

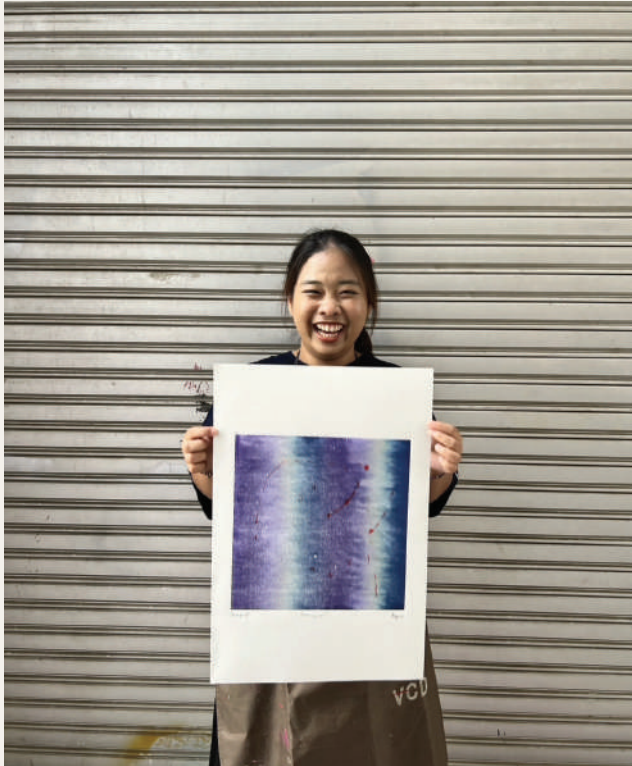
PORTFOLIO

Patcharapa Boonchin

Visual Communication Design,
Communication Arts,
Assumption University



Patcharapa Boonchin



I am graduated of graphic design student at Assumption University in Albert Laurence School of Communication Arts, Visual communication design department.



Buay

PERSONAL INFO

Age: 22
Date of birth: 3 May 2003
Gender: Female
Nationality: Thai
Religion: Buddhism

CONTACT INFO

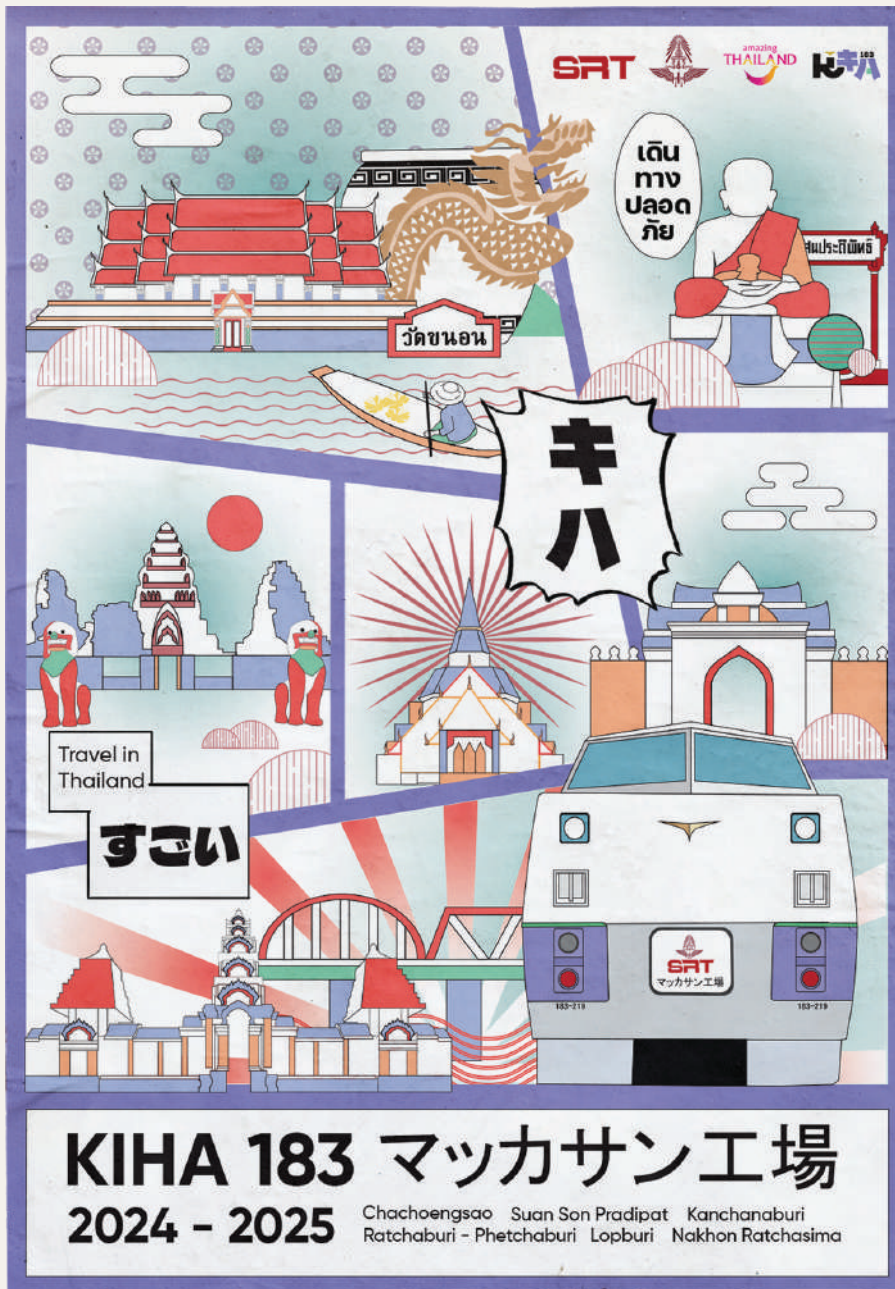
Phone: 095-5799613
Email: Patcharapa.boonchin@gmail.com
Line ID: 0964148402
Instagram: b_buayboonchin
Address: Bang Kapi, Bangkok, Thailand

