's father was also an avid artist who often took his son out to the museums. His family encouraged his interest in fashion at an early age. As a teenager, he read British magazines and was a fan of London's post-punk and New Romantic street style.

Prizes and awards

2015: International Fashion Designer Of The Year Award at the British Council Fashion Awards
2016: Council of Fashion Designers of America Awards
2016: International Accessories Designer of the Year Award at the British Council Fashion Awards
2016: GQ Men Of The Year Award for best designer
2017: Listed in Hypebeast's HB100
2017: Time 100 Most Influential People
The British Fashion Council (BFC) has announced that Alessandro Michele will receive the Trailblazer Award at The Fashion Awards 2021. As the Creative Director of Gucci, Michele will be honored for his visionary work to date in positioning Gucci at the intersection of culture, art, music and film. Presented by TikTok, Michele will be awarded on Monday 29 November at the Royal Albert Hall in London. The BFC has credited Michele's work over the last year, including the Gucci Aria and Love Parade collections, along with the Vault by Gucci, which is an online concept store launched by Michele in September.

NUMA

Creative director of Gucci

In January 2015, Marco Bazzani asked Alessandro Michele to act as interim creative designer for the January menswear show, giving him a week to reshape Frida Giannini's original designs. Michele accepted the challenge and introduced a "new Gucci: nonconformist, romantic, intellectual". Two days later, Kering appointed Alessandro Michele creative director of Gucci, with the goal to reinvent Gucci's props amid deflating sales. A month later, Michele introduced a "sophisticated, intellectual and androgynous feel" for Gucci during his first women's collection show. While creating iconic products, such as the Dionysus handbag, Alessandro Michele also reintroduced Gucci classics including the double G logo. He moved away from Tom Ford's "Sexy Gucci" props and feminized Gucci's menswear ("you can be more masculine showing your femininity"). He reused the "My Body My Choice" slogan, the embroidered uterus design, and the "22.05.1978" date (the date on which abortion became protected by Italian courts), transforming the brand into a postgender proposition.

In 2016, for the Gucci Museum in Florence, Alessandro Michele curated two additional rooms dedicated to Tom Ford's collections. Since the 2018 opening of the Gucci Women's Bookstore in New York, Michele seasonally contributes to the curation of the shop's items. In October 2018, he co-curated with Maurizio Cattelan the 2-month Gucci art exhibition "The Artist is Present" in Shanghai.

In 2019, Alessandro Michele revived Gucci's Beauty collection, and Gucci launched its first fine jewelry

For this project, I must choose one Designer who inspires me and create an article about him with typography techniques.

On this project, I can use only text, counterpoint, and counterparts, picture is not allowed, and I must manage the overall text to cover 60%-80% of the page.



FASHION HAVE

TV series

- Hormones, season 2
- Thirteen terrors
- STAY Saga. I'll miss you
- Hormones, Season 3
- Diary of tootsies, The Series
- Love songs love series
- Project S The series
- in family we trust as Vegas
- Great Men Academy
- The Stranded
- Girl from nowhere season 2
- Bad Genius
- Homestay
- The Bad Guys
- Thirteen Lives

Music

- 919 NIGHT LIGHT, Hypnotize Shouldn't
- TRINITY, Haters Got Nothing,
- I O U, Jazzy, Hidden Track, 5:59
- Sea Scope
- Getsunova
- Frozen Hormones

Reward

- Bio Scope Awards 2017
- The 9th Thai Film Directors Association, Best Supporting Actor
- The 9th Thai Film Directors Association, Best Actor
- Kazz Awards 2019

Early life and education

Teeradon was born on 27 April 1997 in Bangkok, Thailand. He graduated school from Suanakulab Witayalai School, and attained a bachelor's degree from the Faculty of Journalism and Mass Communication, at Thammasat University. Michele was born in Rome, where he grew up with an instinctive appreciation of visual stimuli thanks to his mother's love of cinema and his father's interest in sculpture.

Career

Teeradon began his acting career in 2014 through Hormones: The Next Gen, a talent-searching and reality TV program produced by Nadas Bangkok (a subsidiary of GTH), which cast actors for the second and third seasons of the main Hormones series, which had been a hit the previous year. Teeradon first appeared in the series' second season as the supporting character Sun and reprised the role as a main character in the third season.

He appeared in several other TV productions by GTH and its affiliates, including the horror anthology TheTEEN Terrors and the mini-series, Stay: Saga. Love Always in 2015, the Promilhit (Destiny) segment of the 2016 series Love Songs Love Series and its sequel in 2017. He had his first film role in the 2017 hit Bad Genius, in which he played the character Pat. He portrayed a teenager with major depressive disorder in the 2017 TV series Project S, and had his first lead role in the 2018 film Homestay.



For this project, I must choose one person who is my hero or inspires me in any aspect of life.

On this project, I must maintain both typography and pictures to balance the overall page to cover 60%-80% of all the space

MOVIE POSTER

FLAT POSTER

POPUP
POSTER

A FOX ACHIEVEMENT • PICTURE OF THE GENERATION

Based on
The 1931 play of the same title by
Noël Coward

THE STORY OF A LOVE
THAT HELD, WITH FAITH AND
COURAGE, IN DEFIANCE OF THE
RUSHING CAVALCADE CALLED LIFE!

CAVALCADE

Diana Wynyard & Clive Brook

Directed by **Frank Lloyd**

Screenplay by **Reginald Berkeley**
and **Sonya Levien**

with

Desmond Roberts · Diana Wynyard · Una O'Connor · Stuart Hall · C. Montague Shaw · Margaret Lindsay · Betty Grable · Marguerite Warner · Ursula Jeans · Sheila MacGill · Beryl Mercer · Bonita Granville · Merle Tottenham · Montague Shaw · Lauramae Alexander · Dick Henderson · Frank Lawton · Lionel Belmore · Des Roberts · Will Stanton, Lawrence Grant · Douglas Scott · Winter Hall · Billy Bevan

A FOX ACHIEVEMENT • PICTURE OF THE GENERATION

Based on
The 1931 play of the same title by
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THE STORY OF A LOVE
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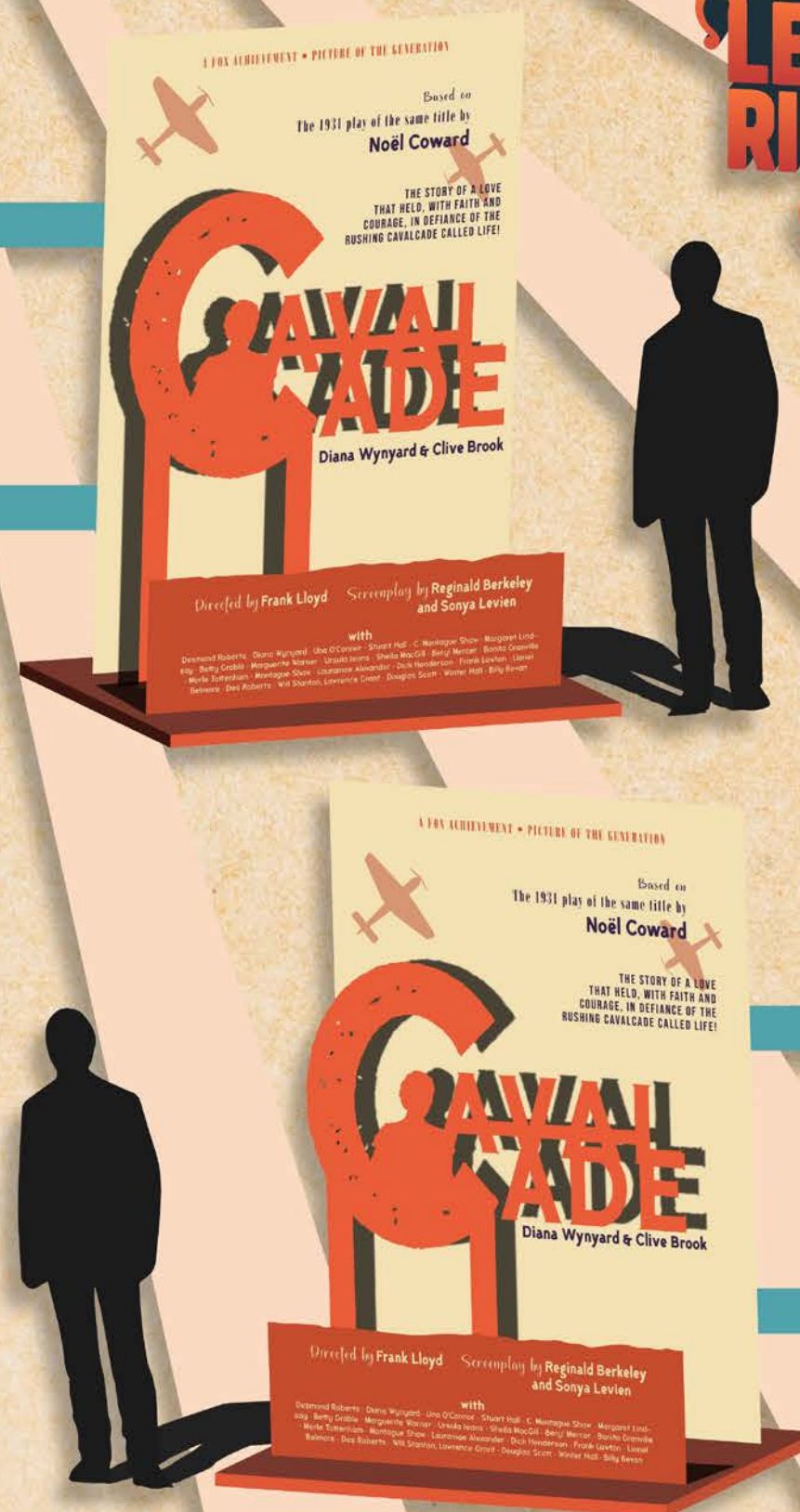
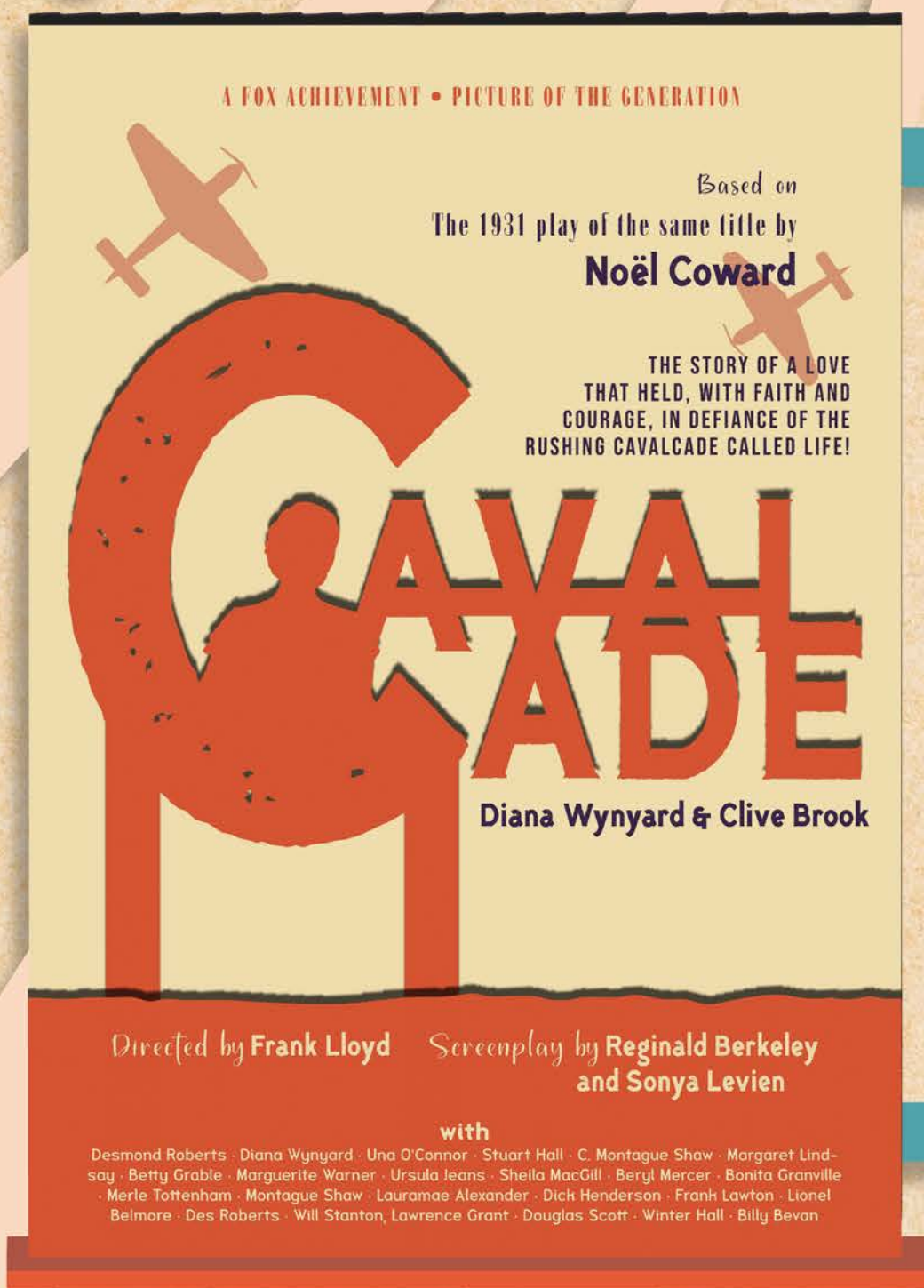
with

