

# Art Exchange: “Imagine” 2020

## Artistic Dialects: Thinking into Doing

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Technique

Infographic, Identity design and Motion graphic for “Innovative Multiplatform Media for Digital Citizenship Promotion among Thai Digital Natives” The Research Project by Dr. Chawaporn Dhamanitayakul funded by Thai Media Funds

### Extended Abstract Form (For creative works)

1. Title

Infographic, Identity design and Motion graphic for “Innovative Multiplatform Media for Digital Citizenship Promotion among Thai Digital Natives” The Research Project by Dr. Chawaporn Dhamanitayakul funded by Thai Media Funds

การออกแบบ กราฟิกข้อมูล ชัดลักษณะโครงการ และกราฟิกเคลื่อนไหว สำหรับโครงการ “นวัตกรรมสื่อเพื่อสร้างความเป็นพลเมืองดิจิทัลผ่านแพลตฟอร์ม” งานวิจัยโดย ดร. ชวพร ธรรมนิตยกุล ได้รับทุนสนับสนุนจากกองทุนพัฒนาสื่อปลอดภัยและสร้างสรรค์

2. Name:

Assist. Prof. Sirada Vaiyavatjamai

### 3. Introduction

Thai digital natives are the main focus of Digital Citizenship promotion as they are the important human capital of Thailand's digital economic and social mobilization. The Innovative Media for Digital Citizenship Promotion among Thai digital natives is designed to create awareness and expand knowledges relating to digital citizenship in Thai context, to make the promotion effective, the set of graphic identity is designed to represent an Innovative media on a responsive web with infotainment content in the forms of 1) infographic explaining the concept and elements of digital citizenship, 2) motion graphic with hip hop rap and short form videos in hybrid-talk program style, discussing problem & solution relating to digital native's digital world.

The graphic Identity, Infographic and motion graphic were interpreted to express the digital citizenship concept comprehension for communicating a better understand the concept to the contents.

### 4. Concept

Digital active with fun lifestyle

### 5. Process or Methods

#### 1. Research

- i. Gathering Data
- ii. Finding the narrative
- iii. Identifying problems
- iv. Creating a hierarchy
- v. Determining a visual approach

#### 2. Designing Effective Infographic

- i. Focus on a single topic
- ii. Try to simplify
- iii. Choose attractive colors
- iv. Use short texts

3. Logo Design and graphic Identity: design a graphic Identity for the multiplatform consists of logo 'Digizen Native', graphic pattern and lettering design for motion graphic.
4. Develop the project
5. Finalizing the project

## 6. Reference

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