SKILL

- Logo and Branding
- Vector illustration
- Packaging design
- Infographic
- Corporate Identity
- Motion graphic
- Video Editor

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effect
- Adobe Indesign



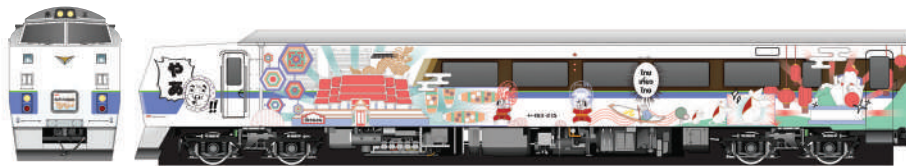
Scan here for more details

Thesis Project : 1 / 1

Graphic Design System for Kiha 183

In an era where travel is defined by unique experiences, a strong visual identity for transport systems is essential. The KiHa 183 train, imported from Japan and promoted by the State Railway of Thailand as a key tourism product, currently lacks a graphic design system that reflects Thai identity. This thesis aims to develop a clear and cohesive graphic design system for the KiHa 183, enhancing its distinctiveness and cultural relevance for both Thai and international travelers. The result will strengthen the train's image and contribute to improving the overall perception of the State Railway of Thailand in the tourism sector.

Train Design



Ratchaburi

chachoengsao



Prachuap khiri khan

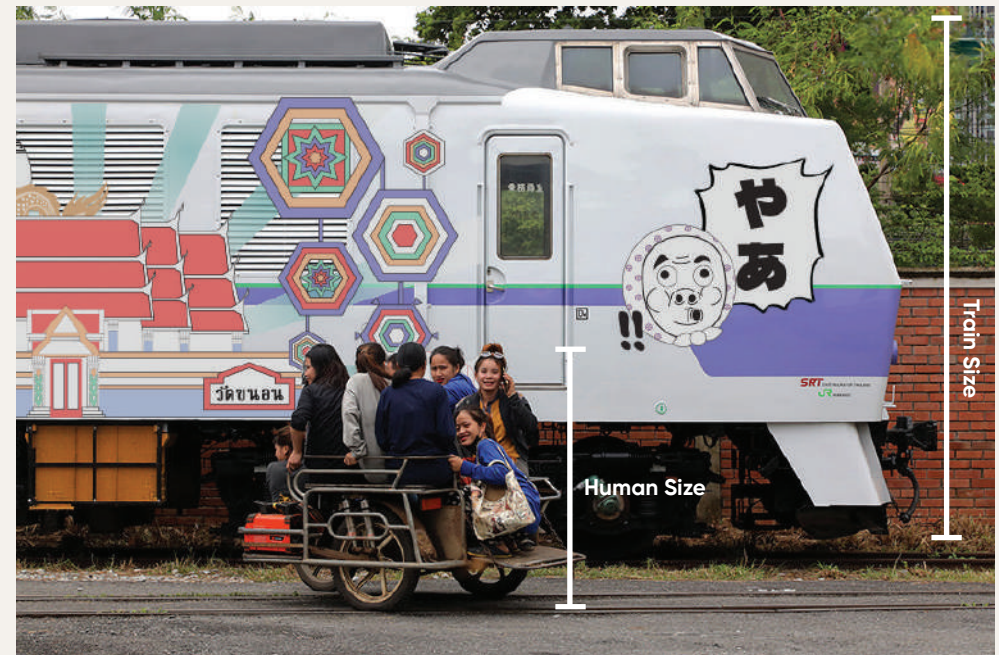


Nakhon Ratchasima



Kanchanaburi

Lopburi

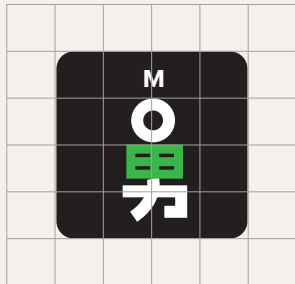


SIGNAGE SYSTEM DESIGN

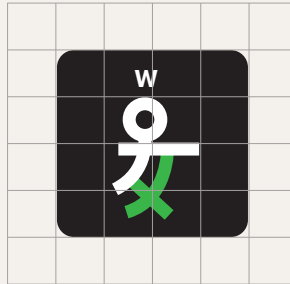
Seat Number



Pictogram



男 Men



女性 Women