Desmond Roberts · Diana Wynyard · Una O'Connor · Stuart Hall · C. Montague Shaw · Margaret Lindsay · Betty Grable · Marguerite Warner · Ursula Jeans · Sheila MacGill · Beryl Mercer · Bonita Granville · Merle Tottenham · Montague Shaw · Lauramae Alexander · Dick Henderson · Frank Lawton · Lionel Belmore · Des Roberts · Will Stanton, Lawrence Grant · Douglas Scott · Winter Hall · Billy Bevan

MOVIE POSTER

MOCK

LEFT & RIGHT SIDE



ANNUAL

REPORT

PAGES

COVER

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 Fax: (66) 0-3886-9333

E-mail: cs@gsteel.com
<http://www.g-steel.com>



GSteel
 20 Annual
 22 Report
 G Steel Public
 Company Limited

Think Steel
 Think Technology
 Think G Steel

MESSAGE

From The Chairman

Another year seems to have passed so quick, but despite the significant advances made in vaccination and cure programmes both locally and globally, the effect of the Covid pandemic is still impacting our personal lives, as well as the business environment both home and abroad.

How much longer we will face the insecurity and uncertainty created by this situation seems impossible to predict as it was 12 months ago. Yet despite all the obstacles and hurdles, we are proud of and thankful to all our employees for their continued and unwavering commitment to driving the growth and profitability of the Company during 2021 off the back of the restructuring and business initiatives which gave rise to the cautious optimism I expressed last year.

During the year, production volume increased from 574k mt in 2020 to 594 k mt in 2021, an increase of 3.5% on the back of an increase of 14% in total domestic production in Thailand. The Thailand GDP is projected to grow by 4.6% per Bank of Thailand and after the annual maintenance shutdown during the year, the company is well positioned to leverage on the growing demand of HRC.

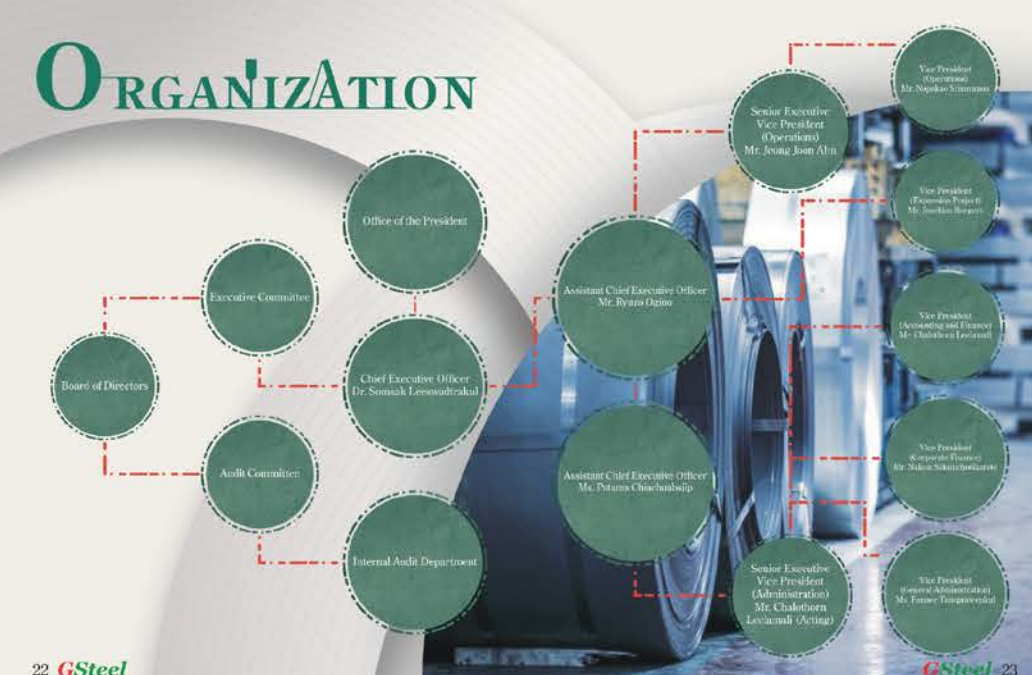
On behalf of the Board of Directors, I would like to thank the Thai Government, Investors, and Business Partners for their kind support, and would also like to appreciate the Management Team, all the Employees, and the Board of Directors for their efforts and support during these challenging times.

Chris
 (Mr. Christopher Mahon (Nasom)
 Chairman of the Board of Directors)

14 **GSteel**




ORGANIZATION



The chart illustrates the corporate structure, starting with the Board of Directors at the top, followed by the Office of the President and the Executive Committee. It details the roles of the Chief Executive Officer, Assistant Chief Executive Officers, and various Vice Presidents across different functional areas like Operations, Finance, and Administration. It also shows the internal audit structure and the roles of the subsidiaries.

22 **GSteel**

ANNUAL REPORT

Business Operation & Results

Vision

"Leader in global steel supply"

Mission

- Provide the worldwide markets with wide range of steel products
- Grow with more production capacity and utilize it with minimal cost
- Improve and develop products to fulfill customers' requirements
- Continuously develop human resources
- Preserve the environment and contribute to society
- Enhance values to stakeholders
- Cooperate to Anti Corruption

Policy and Business Overview

GSteel Public Company Limited runs a business of producing and selling hot rolled steel sheet in coils (or hot-rolled coils) as main products as per customers' orders. The Company's main products are used directly in construction works, water irrigation and civil engineering, and used as substrates or raw materials for many downstream industries, such as cold-rolling and galvanizing industries to make steel products for several kinds of industrial manufacturing. In steel sheet fabrication industry, e.g. making pipes, tubes and structural shapes for uses in construction, other downstream industries, namely, automotive parts (for passenger cars, buses, trucks) and parts for other vehicles, for making oil drums, gas cylinders, general industrial equipment or parts, etc.

The Company's hot-rolled coil plant has deployed state-of-the-art technologies that perfectly and efficiently integrate melting, casting and rolling processes in one plant, or known as "Compact Mini Mill", which consists of melting technology with Electric Arc Furnace (EAF), Continuous Casting Machine technology and Hot Strip Mill in tandem continuously throughout all the said processes.

The Company's production process, in brief, begins from taking ferrous scraps and pig iron to melt in the EAF to make liquid steel at 1,600 degrees Celsius, then improving the quality of liquid steel with ferro-alloys and other substances to meet the requirements of the standard or customer's specification, and casting the improved liquid steel into the continuous casting machine to make steel slabs of 100 mm thickness, and hot-rolled to reduce the thickness down to the range of 1.0-13.0 mm as per the customer's order. The Company's plant is the first in Thailand and one of a few plants in the world that can make as thin as 1.0 mm hot-rolled sheet. The said production process is thoroughly continuous and takes just 3 hours and a half to finish.

GSteel 25

Production process

The Company produces the hot-rolled coil by melting scrap and pig iron in an electrical furnace. Then the refined liquid steel will be cast into slab and is subsequently hot-rolled into the specific required gauge as the following processes

1. Melting Process. The scrap and pig iron will be melted in an electrical furnace. After that, in the ladle heat furnace, the additives will be added into the liquid steel to adjust the quality per requirement.

2. Casting Process. The refined liquid steel will be cast into medium sized slab with 80-100 mm thickness.

3. Rolling Process. The medium sized slab from the reheating furnace will be subsequently rolled, thickness and will be kept in the down coiler for further transporting to store in the coil yard.

Raw Materials procurement

The demand for raw materials (pig iron and scrap) is high. The local raw materials are insufficient to meet the production demand. Therefore, many raw materials must be imported.

In the past year, the Company procured raw materials as follows:

- Procurement of pig iron and import scrap approximately 28-30%
- Procurement of local scrap approximately 70-80%

GSteel 43

Steel Industry Situation

From statistical information obtained from the Iron and Steel Institute of Thailand (ISIT), the volume of finished steel production in Thailand from January to December 2021 totaled 7.66 million tons, increased 7.11% compared to the previous year (2020). If categorized by product groups, long steel products represent 4.69 million tons,

increased 2.90% compared to the prior year whilst the production volume of hot steel products stood at 2.97 million tons, increased 14.39% compared to the prior year. The main produced product belongs to hot rolled sheet and coil where, in 2021, it totaled 2.83 million tons, increased 10.92%, followed by cold rolled sheet at 2.57 million tons, increased 50.33% year on year and coated steel, at 1.95 million tons, increased 25.90% year on year.

Total Apparent Finished Steel (Unit : Tons)	2020	2021	% Change
Production	7,135,786	7,664,213	7.11%
Import	13,406,758	12,490,670	29.02%
Export	1,130,990	1,400,201	26.84%
Consumption	16,451,554	18,746,182	13.95%

Safety Environmental Concerns

OPERATIONAL SAFETY

In 2006 despite no incidents nor damages caused by fire, the safety management team regularly had fire fighting equipment and fire alarm systems both inside factory and office checked for assurance of safety in the company's personnel and assets.

In cooperation with inside and outside organizations, fire evacuation, fire extinguishing drills for staff and sessions to discuss and map out plans in case of emergency were carried out in accordance with the Emergency Plan of the company's Safety Division. Moreover, annual physical check up and group health insurance were provided for all staff as their personal welfare.

ENVIRONMENT QUALITY MANAGEMENT

The company appointed an independent expert in environment to inspect its environment quality and prepare relevant report yearly. The report for Year 2006 found out that pollution degrees of air and already-treated waste water before being drained out to public systems were within official standard limits with no effects on environment quality. Apart from the factory's environment quality control,

the company participated in the Greenhouse Gas Emission Reduction from Industry in Asia and Pacific (GERIAP) as per United Nations Environment Programme (UNEP). It turned out successfully as the company substantially decreased fuel energy consumption, thus reducing greenhouse gas emission. In this regard, the company was presented with a plaque and a certificate by UNEP for its remarkable success as a hot-rolled coil plant to control and reduce greenhouse gas emission to atmosphere. Besides, the Department of Primary Industries and Mines, as the authority for a metallurgical business permit and control, also presented the company with a plaque and a certificate as a hot-rolled coil outstanding entrepreneur. Notably, the company has been the only steel making factory in the country to receive awards from both organizations.

