Individual Paper Form for Exhibition of Creative Work (Arts)

"A character design of Nakhonsawan province by using mascot creative process to join Digital Economy Promotion Agency (DIPA)'s competition"

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Abstract

The conceptual idea of this creative artwork was to design the character of Nakhonsawan province for the national creative competition, under the processing and marketing skills improvement concept and the digital content networking program, organized by the Digital Economy Promotion Agency (DIPA) in the title "Character Design for the Province in Thailand". The development process was conducted by gathering data from local people, cultural experts, tourism organization and professional from creative industry. After data was gathered then next process was analyzing the unique identity of Nakhonsawan and interpreting to the mascot design.

The character design for Nakonsawan province was named Boragon, which was a half-man and half-dragon inspired by Chinese New Year festival that has the dragon raising festival. This festival was considered to be the most popular in Thailand. Thus, this legendary animal was chosen as an inspiration for these creative works which are character design, product design. In the first round competition, more than 300 participants attended and only 20 winners were selected to visit the character design industries in Japan. In the second round,

the twenty contestants must present their created character in the form of product prototype. Only 5 winners were selected to present their works and join the creative works industry in Republic of Korea for 1 month. Finally Boragon was successfully developed and archived the winner award from the Digital Economy Promotion Agency (DIPA), Thailand. The character was delivered to Tourism Authority of Thailand in Nakhonsawan to be useful in future and the process of making this creative artwork was summarized into mascot design process for teaching in Department of Animation & Digital media, Bansomdejchaopraya Rajabhat University.

Problem Statement/ Statement Significance

Thailand is well known as the tourism hub of south-east Asia. Many provinces have their own unique charming that worth to visit. However, some provinces such as Naknonsawan are not quite famous to tourism as it should. Some people considered Naknonsawan is a gateway to the north of Thailand but actually Naknowsawan has many interesting places both cultural and natural. So, it might be a challenge task to introduce this province to be well known to tourists. For Japan, they made cartoon characters or mascots to help promoting the provinces that are not well known. So, many provinces in Japan become popular nowadays because people can recognize those mascots. The benefits of using mascot as the presenter instead of famous person are 1) No need to worry about the behavior and personal image because mascot's behavior is controllable and it is not under the condition of aging. 2) Cost saving; once the mascot was design and developed, It can be used frequently when need without hiring cost. 3) Easy to remember for not only local people but also foreigner because mascot is a kind of art that is common language with no border to nationality.

Even mascot is a good choice to be a presenter for tourism, products or any services but making a good mascot is not just about art and design but also composed of various branches of knowledge such as sociology and psychology. Mascot should impress the first glance of audiences by their aesthetic, uniqueness, lively look and the element that composed to be the character should have a meaning and emphasize the identity of character's subject.

Objective / Aim

1. To participate the competition of Thailand province character design which hosted by Digital Economy Promotion Agency (Thailand).

2. To develop mascot character design in mascot type.

Scope

      1. To study and develop mascot character for Nakhonsawan province, Thailand.

      2. To study and develop product prototype for Nakhonsawan, Thailand.

Methodology

      The mascot design process based on the Graham Wallas theory of creativity which categorized in to 4 steps.

      1. Preparation process.

      This process consists of collecting overall information and data. Primary data was collected from on location exploring, local people, cultural expert and Tourism Authority of Thailand's officer interviewing. The secondary data was collected from documentaries, books, videos and articles.

      2. Incubation process.

      After preparation process, the information was separated into 3 categories; a) Traditions and culture b) Natural Attractions and c) Products and goods in Nakhonsawan province. This information was selected to build mind mapping to generate all idea about the element that can be composed to the character. The last step of incubation process was conducted by feasibility study which have following condition; a) the suitable of graphic design b) the possibilities for mascot development and c) the identity of Nakhonsawan Province which were scored by experts. Once the information was summarized and reviewed, it was transferred to sketches on paper to develop the character sheet.

      3. Illumination Process.

      The selected character sketch was brought to make a prototype by using computer graphic programs and was reviewed by advisors who work in creative fields, Mr. Wanchalerm Chutrakul the director from Katana Animation Studios and Mr. Sumith Simargool the director from Liffolab co.,ltd. To make the character lively, the feature of character design will concern about its physical, mind and social characteristic. The principles of design such as balance, proportion, rhythm and emphasis were used for the character's aesthetic. The design were included the character sheet, character pose, color script, product and package inspiration. The visual character creation process can be separated into these following steps:

      3.1.1 Preparing: Imported the sketched character sheets to digital files by scanning and clean up them by adjusted the white balance in Adobe Photoshop.

      3.1.2 Lining: Used brush and pen tool to do lining process which was done in Adobe Photoshop.

3.1.3 Coloring: Fill each part of character using well plan color set which refer to color theory. The value of light and dark of color was considered in this part too.

4. Verification.

The final artwork was presented in the final round of competition and was selected to be one of top five winners by the professional committee team who leads Thailand creative industries as follows: 1) Mr. Nitipat Somsaman, The president of Thai Animation and Computer Graphics Association (TACGA). 2) Mr. Nop Thamvanich, Managing director of Tomogram studio Co., ltd. 3) Mrs. Achara Kitkanjanas, Managing director of Big brain pictures Co.,ltd. 4) Mr. Tanat Juwiwat Managing director of YGGDRAZIL group Co.,ltd. and 5) Miss Kamonon Kiniman, Assistant Marketing Executive of Dream express dex Co.,ltd.

Figure 1 Competition's atmosphere, Judging process from Thailand creative industry's professionals and

awarding by Mr. Monchai Srijaroensak, Board director of Digital Economy Promotion Agency (DIPA).