ベビ Baby



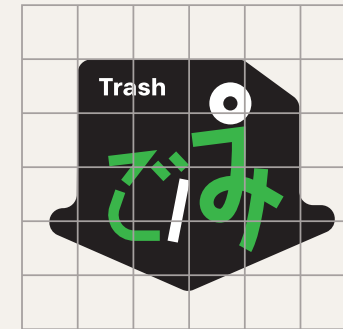
試着室
Test, Try



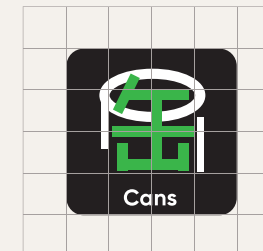
手洗い室
Hand



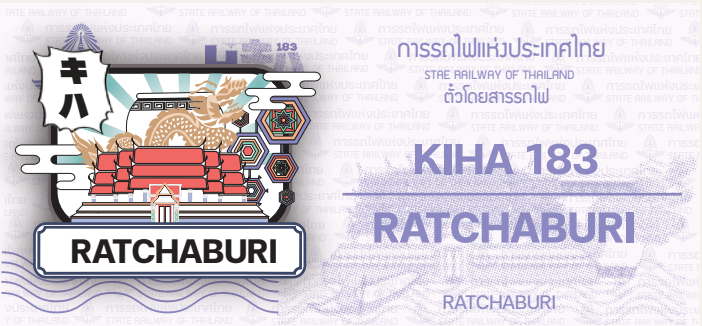
スタッフルーム
Staff



ゴミ Trash



Application of KIHA 183



โปรแกรม ขบวนพิเศษ KIHA 183 KANCHANABURI

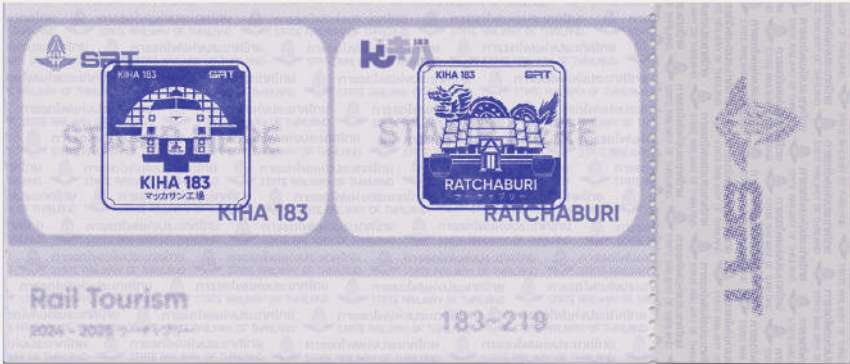
วันที่ 22 และ 23 กุมภาพันธ์ 2568

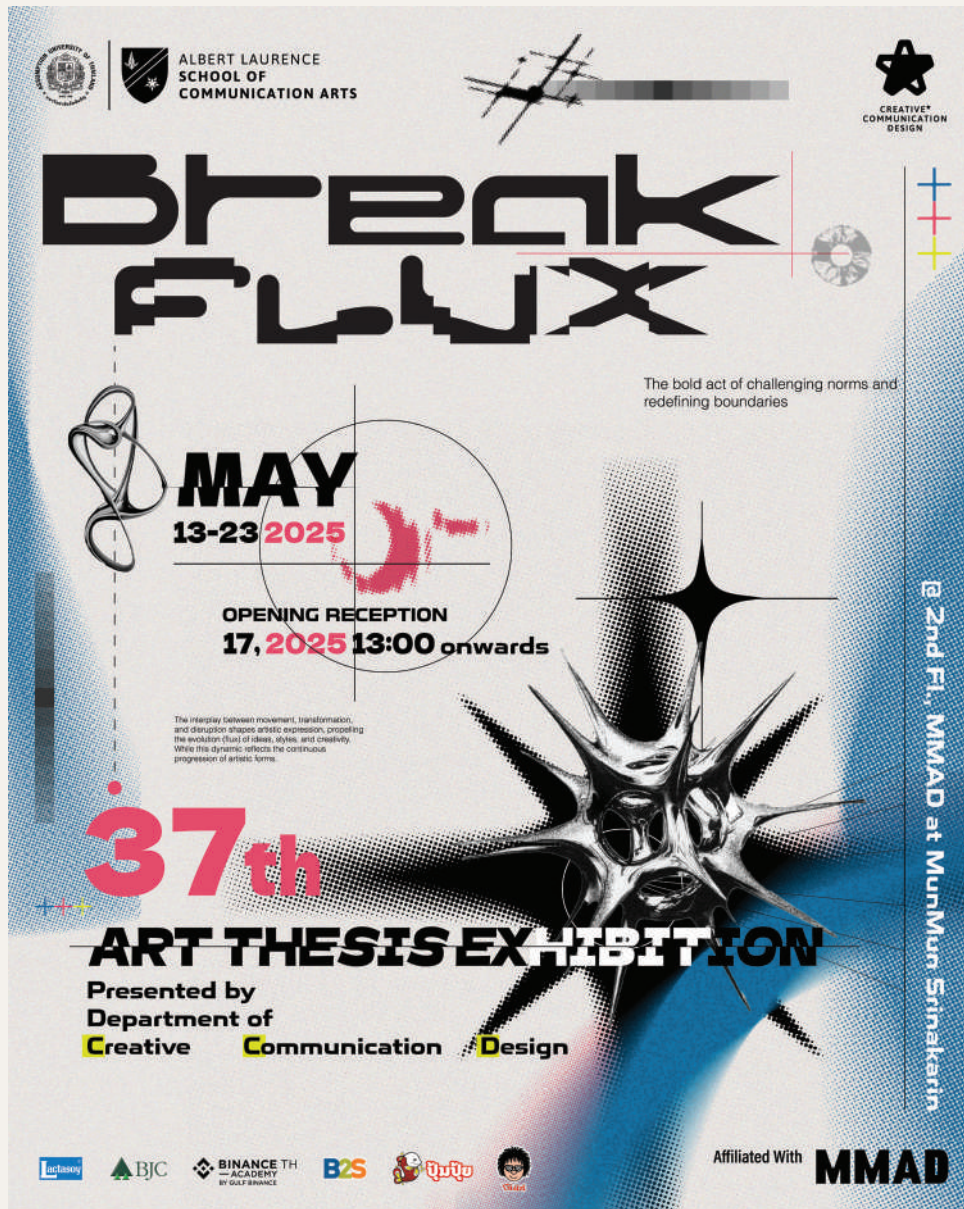
- อบรม ขบวนนำทาง และ ฝึกอบรมผู้โดยสารจากภาคต่างๆ
- ชม กำแพงเซรามิก ที่สถานีรถไฟบ้านโป่ง และสถานีรถไฟบ้านโป่ง
- อบรม ขบวนนำทาง และ ฝึกอบรมผู้โดยสารจากภาคต่างๆ
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- ชม กำแพงเซรามิก ที่สถานีรถไฟบ้านโป่ง และสถานีรถไฟบ้านโป่ง