46 GSteel

47

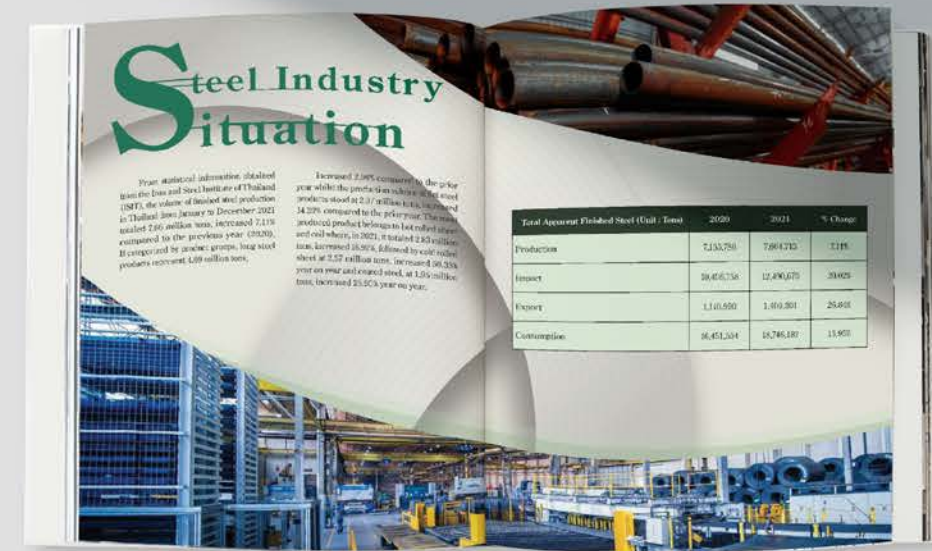
ANNUAL

MOCKUP



REPORT

MOCKUP



BOARD GAME

OVERALL

BOX



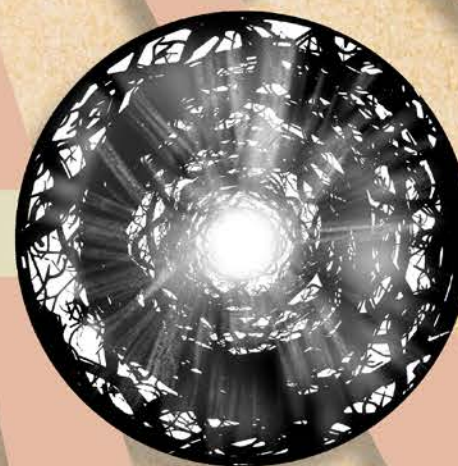
BOARD

BOARD



GAME

BOARD

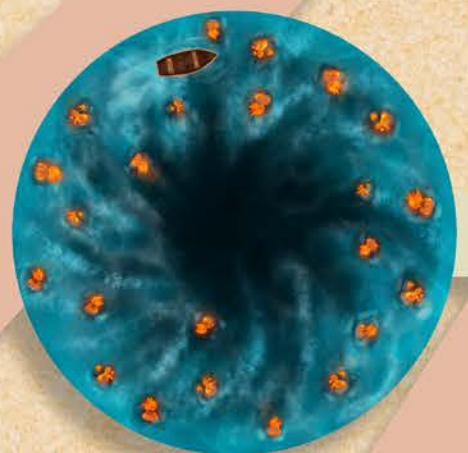


BOARD

BOARD



GREED



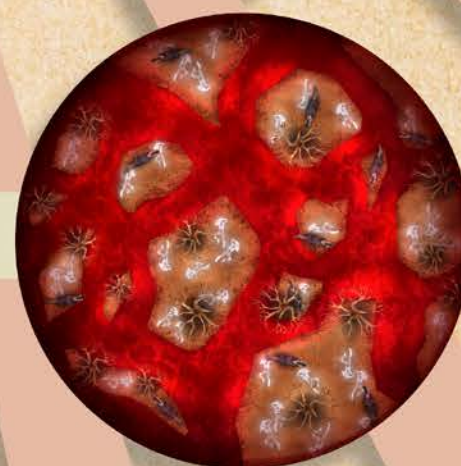
ANGER



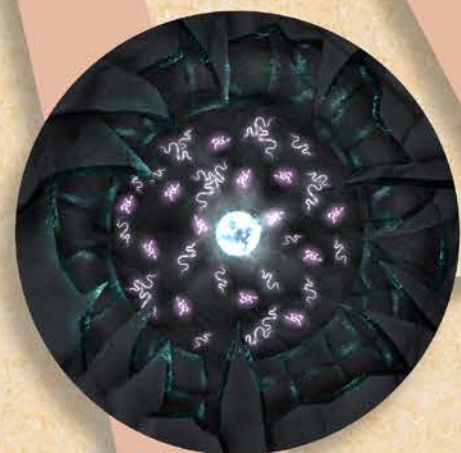
HERESY

GAME

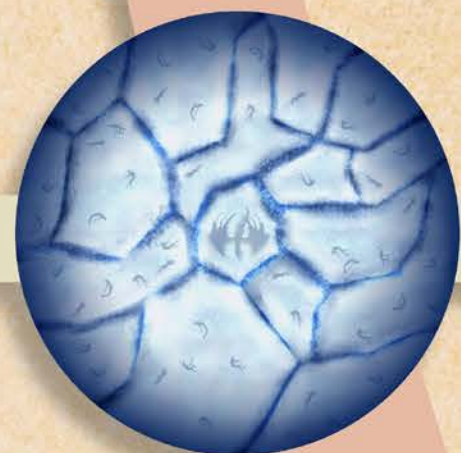
BOARD



VIOLENCE



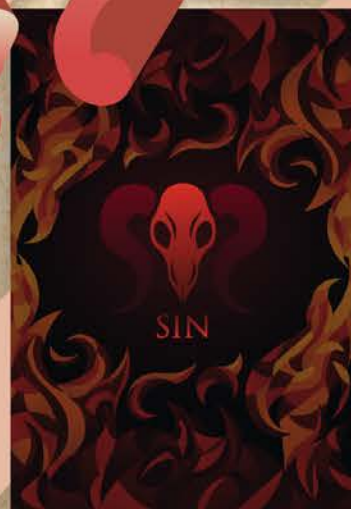
FRAUD



TREACHERY

BOARD GAME

SIN CARD



MERCY CARD



BOARD

CHARACTORS



GAME

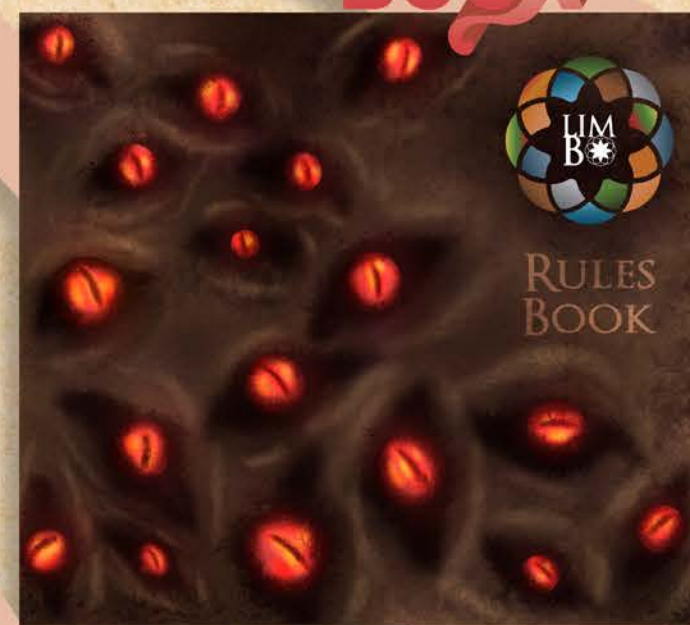
HOURGLASS



BOARD GAME

COIN

RULE BOOK



BOARD GAME

POSTER



“ ABANDON ALL HOPE YE WHO ENTER HERE ”
COMING SOON



ABANDON ALL HOPE YE WHO ENTER HERE
COMING SOON



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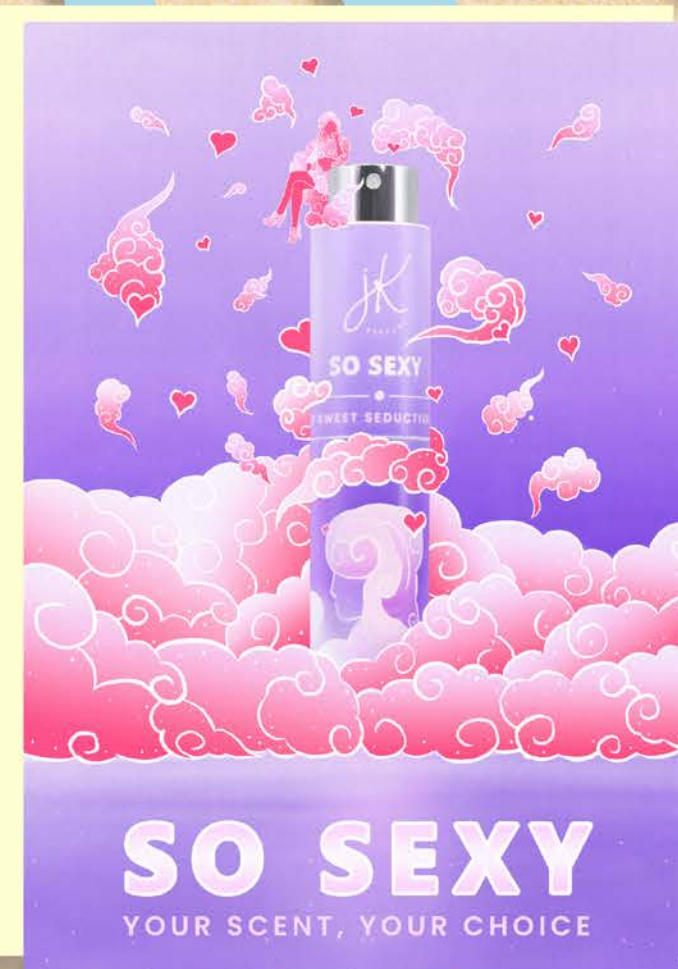
WARNING! Not suitable for children under 3 years due to small part and violent content



ADVERTISING

PRINT
AD

POSTER



ADVER TJSING

2 TEAM



Kerk Kramolpramote

- Research & Development
- Label Design
- Viral ADS Design



Thammanoon KhonKham

- Research & Development
- Label Design
- Viral ADS Design



Photbanchon Watcharaphongphiphat

- Research & Development
- Label Design

CREDIT



Saran See

- Research & Development
- Print ADS Design



Peerapat Songrot

- Research & Development
- Print ADS Design

NATURAL PACKAGING

LOTUS BASKET

CONCEPT

"BACK TO THE OLD DAY"

TAGLINE: "Indigenous culture never expires"

THEME: Organic, Ancient times-inspired

COLORS: Earthy Tones, Pretty Tones

BENEFITS: Reduce the use of rubber bands, plastic bags

TECHNICAL: Hand-Craft

Now a day, most Thai Dessert is usually packed in a regular banana leave that is tied up with a rubber band on the outside. This packaging was designed for 2 purposes. The first is to increase the value of the present Thai Desserts by using the hand basketry method and by using materials that are easy to find and in ancient times have been used to decorate food for a long time as well, This way can make an eye-catching and casual but still has a soft vibe of luxury. The second is to reduce the use of rubber bands and plastic bags. By using the hand basketry method to create the basket, once customers buy the dessert, they don't have to ask for any plastic bag but able to carry the handle and walk away, and as it is a basket the rubber bands will no longer be needed.

