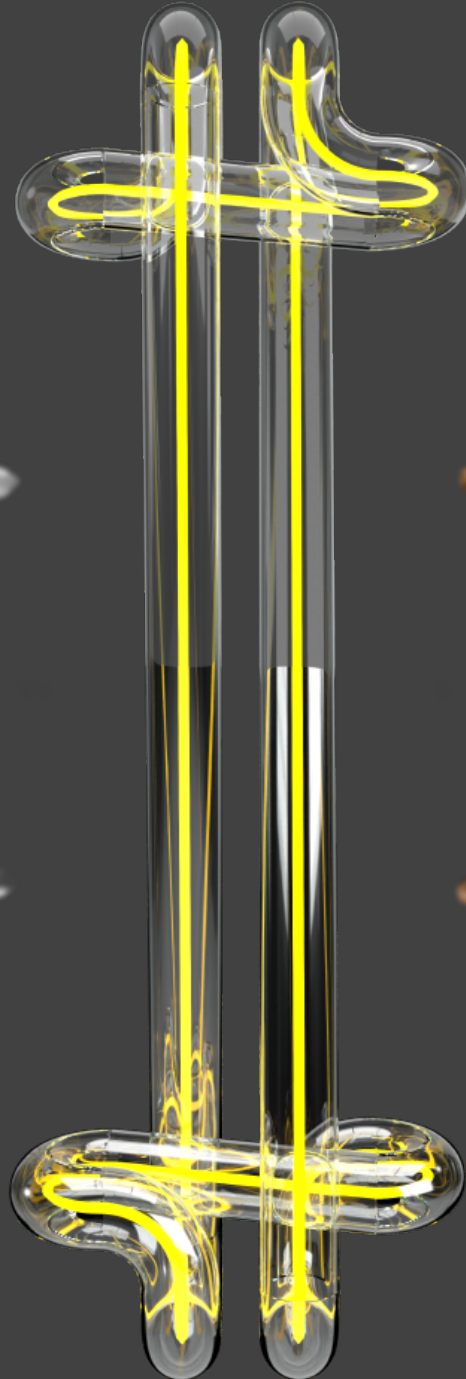


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Arts and Design Symposium 2023

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by Council of Arts and Design Deans of Thailand (CADDT) and The Association of Siamese Architects under the Royal Patronage (ASA) together with the Faculty of Digital Arts, College of Design and the Faculty of Architecture Rangsit University.



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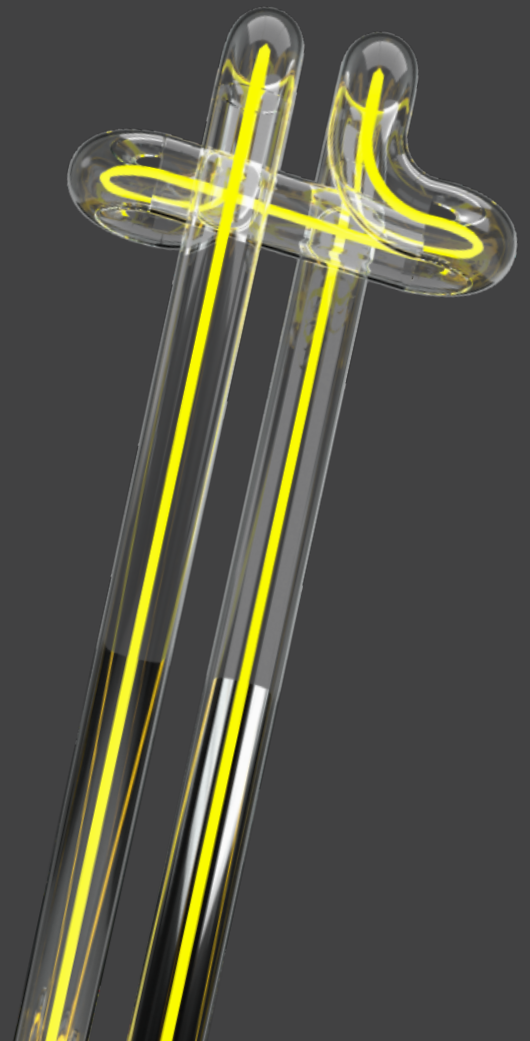
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Tatsuno EV charger