#ปรีดาลัย
#สุขสันต์ที่หัวขบวน

จำหน่ายตั๋วพิเศษ KIHA 183 KANCHANABURI
หรือ ขบวน D-Ticket สอบถามข้อมูลเพิ่มเติม

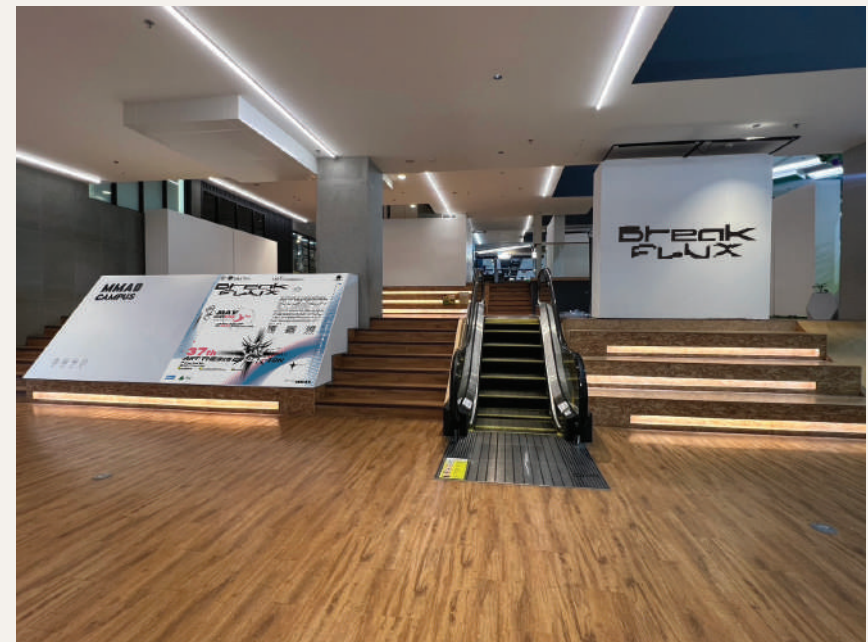
ศูนย์บริการลูกค้า
1690
Call Center





BreakFlux Art Exhibition

I had the privilege of being part of the creative team responsible for designing the promotional poster for the BreakFlux Art Exhibition. This project allowed me to contribute to the overall visual concept, including layout design, typography, and color direction, with the goal of capturing the exhibition's core theme of challenging aesthetic norms and breaking away from conventional artistic flows.





Graphic system: 1 / 4

Tis Season

The theme of Tis season is imperfection so when we talk about the imperfection I think of people who are not complete in many thing such as, lack of income, unsuccessful in work. These things are below the standard nowadays. If someone want to meet the norm of society they have to developpe themselves.

Key Visual

I use the vase because the vase is an accessory that makes the decoration look good and beautiful. And the flower represents as people it like the flower use the vase decoration to make it more beautiful so it is like people try to make their outside or profile look good all the time because they want to hide some imperfection.

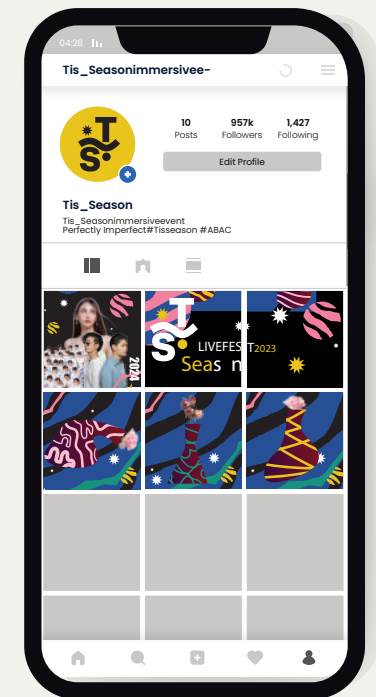
People



Application of Tis Season



Application of Tis Season





Graphic system: 2 / 4

Rever Wedding

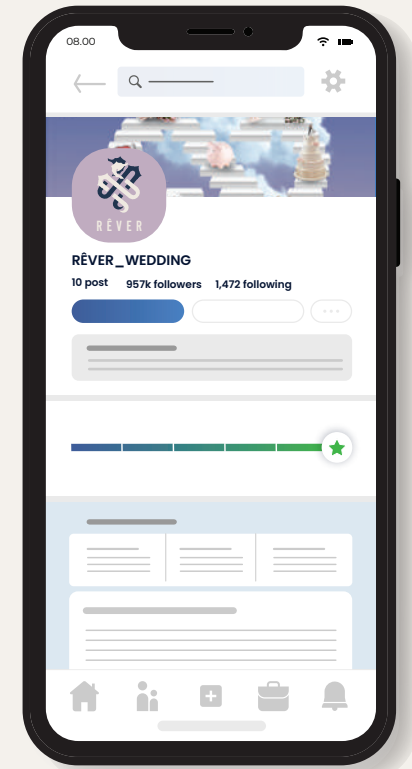
The concept is "Long Live Love" The beginning of the couple's relationship until the day it came true. (Dream come true) is to get married. Relationships that help each other in every situation that they also happy and sad for each situation together. It was a relationship that made them love more and forever.