MATERIALS

OPTIONAL

COCONUT LEAVES

NATURAL TONE

PALM LEAVES

BANANA LEAVES

LOTUS PETALS

FINAL WORK MODEL



"BACK TO THE OLD DAY"

TAGLINE: "Indigenous culture never expires"

THEME: Organic, Ancient times-inspired

COLORS: Earthy Tones, Pretty Tones

BENEFITS: Reduce the use of rubber bands, plastic bags

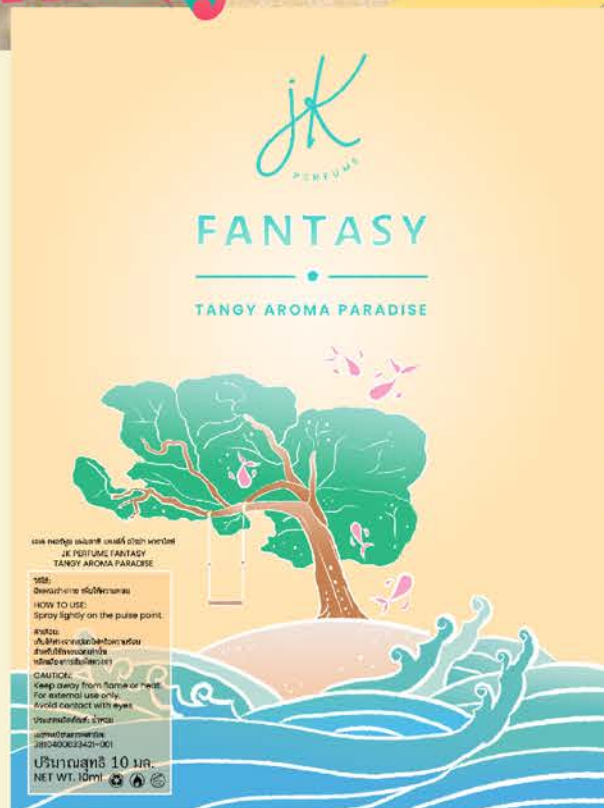
TECHNICAL: Hand-Craft

Now a day, most Thai Dessert is usually packed in a regular banana leave that is tied up with a rubber band on the outside. This packaging was designed for 2 purposes. The first is to increase the value of the present Thai Desserts by using the hand basketry method and by using materials that are easy to find and in ancient times have been used to decorate food for a long time as well, This way can make an eye-catching and casual but still has a soft vibe of luxury. The second is to reduce the use of rubber bands and plastic bags. By using the hand basketry method to create the basket, once customers buy the dessert, they don't have to ask for any plastic bag but able to carry the handle and walk away, and as it is a basket the rubber bands will no longer be needed.

REDESIGN PACKAGING

LABEL

OLD & NEW



ORIGINAL PRODUCT PROBLEM

It is difficult for an unbranded perfume to be noticed or mentioned by the outside community. Despite how much quality but a face that looks too ordinary will cause people to overlook or feel embarrassed to buy, use, or tell.

REDESIGN AND BRANDING IDEA

Produce a low-price home craft perfume under the "JK perfume" brand by changing the bottle and recreating Mom's home craft perfume label. Link the artwork on the label with the signature placeat Krabi and defined each smell with a short sentence and color. Also, put product information on the back to make it look trustworthy and show that we're legal products.

DAY & NIGHT

LAYOUT



BOX SET

Along the topic of "Lifestyle and Urbanization," I chose to develop this box set by relating to the packaging redesign project. The perfume itself was produced to be fitter for the younger generation's target audience (Early-middle working-age and Students) with a strategy of making local people bring the product outside the community and expand it by word of mouth, and represent the uniqueness of "Krab" So, I produced this box set to make the previous objective stronger.

The Box set comes up with 4 boxes, 2 different layouts, and a see-through plastic Krabi map shape, to help the customer that is not local people easier to know it is Krabi. Divided into a "Day Set" and "Night Set" related to the smell, color, and usage, and also keep the Batik art style the same as each scent it contains. Also, I'd add a little gimmick on the see-through plastic, because the same box set uses different layouts, when placed on the shelf by putting the boxes together, it will combine to be a "Krab" map.



DENTTY DESIGN



BRAND IDENTITY BASIC LOGO GUIDELINES

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LOGO WITH CLEAR SPACE

OFFICIAL COLOR

Color	Pantone	CMYK	RGB	HEX
Black	P 100-4 C	4%, 0%, 51%, 0%	249, 242, 149	#F3F0D4
White	P 10-15 C	13%, 36%, 90%, 0%	224, 176, 60	#E0B08C
Black	P 15-14 C	25%, 42%, 89%, 4%	189, 143, 63	#B08F3F

LOGO CONCEPT

The overall logo concept is from "Dag" but brought this pattern and modified them to be more modern. Gold color convey Respectability, Abundance, and Vitality. The letter "D" comes from my name "Dentty" combined with the shape and form of the logo on the top of the logo because Dag has the meaning that it's a ladder, stairway to the heaven, gives the feeling that it's reaching the great end.

The curve behind the logo is decorated with a Thai pattern called the "Phraeng Yarn pattern", one of the Thai patterns that are often seen, which is a pattern used as a symbol to protect ourselves from harm with their body and 5 of them is to enhance intelligence and being to help others.

OFFICIAL TYPEFACE

CTS RATTIKAL Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND IDENTITY BASIC LOGO GUIDELINES

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Black	P 15-14 C	25%, 42%, 89%, 4%	189, 143, 63	#B08F3F

LOGO CONCEPT

The overall shape of the logo design is according to the ghost which is my best bedtime story, or even a person who is scared of ghosts also like to listen to or tell a ghost story. Two circles as an eye are according to one thing everyone must have but while listening to a ghost story "Is there something staring at me?" So that's the feeling I want it to convey.

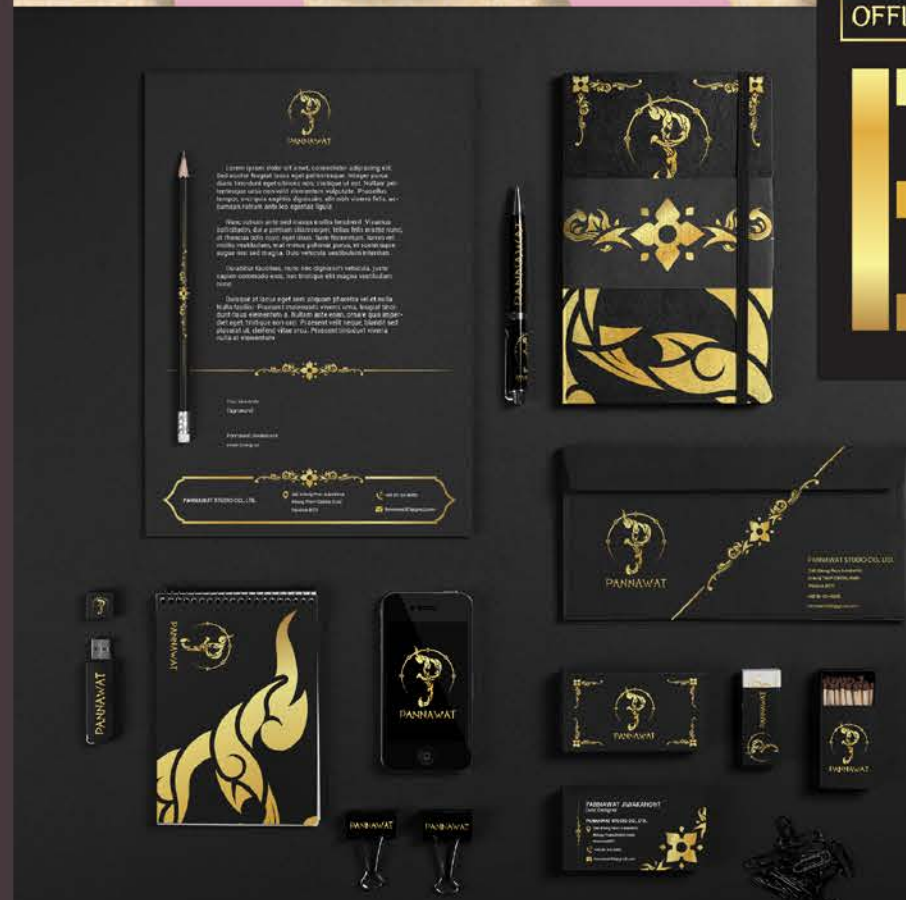
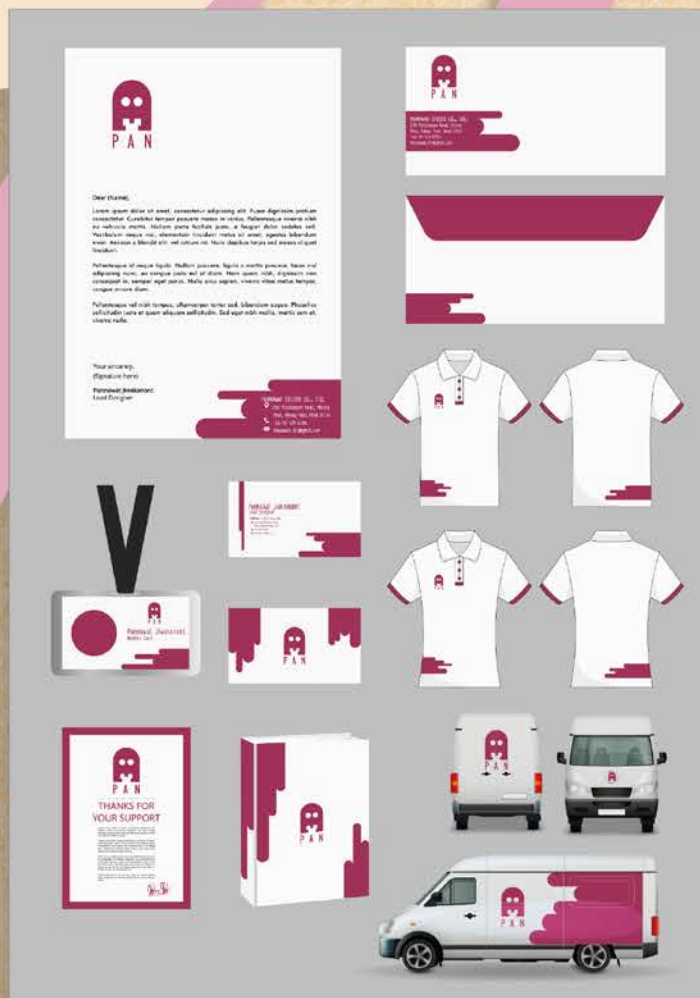
The bottom part of the logo is according to the teeth part of the dog, I want to give a feeling of mystery that you have to find a way to solve it or you might never can. The dog shape also conveys "intensity" which is my personality, an intense person that like great stories, I want to give a feeling of curiosity to the audience "What is inside? What is he hiding?"

