โครงการ CO-OP SHOWCASE : ก้าวแรกสู่อาชีพ ประจำปี 2567

I-BIT CWIE DAY 2024

ผลงานสหกิจศึกษาดีเด่น
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CODE

Graphic design for JAMNIME MATSURI 2024 Anime Movie Festival

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What is *JAMNIME MATSURI 2024 Anime Movie Festival*

JAMNIME MATSURI 2024 is a highly anticipated anime movie festival celebrating the best of Japanese animation.Featuring 11 iconic films, ranging from classic hits like Tokyo Godfathers to modern fan favorites like iRis the Movie: Full Energy!!, this festival aims to bridge the gap between anime culture and the local community. With its diverse lineup of films, the event will not only entertain but also provide fans with deeper insights into the world of anime. By bringing together enthusiasts and fostering cultural appreciation, JAMNIME MATSURI 2024 is set to become a cornerstone event for anime lovers in Thailand.

Abstract

The internship in the Graphic Design position aimed to develop design skills and learn to work in a professional environment by utilizing Adobe Creative Suite to create various design projects. The outcomes included works that received satisfaction from both management and clients, which helped enhance confidence and new skills for the intern.

Introduction

Graphic design is an integral part of modern communication, serving as a bridge between brands and their audiences. With the rise of digital platforms, the demand for skilled graphic designers has never been higher. This internship at Five Star Agency Company was an exciting opportunity to immerse myself in the world of graphic design. My primary objectives were to enhance my technical design skills, gain a deeper understanding of the collaborative nature of design work, and learn how to effectively contribute to branding and marketing projects. Through hands-on experience.

Methodology

1. Understand Project Goals
Start by understanding the project goals through discussions with the team or client, allowing a clear direction and format for the work.

2. Generate Ideas and Find Inspiration
Generate ideas and gather inspiration by sketching concepts and studying similar approaches to enhance the design.

3. Arrange Composition and Select Colors and Fonts
Arrange the composition, set the primary color scheme, and select fonts and graphic elements that fit the theme. Position images and text for balance, and consider adding icons or visuals that enhance engagement and mood.

4. Create and Refine the Design
Begin creating the actual design in suitable programs, refining lighting, colors, and elements to match the desired style.

5. Review and Gather Feedback
Review all details on various devices to ensure the piece is complete, and gather additional feedback from the team or client to adjust the design as needed.

6. Finalize and Deliver the Work
Once finalized, prepare the file in the appropriate format for delivery and archive the work for future reference.

Figure

Banner for promote JAMNIME MATSURI 2024 Anime Movie Festival

Conclusion

This initial project started by taking key data from the Marketing team and transforming it into images by designing eye-catching movie banners and videos by cutting review clips to advertise and communicate with customers, creating awareness and stimulating interest in each movie.

References

1. Principles of design
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2. Color theory
https://www.colormatters.com/color-and-design/basic-color-theory
3.Analysis of Visual Elements on the Movie Poster Suzume
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Acknowledgements

The internship in the Graphic Design position provided the intern with valuable experience in a professional environment while enhancing design and teamwork skills. The outcomes not only produced high-quality work but also built confidence for future endeavors, with the intern determined to continue developing in this field.