Application of REVER



Application of REVER





Ministry of Graphic Design

Graphic system: 3 / 4



Ministry of Graphic Design

ministry of Graphic Design (MOGD) is the ministry in the future which will see the importance of national communication design because graphic design work is not only about skill and beauty but it showing the national identity including clarity vision and national strategies in the work of the government for the nation and the people. And design creatively, Modern or contemporary logos design/emblems by searching for various national identities.

Application of MOGD





OHKAJHU

Re-branding of Ohkajhu to understand corporate identity systems and concepts By researching the brand's information to know the target audience and come up with new ideas in my style to design.

Application of OHKAJHU





"FOOD CENTER OF THAILAND"

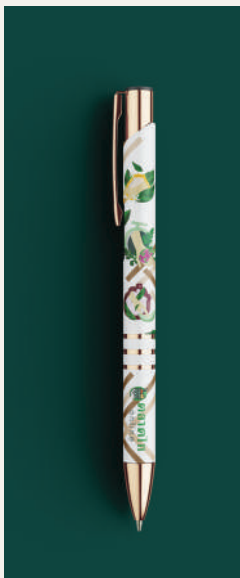


Premium Fresh Produce
Shopping Platform



TalaadThai

Design packages for TaladdThai Online to make the brand memorable in the new ways. This work of me was Award winning rank 1.



Example of my work



Package design: 2 / 3



Art Toy Box (Albert)

The concept idea of my work is DNA because I think Every person is unique, and this can be seen in their DNA, which reveals their identity and unique characteristics. Even if each person's DNA is unique, the diversity of each person can be brought together to create something unique. like, I created overall it like a DNA system that creates cells. So I want to represent It's like creating the DNA system for communication art faculty that only exists here, only special in comart abac.



One of the top 5 Winners of the "Albert design competition" and my work was shown at the exhibition of "Almunz Art and Toy" at Season Square Srinakarin.



Example of my work



Wonder Fruit (Orange Juice)

"New design" or "label design" for local Thai products herbal drinks or fruit juices. The brand I chose to re-brand is Wonderfruit brand juice. The design tries to convey the process of making 100% real orange juice. On the label, complete information is included to make it easy for customers to understand.

Example of my work





Logo design: 1 / 2

Khao Kheow Open Zoo

RE-Design a logo for Khao Kheow open Zoo. By trying to show the unique identity of the zoo and convey Thainess.



Doi Inthanon Retro

RE-Design a logo for Doi Inthanon National Park. Make the style look retro.



Beyoncé Poster

Design a poster by using the ABA system, and the topic of this design talks about the artist's background and her reputation. In this poster, I tried to convey my feelings and my style came out to be seen through this poster design.



CA Open House

Design a poster for the Faculty of Communication Arts (CA) at Assumption University. There are now 3 departments: CCC (Creative Commercial Communication), CCD (Creative Communication Design), IME (Imagineer Media Entrepreneurship)