OFFICIAL TYPEFACE

FC Galaxy

Aa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



DENTAL

DESIGN

FREE WORK
LANCE

FREE WORK
LANCE



सानชุตีมา



ขนมถ้วย
ขนมไทย
092-894-1473

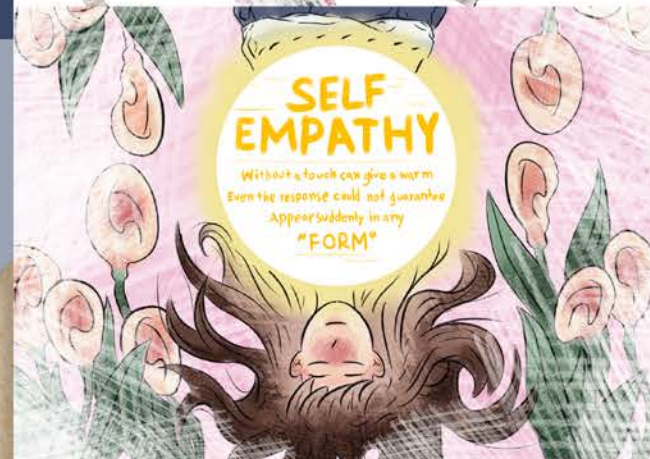
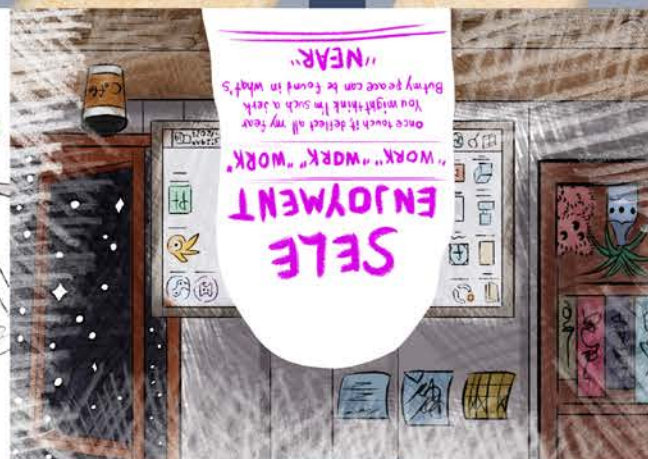


ZINE

PUBLIC

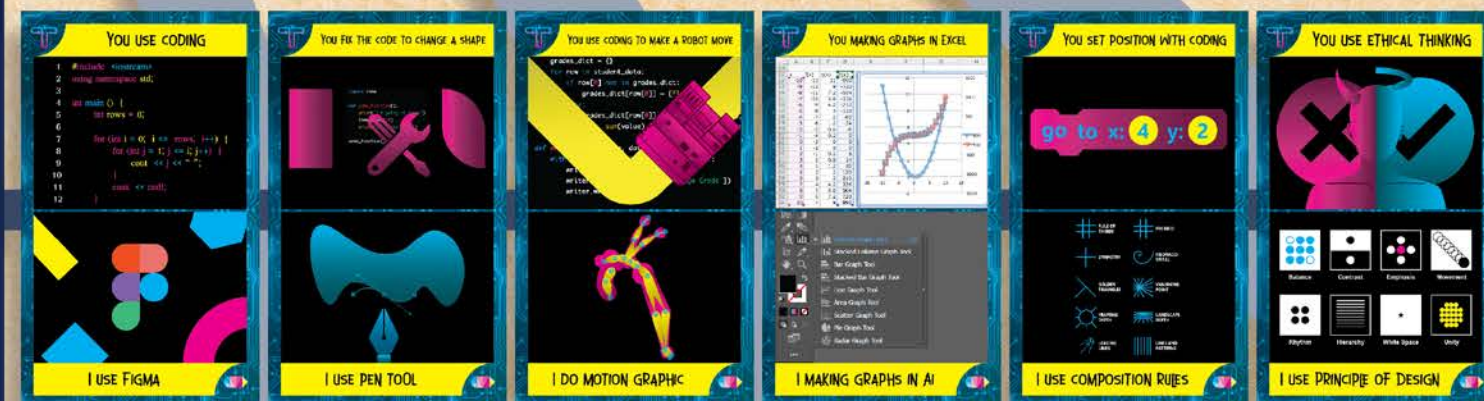
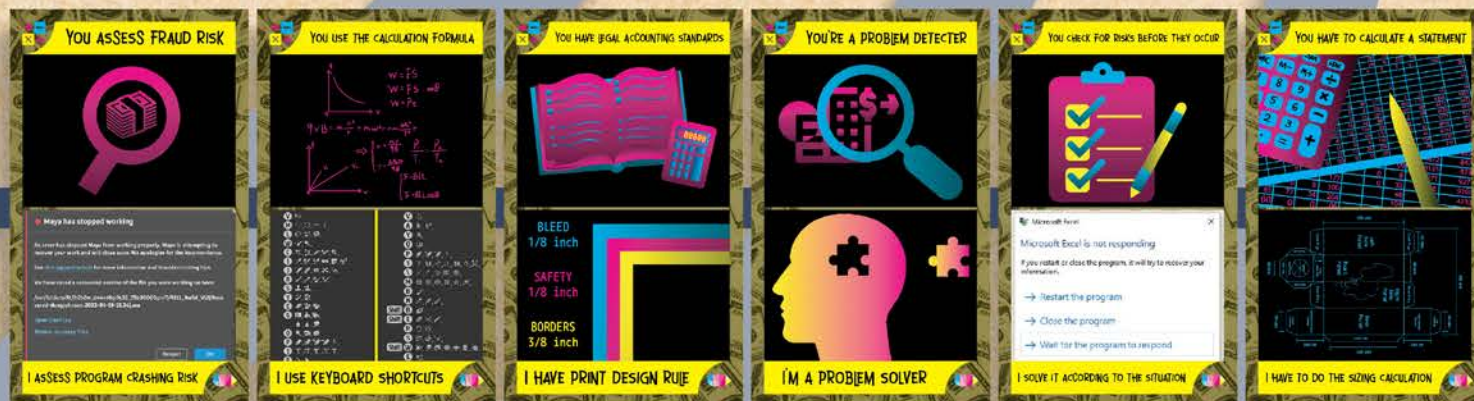
ATION

ACTUAL
WORK



PUBLIC ACTION

HEALING CARD



CMD PARODY CARDS

Healing from suffering at stamford

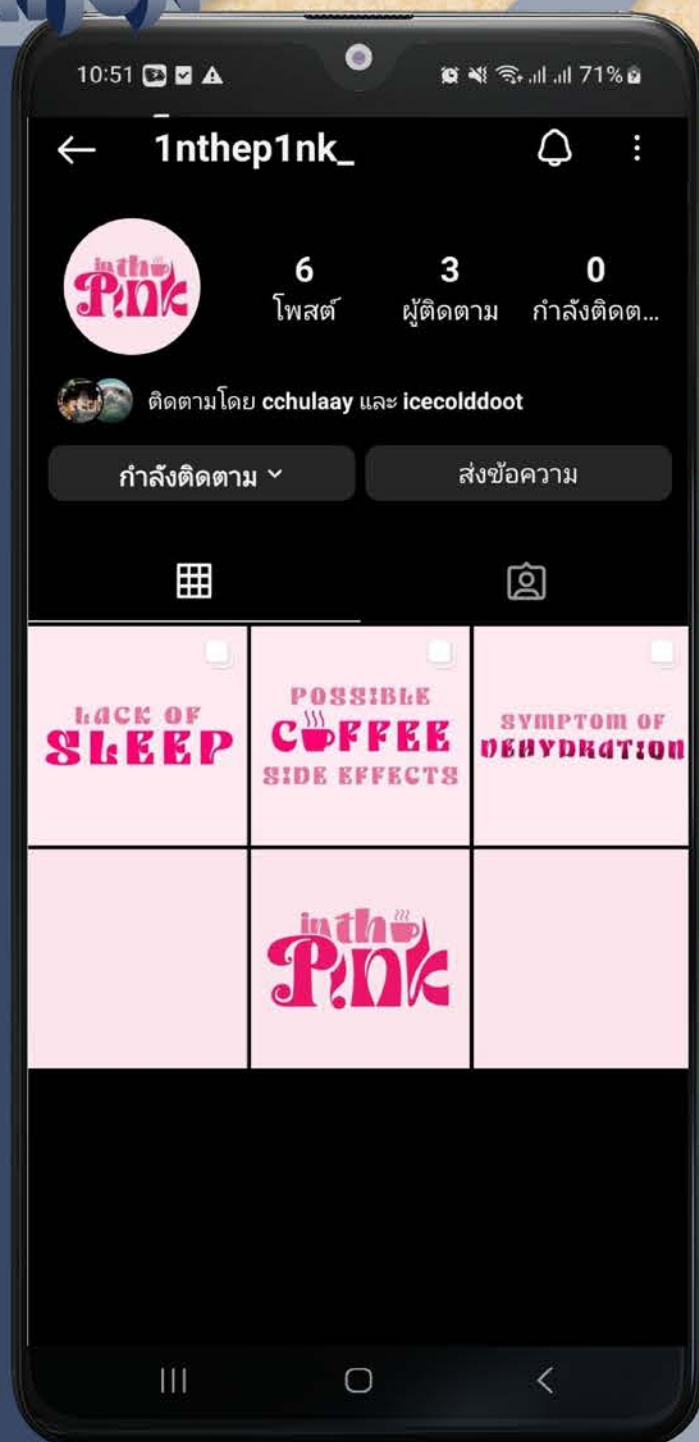
This card set is divided into 5 faculties at Stamford, collecting the problem that each faculty must face, and what they have to do, then comparing it with CMD students solutions if we were facing the same thing. All of the element is CMYK color to represent CMD, a logo for each faculty to define them, and a different background as a gimmick for each faculty.

ONLINE
PUBLICATION

PUBLIC

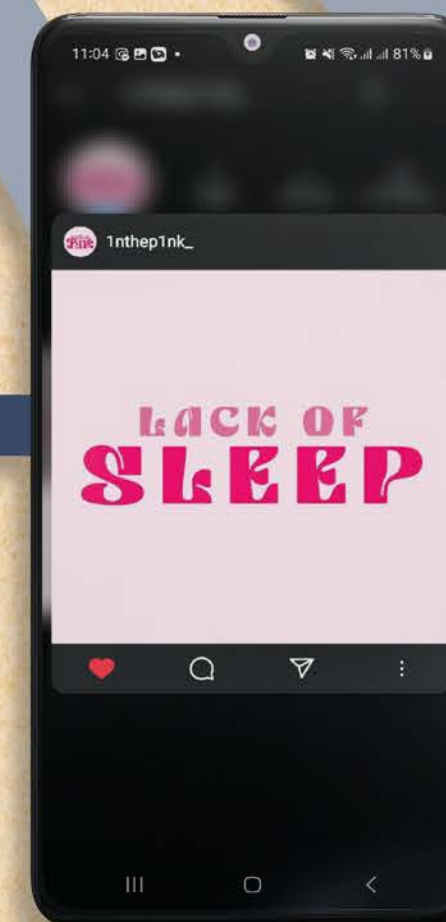
ATION

TEAM
CREDIT



Patalee Prasertteerachai

- Logo Design
- Colorist



IN THE PINK MEANING

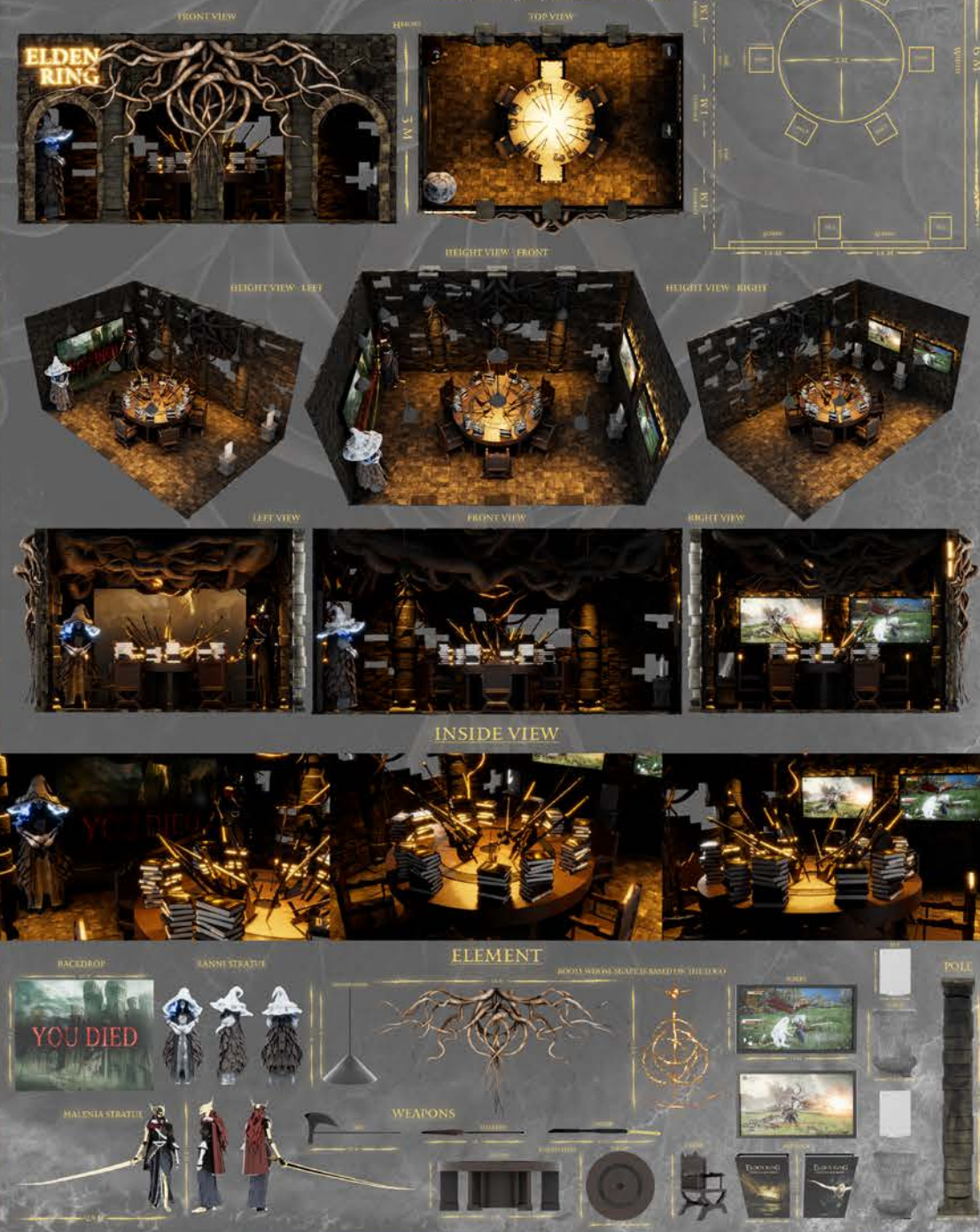
in the pink is an idiom that signifies excellent health and well being, it suggests that someone is in 1 physical and mental condition, often with a rosy complexion, symbolizing vitality and robust health. T expression! to describe physical and overall wellness.