Mr. Kate Siribhakdi

Introduction :

The collaboration project started with Tatsuno(Thailand) co. Ltd, leading company produces gasoline dispenser, asked Design department to make conceptual design for company new product line, electric vehicle charger. Tatsuno(Thailand) co. Ltd, want to develop electric vehicle charger to be in charge area such as department store, gas station etc.

Project started with future trend analysis on electric vehicle, existed electric vehicle styling research and conceptual electric vehicle styling, to find Design language that related to electrical vehicle. Then, research on all of Tatsuno's fuel dispenser to analyze for their design language. Style comparison of Tatsuno design and other fuel dispenser producer. The analyze show that Tatsuno fuel dispenser design has it own design language event though the company seems don't know about it. It's the proportion of the fuel dispenser itself that has ratio of 0.5 : 2 : 2 : 3 . The proposal is to use those proportion in designs and introduce some of element that corresponds to electric vehicle design. Keywords in the proposal was Future, Clean, Nature, Friendly and Trust, according to Tatsuno's brand image that's has heritage name in fuel dispenser industry need to expand company's future product. Three mood board in design range from contemporary to conservative design were proposed. Sketches according to three mood board were proposed ,revised and choose the final design for each mood board. Digital 3 dimension modles were made in Autodesk Fusion 360 and rendering in Autodesk Vred then post-rendering in Photoshop.

Tatsuno select one of three proposed design for further development. The instrument inside the charger was giving to adjust some detailing design for company further propose to Tatsuno head office in Japan. The design that Tatsuno company select is a conservative design with element of blue LED light ,to create the sense future, and metallic stripe panel, sleek and slim look. The design was design with universal design core idea, for disable and normal can be use.

Objectives:

1. Develop Product design brand Identity.
2. Develop electric vehicle changer for Tatsuno co.ltd.



Process or Concept / Methodology:

1. Project started with future trend analysis on electric vehicle, existed electric vehicle styling research and conceptual electric vehicle styling, to find Design language that related to electrical vehicle.
2. Tatsuno's product design identity. Research on all of Tatsuno's fuel dispenser to analyze for their design language. Style comparison of Tatsuno design and other fuel dispenser producer. The analyze show that Tatsuno fuel dispenser design has it own design language event though the company seems don't know about it. It's the proportion of the fuel dispenser itself that has ratio of 0.5 : 2 : 2 : 3 .
3. 1st proposal, The proposal is to use those proportion in designs and introduce some of element that corresponds to electric vehicle design.
4. Keywords in the proposal was Future, Clean, Nature, Friendly and Trust, according to Tatsuno's brand image that's has heritage name in fuel dispenser industry need to expand company's future product.
5. Three mood board in design range from contemporary to conservative design were proposed.
6. Sketches according to three mood board ,revised several times and choose the final design for each mood board.
7. Digital 3 dimension modles were made in Autodesk Fusion 360 and rendering in Autodesk Vred then post-rendering in Photoshop.
8. Model: print out from 3d printer and painted.

Techniques and Materials:

- 3D rendering image.
- 1:10 Model

Conclusion:

A design conceptual for Tatsuno company that will help company to know themselves and use provide product design language in future use. The company will propose project to Tatsuno's headquarter in Japan.

References:

[Referencing / Bibliography to start on a new page – Please delete] In-text citations Please ensure that every reference cited in the text is also present in the reference list (and vice versa).

Reference style Within the text: citations in the text should follow the referencing style used by the American Psychological Association (APA). Publication Manual of the American Psychological Association, Sixth Edition, ISBN 978-1-4338-0561-5.

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Reference to a book: Strunk, W., Jr., & White, E. B. (2000). *The elements of style*. (4th ed.). New York: Longman.

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