April Greiman and Wolfgang Weingart Style

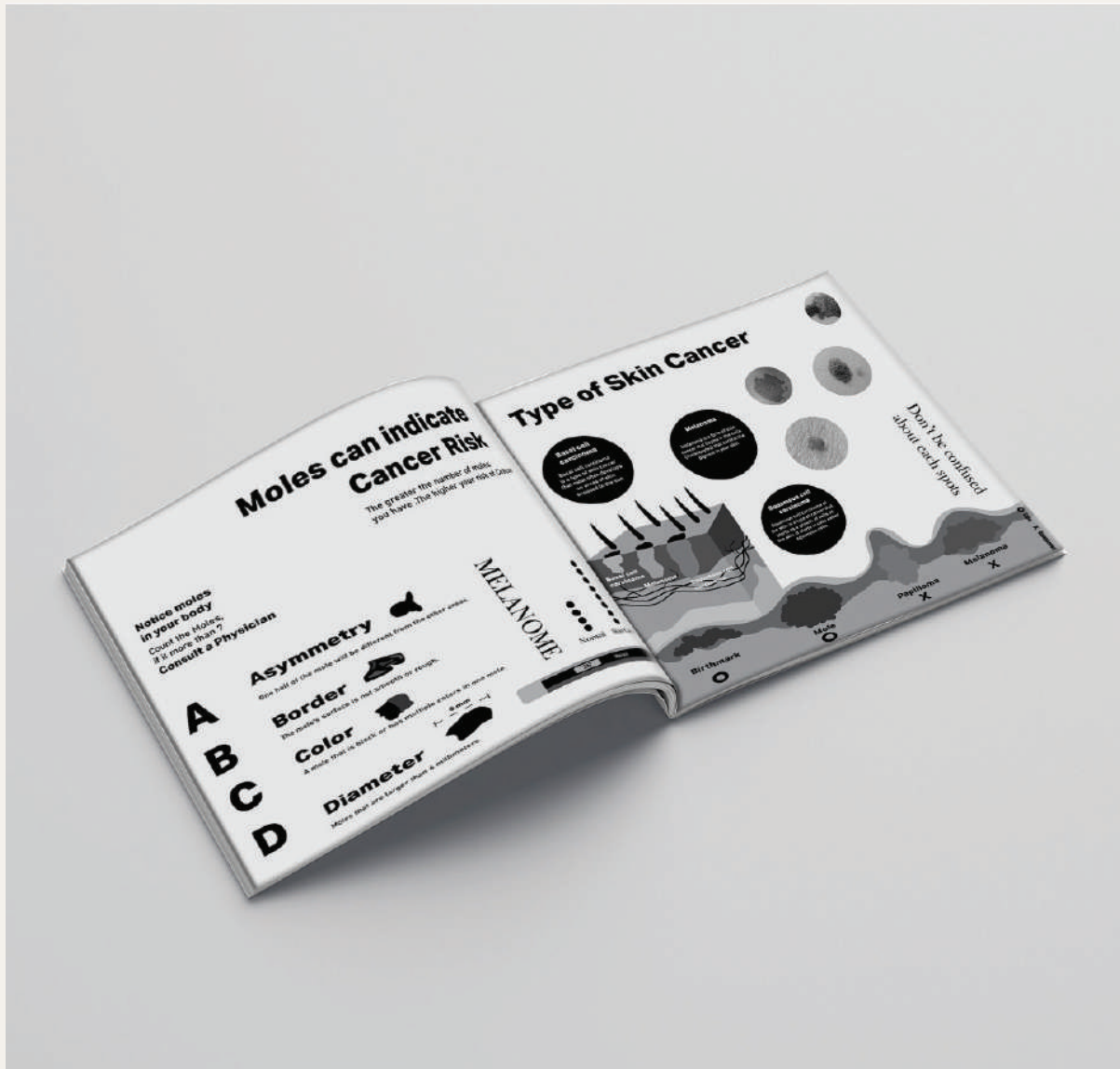
A poster design that combines the styles of two famous designs are April Greiman and Wolfgang Weingart. The composition of the poster is interesting and in their style.