ENVIRO MENTAL

STICKER &
WALLPAPER



TARNISHED GATHERING HUB EVENT PLANNING DISPLAY



This booth was created for those players to get into the round table which is the place every player must reach, to promote the uniqueness of the game and invite new customers who are interested in the game. Including the most popular NPC, shooting backdrop, and PS5 station to be the gathering hub for all the "Tarnished" to reminisce the feelings they had received from the game.



ENVIRO

PICTOGRAM

BATIK PICTO GRAM

CANVAS SIGNAGE
FOR KRABI ZOO

Animal Species Identification



Pannawat Jiwakanont 2001270007



COLOR



Sea Green
#17FFC6



Midnight Blue
#03448C

CONCEPT

This pictogram is based on the "Thai Batik Art style" to be the canvas signage for Krabi Zoo. According to the real batik, the icon is created by hand drawing watercolor brush and Thai-line art, with the gradian inside to make it paint watercolor with only two shades that represent Krabi that most often people would think about the sea and nature, also all of the elements are limited by a white border like when you paint in a real batik canvas.



MENTAL



This pictogram is based on the "Thai Batik Art style" to be the canvassignage for Krabi Zoo. According to the real batik, the icon is created by hand drawing watercolor brush and Thai-line art, with the gradian inside to make it paint watercolor with only two shades that represent Krabi that most often people would think about the sea and nature, also all of the elements are limited by a white border like when you paint in a real batik canvas.



ANIMAL



SATMP



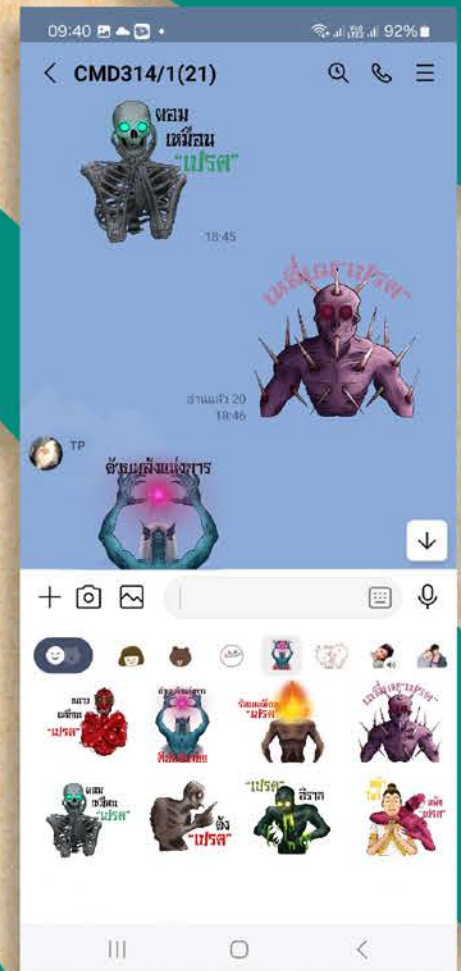
CHARACTER

CHARACTER



DESIGN

LINE STICKER



DRAWING



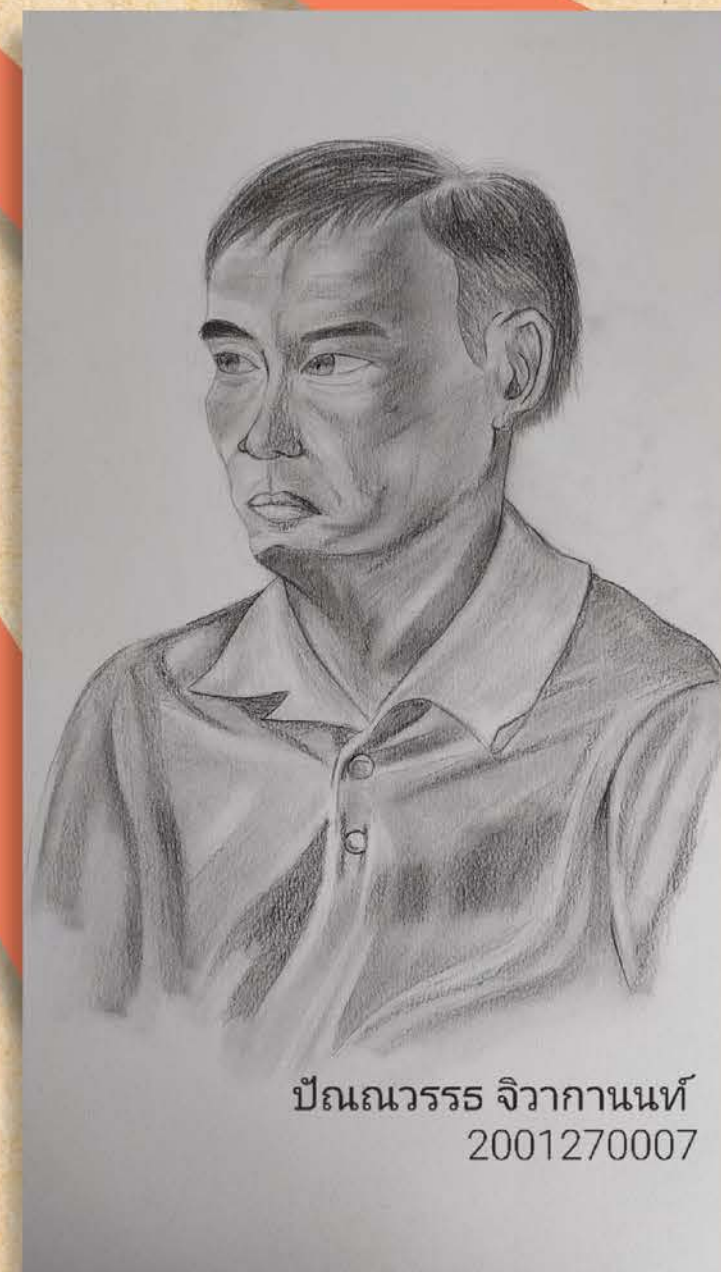
ปีณณวรรร จิวากานนท์
2001270007



ปีณณวรรร จิวากานนท์
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ปีณณวรรร จิวาดานนท์
2001270007



ปีณณวรรร จิวากานนท์
2001270007

INFOGRAPHIC

COMPARISON



CHINESE AND THAI FAMILY

Compare the difference between raising and teaching children of Thai and Chinese parents. The idea came from me being 75 percent Thai, and 25 percent Chinese. I had an experience of two sides families how they take care of their children, compared with the research information.

All of the element is 3D model, to get the greatest ambient and feeling of all activity around and to compare every single detail of both two family.

Chinese

1. Very Big Family
2. Family is always come first.
3. Respect for Elders.
4. Pay special attention to the eldest son.
5. Not paying much attention to education.
6. Does not spoil their children.
7. Let their people learn from mistakes
8. Stop supporting alimony when they are able to work.
9. Believe in collective gains
10. Love is matter between two families and social

Thai

1. Less member
2. Split up to take a vacation
3. Also respect for Elders (Which is good)
4. Pay special attention to the youngest child.
5. Prefer to send their children to higher education.
6. Mostly spoil their children.
7. Dissuade because of their bad experience
8. Will pay to support their children until they find work and have an income to support themselves.
9. believe in collective gains too, but those member should can take care of them self first.
10. Scan first his/her first

SEQUENCE



The concept comes from what you should do when you're facing the different types of snakes. Devine into a venomous snake and a non-venomous snake. how are you gonna recognize them, possible way to deal with them, and what to do if they bite you before you end up at hospital.