Conclusion and Significance

Result of this creative artwork "Boragon, the character design of Nakhonsawan province" was success and response to the objectives:

1. Award & Exhibitions: The character was selected to be top five winners from competition that hosted by Digital Economy Promotion Agency (DIPA) and the exhibition was held in Thailand Comic con 2017 at Siam Paragon's hall. The article of this creative artwork was also published in 19 June 2017 for the forum of international business in Nikkei Japan newspaper and was shown to the South Korea's creative industry, Studio gales, in January of 2018.

Figure 2 Award and the exhibition of Character design in Thailand Comic con 2017.

Figure 3 Presenting to South Korean Creative industry and Published to Japan's newsletter.

2. Process of designing mascot: After competition and character design development was finish, the significance of this creative process can be extracted into mascot creative process which was contained and taught in the character design course, one subject in curriculum of Animation & Digital media Department at Bansomdejchaopraya Rajabhat University. The mascot design process was summarized to these following steps:

2.1 Research and analysis.

Research and collect data from primary and secondary sources. Use questionnaires, mind mapping technique and feasibility study to extract the necessary information. Find the uniqueness or prioritize the information that suites to the character.

2.2 Concept of character.

There are 3 importance concepts to making character lively which are mind, social and physical attributes. Mind attribute will state the personality and how the mascot thinks when seeing the world. Social attributes mean what's character do to live their life such as what's job and social status. Physical attributes mean how the physical body of character look, this attribute is involved with aesthetic and style.

2.3 Technical process.

Once the character's information and concept is already prepared, sketch multiple samples by using the principle of design and use following concerns;

2.3.1 Proportion: Every object of mascot character should be concerned about proportion and scale. Mascot's head should big enough for human wearing and the size can be 1:3 or 1:2 to body that make mascot has a children look. Arms and legs of character should be fit or bigger than human size in order that mascot suit can be wearing

2.3.2 Focal point: Every character design should have a main focal point which can be handled by using Rule of Third, Golden Ratio and contrast of Color or Value.

2.3.3 Variety: Character's elements should have different size; big, normal and small. Color should have different value; light medium and dark. Use psychology of color and line to make character have more dynamic and interesting.

After the prototype is developed, the refine process is needed after reviewed by involved users and professionals.
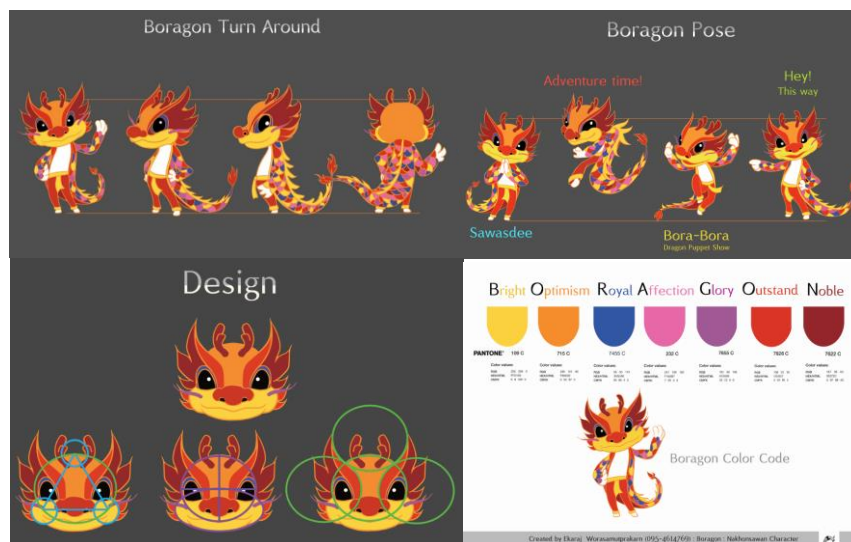

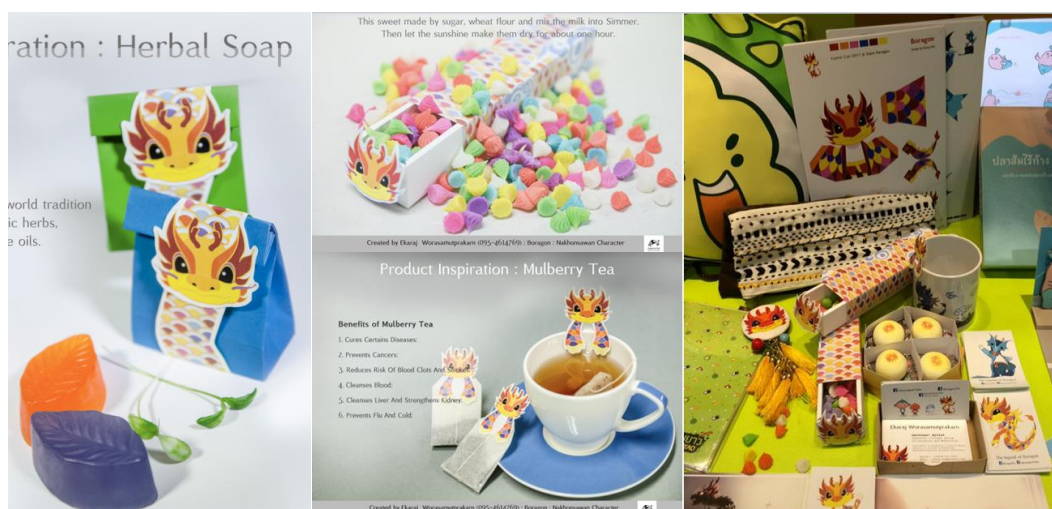Figure 4 the final design of Boragon and color code.

Figure 4 Products and package's prototype of Boragon.

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