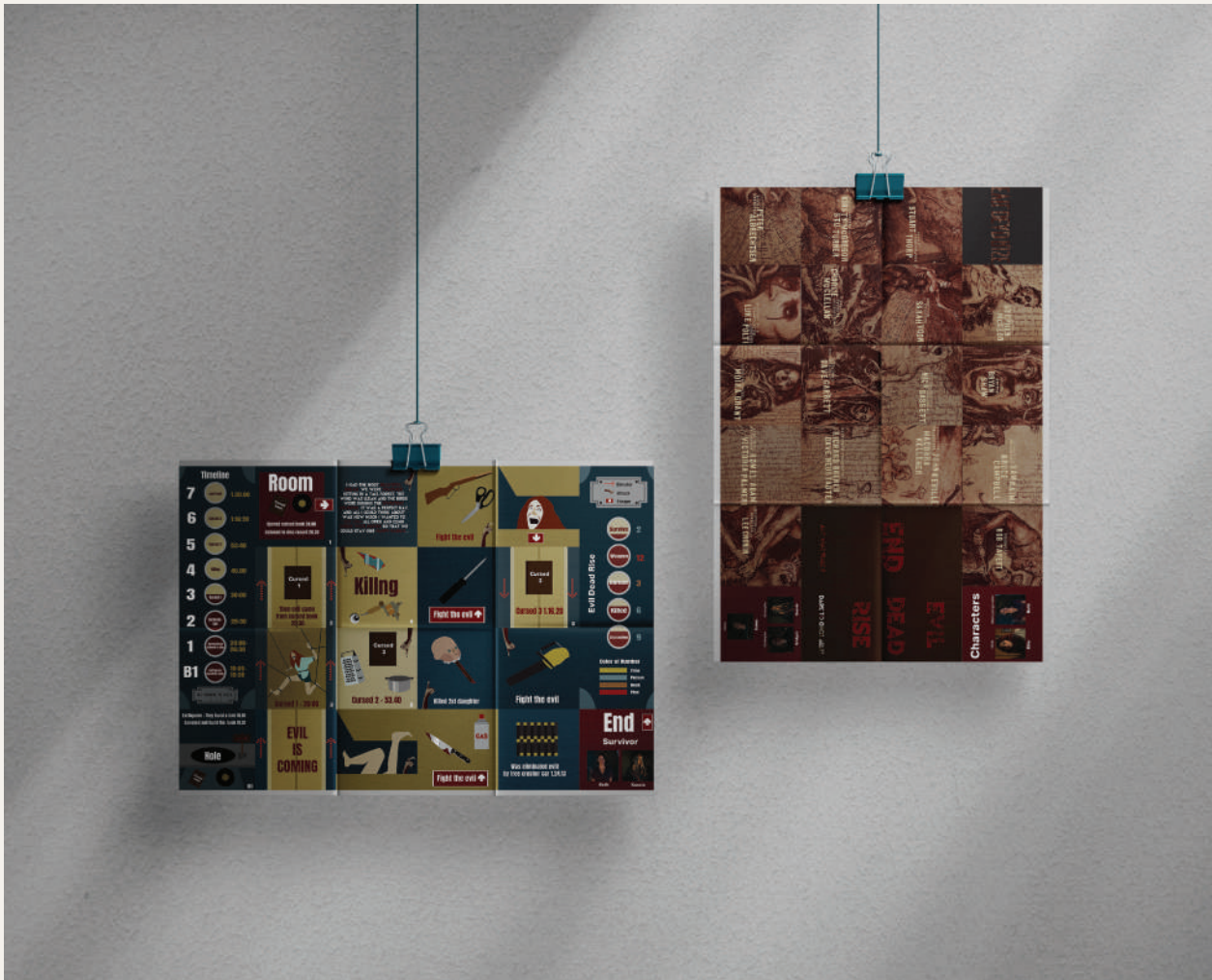


Play Ground Book

Design infographics about topics that I am interested in.
Then, I chose the topic of moles in human's body for this project.
After that, the project was done with all classmates by bringing each topic together that everyone was interested in and creating a book with the theme of playground.

Example of my work





Movie in the Space

Design an infographic based on a horror movie. The movie that I chose was "Evil dead rise" showing information about what was happening in each scene.



32

Magazine



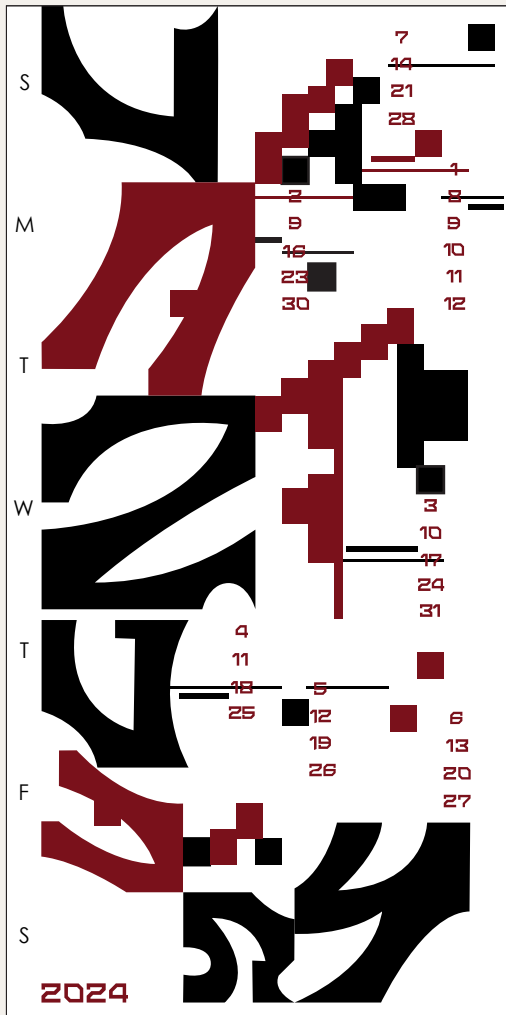
Scan here for more details

The magazine is designed with the concept of an overlay. The use of transparent paper on some pages make the magazine interesting. The content is Designer as Author.



Example of my work

2024 Calendar



Silkscreen: 1 / 1

Design a calendar of 2024 by using the geometric form for creating the letters of January. And for print out of work used the Silkscreen technique

Crocodile Rowing a Boat



I expressed my feeling to be fun by designing and drawing a cute crocodile that rowing a boat in the pond.
Making this work by using linocut technique on a rubber sheet.



Linocut: 1 | 1



Photo: 1 / 2



Photography



Photo: 2 / 2

Online Advertising

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ทอดล้นถ้วย
แค่ 2 ขั้นตอน

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Internship: 1/1



Thank you

Patcharapa Boonchin