Setting up an attack

Physical characteristics

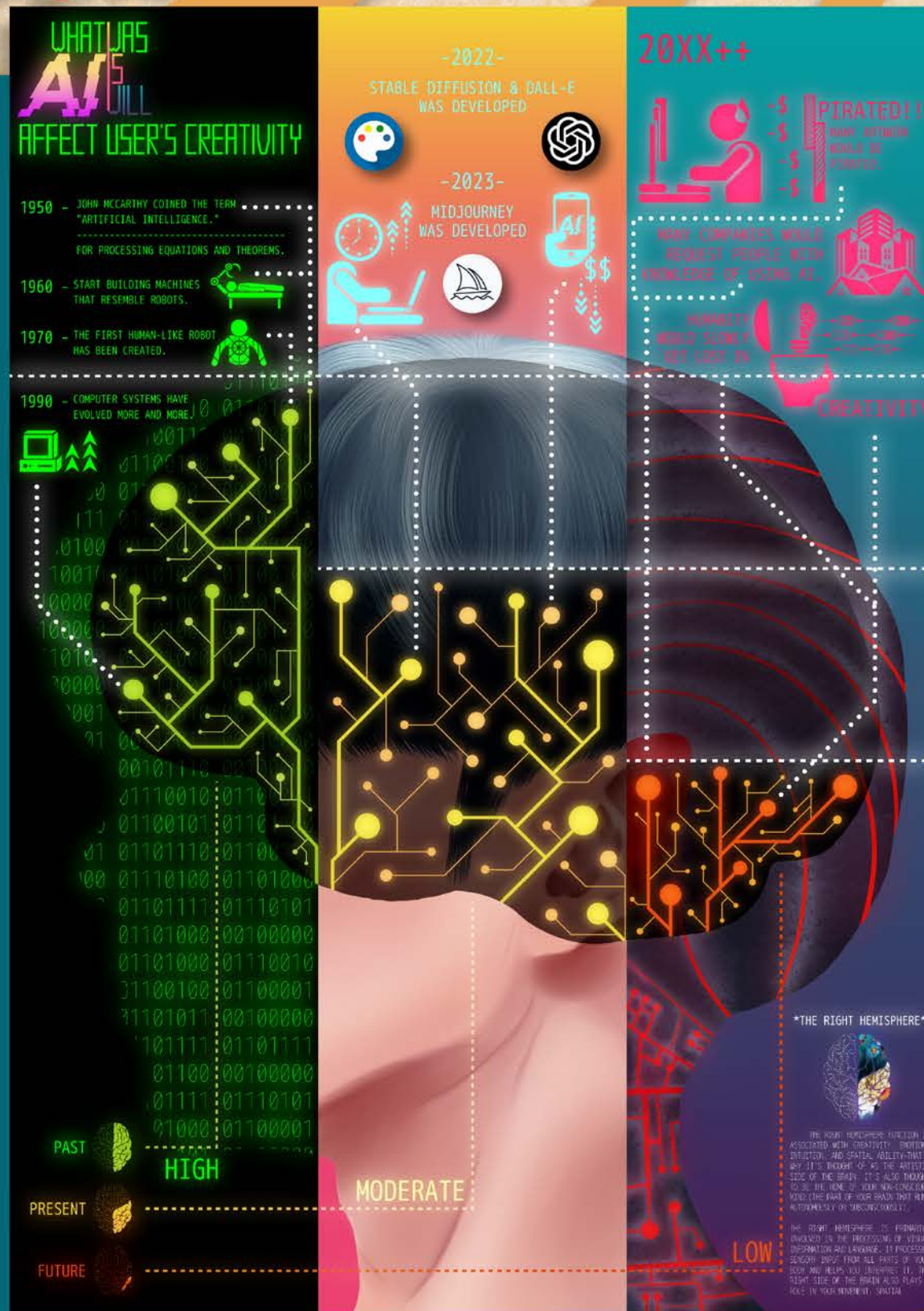
How to survive when confronted

Characteristics of tooth wounds when bitten

Treatment

TIMING

INFOGRAPHIC



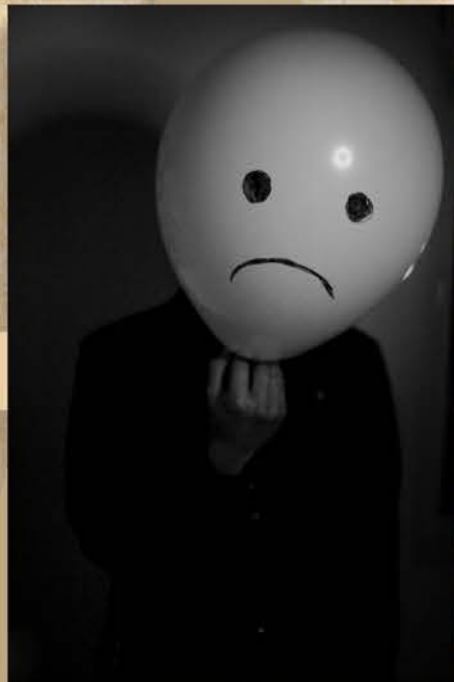
WHAT WAS IS AND WILL AI AFFECT USER CREATIVIY

The concept comes from my old bias that AI is going to make people with creativity lose their creativity and diligence.

Combined with the research of the AI's original goal when they were created, also the AI in the present day that AI come to take part in human life, many ai generating platforms are born and some of them must pay to access.

PHOTOGRAPHY

PORTRAIT



PORTRAIT

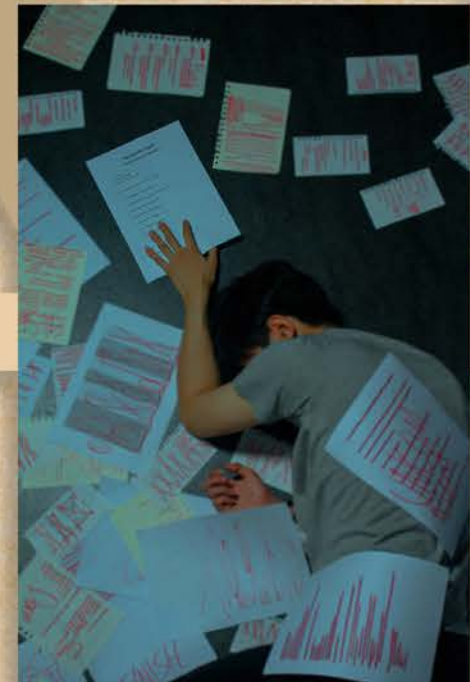


PHOTO GRAPHY

LANDSCAPE



LANDSCAPE



CLOSE

PHOTO GRAPHY

CLOSE

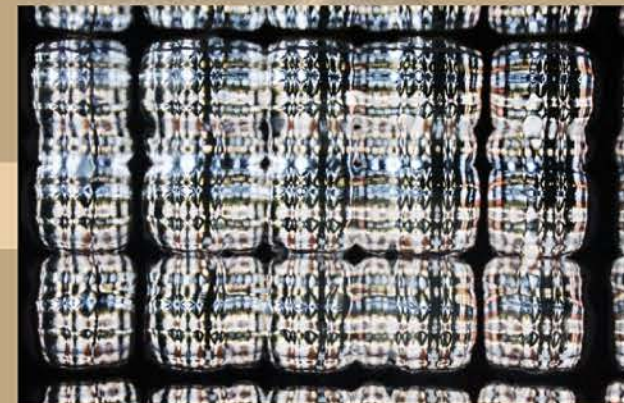


PHOTOGRAPHY

ABSTRACT

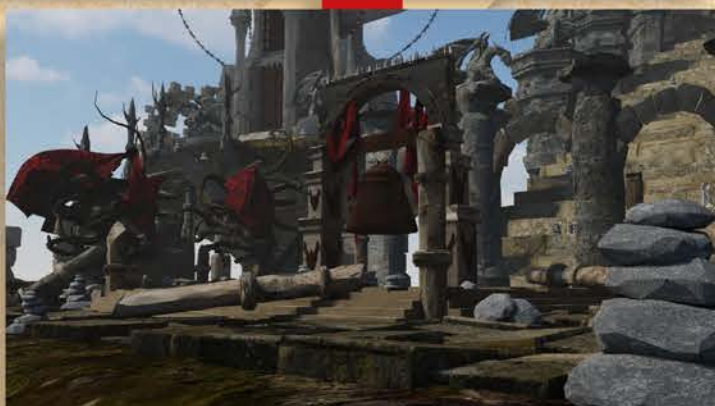


ABSTRACT



3

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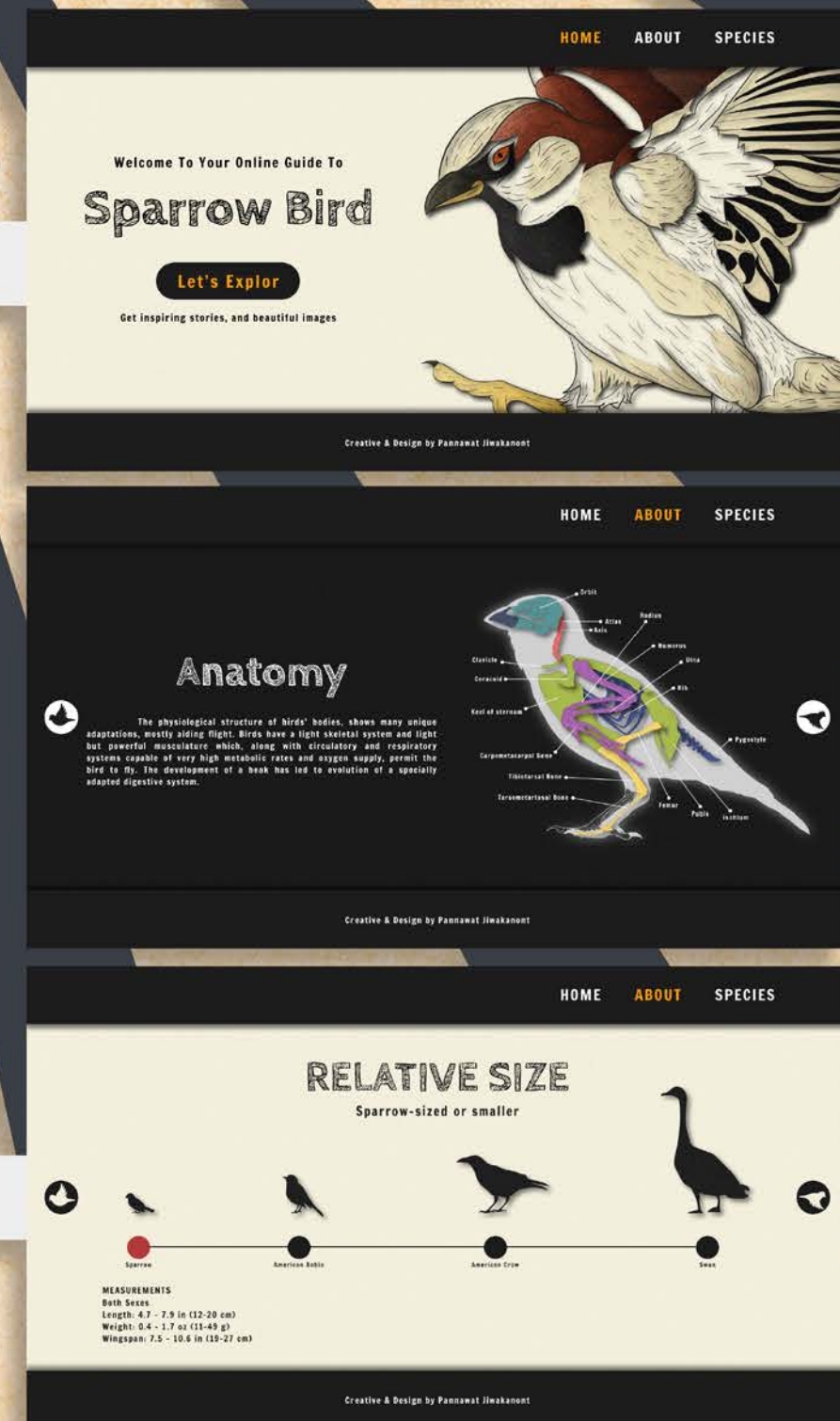
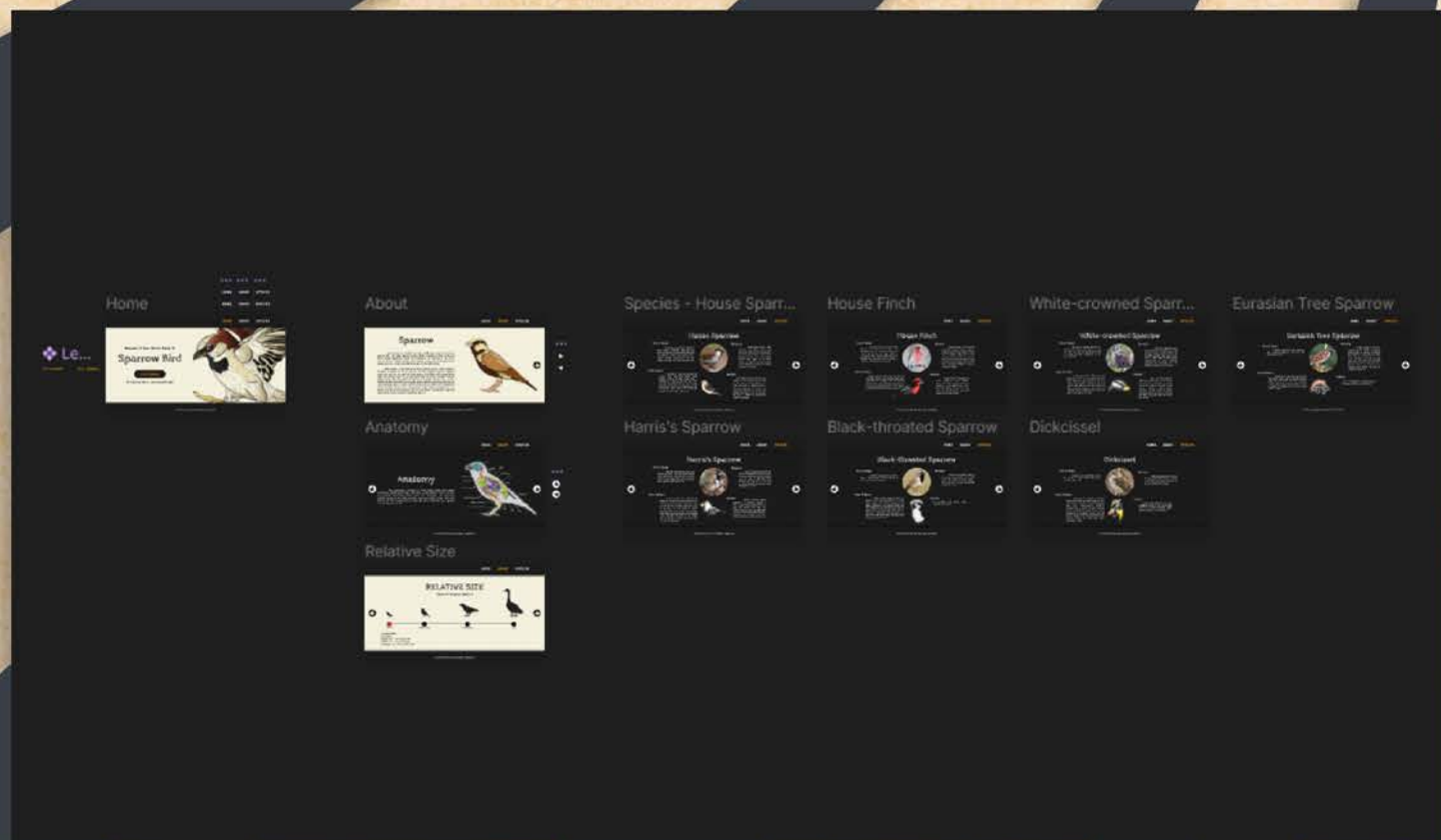
3



4



WEBSITE



2
TEAM

MOTION



Samitanan Santhi
- Concept Development
- Motion Graphic



24TH STAMFORD COMMENCEMENT CEREMONY

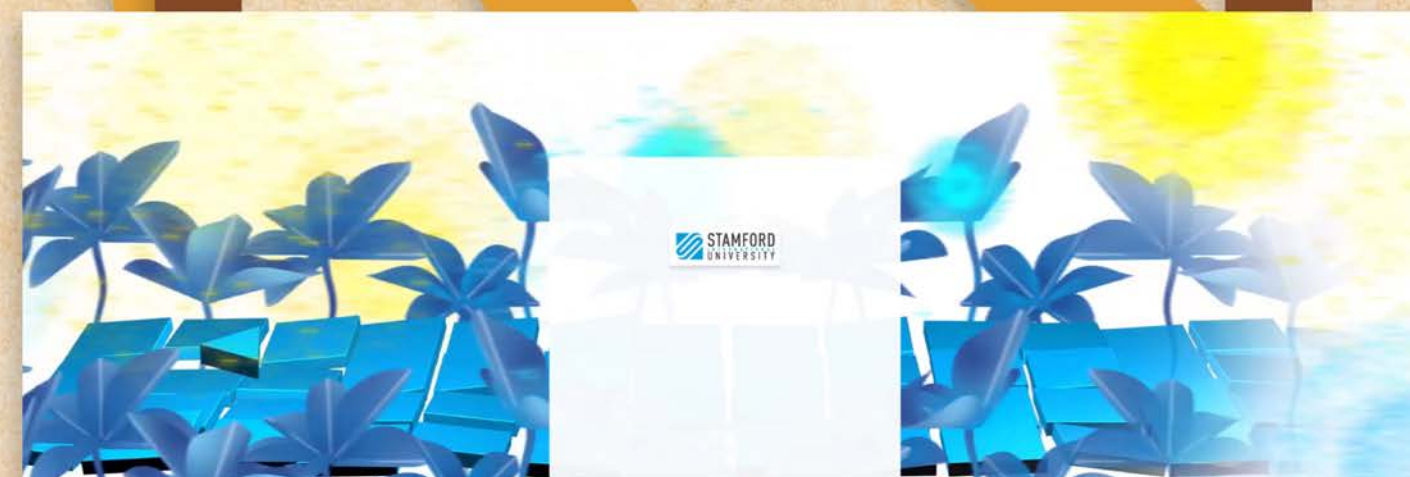
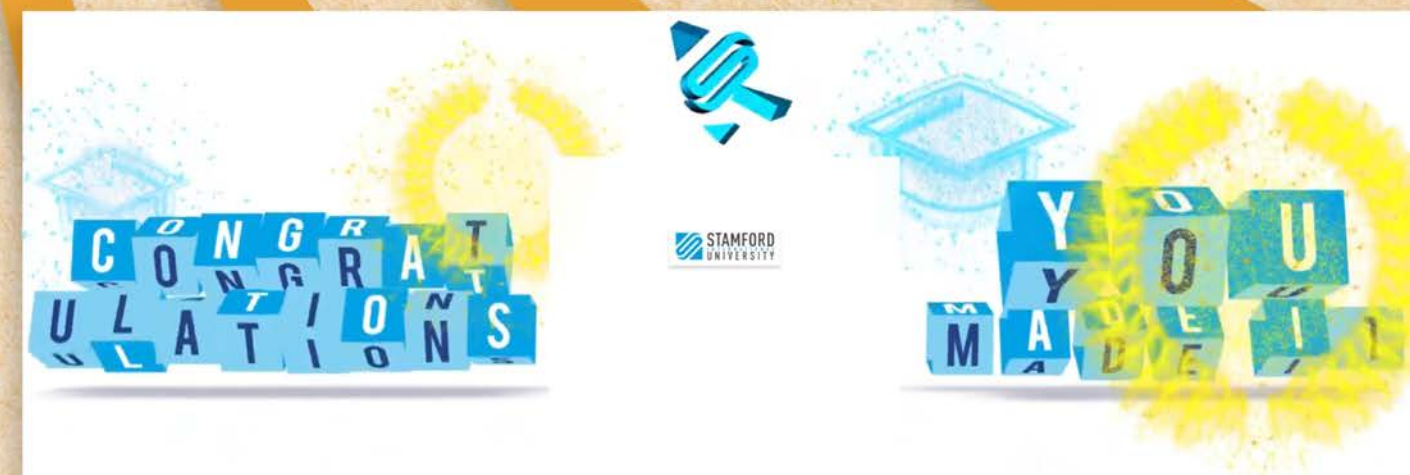


CONGRATULATIONS



MOTIVATION

2 TEAM

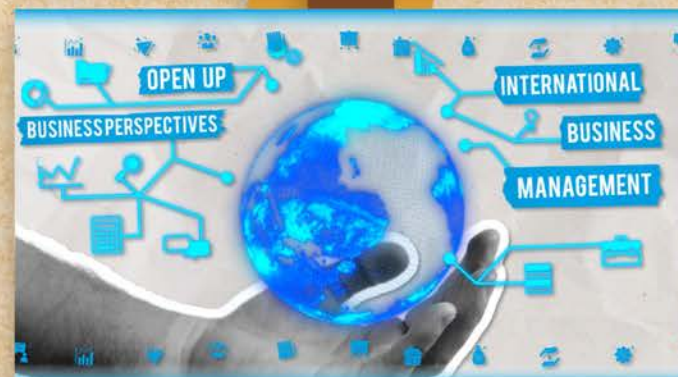
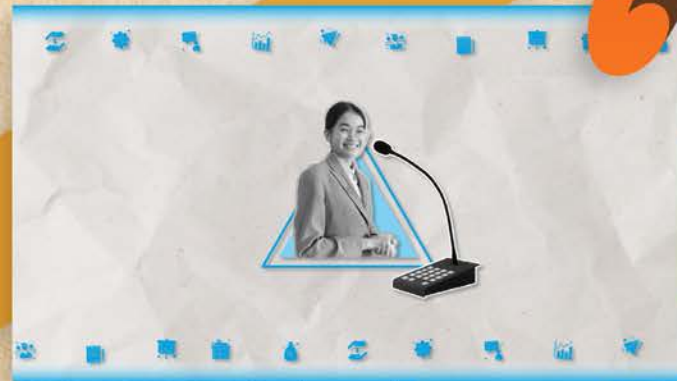


MOTION

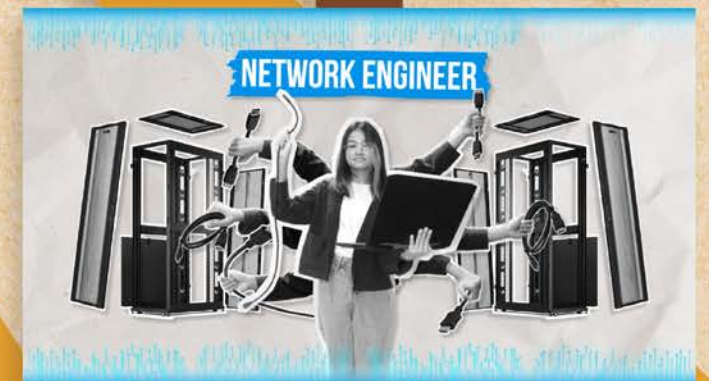
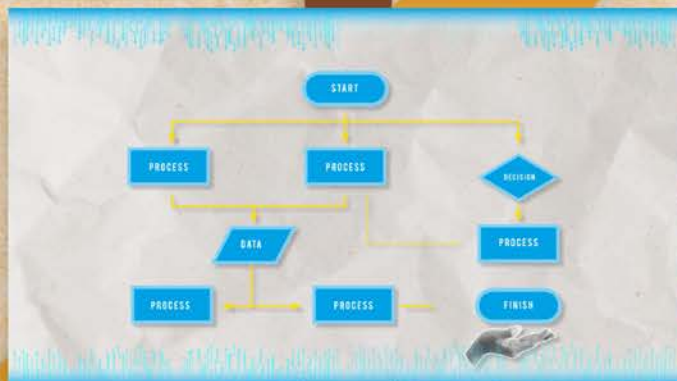
STIU TITLE
SEQUENCES



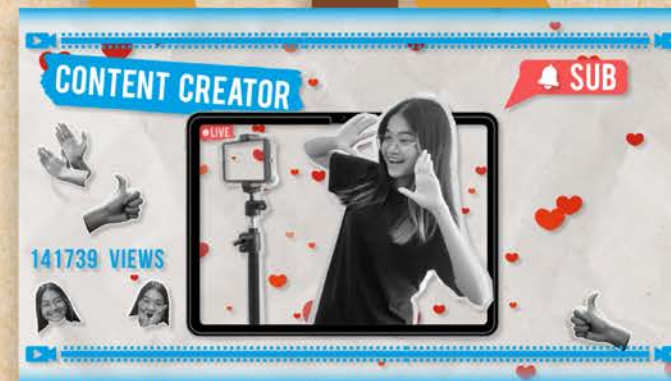
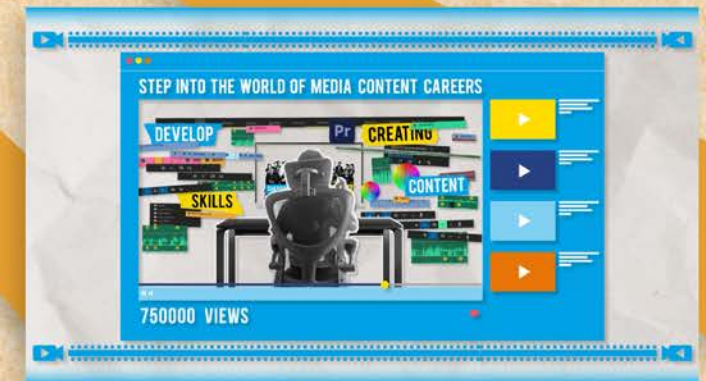
MOTION



MOTION



MOTION



MOTION



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APPLY NOW!

CREATED BY: PANNAWAT JIWAKANONT
ADVISOR: PONGSTORN LIMANON

VOICE OVER: PINTHIRA NAMBUDDA
PEERAPAT SONGROT
MODEL: PINTHIRA NAMBUDDA
PEERAPAT SONGROT

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STAMFORDINTERNATIONAL UNIVERSITY



INTERA

CTIVE



SHORT
FILM

VEDO

PODCAST

SATISFACTION



เออๆ ภูเก็ตแบบชิลๆ แต่ทุกวันนี้ก็ออกนอกรอบมาเล่นนะ เดือนละครั้งอะ
YEAH SO AM JUST CHILLING, BUT NOWADAYS I DON'T GO OUT MUCH

2
TEAM

VEDO

CREDIT



Kanyakorn Tavan



Nichapat panraksa



Kerk Kramolpramote



Rommanat Lamlurd



Pattamarisa Padphai



Photbanchon Watcharaphongphiphat