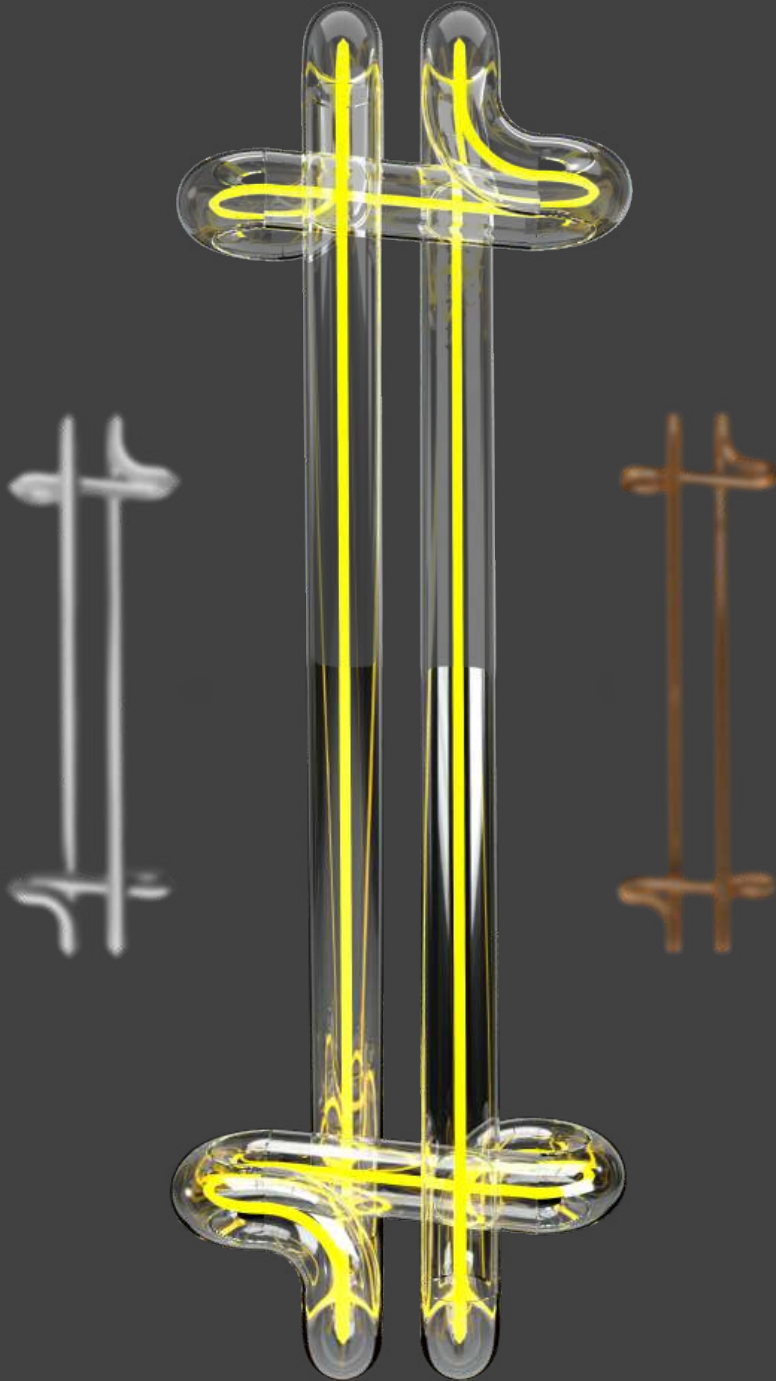


TRANSGENERATIONAL

The 11th International
Arts and Design Symposium 2023

TRANSGENERATIONAL

The 11th International
Arts and Design Symposium 2023



TRANSGENERATIONAL

The 11th International
Arts and Design Symposium 2023

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.



www.workinprogress-symposium.design

EXECUTIVE COMMITTEE

Prof. Ekchart Joneurairatana

Silpakorn University, Thailand

Prof. Kamol Phaosavadi

Chulalongkorn University, Thailand

Assoc. Prof. Pisprapai Sarasalin

Dean of College of Design, Rangsit University, Thailand

Somchai Jongsaeng

Silpathon Award in Design, Thailand

Chookiat Likitpunyarut

Senior designer and artist, Designer of the year committee, Thailand

Jitsing Somboon

(Head of Designer, Greyhound, Thailand) Assoc. Prof. Dr. Tan Jeanne
(Institute of Textiles & Clothing, The Hong Kong Polytechnic
University, Hong Kong)

Franyo Aatoth

Artist Creator of exceptional graphic works, France

Geri Forkner

Textile Artist, USA

Prof. Kaname Yanagisawa

Architect, Chiba University, Japan

Prof. DeDeniz Hasidic

İzmir Ekonomi Üniversitesi, Turkey

Marco Corbella

Architect/Designer, Italy

Asst. Prof. Andrew I-kang Li, Ph.D.

Kyoto Institute of Technology, Japan

Asst. Prof. Walaiporn Nakapan, Ph.D.

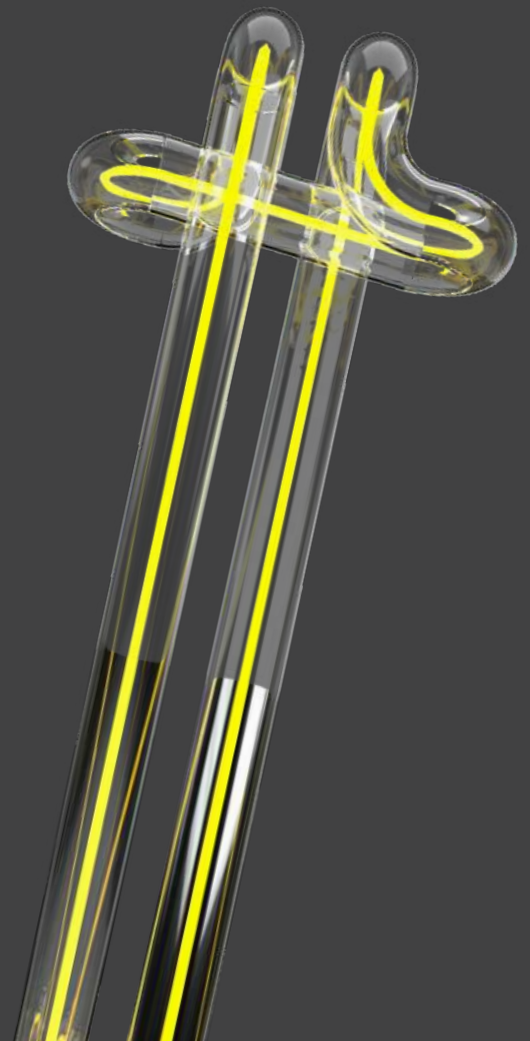
Architect, Founder of Parabolab, Thailand

Assoc. Prof. Chaiyasit Dankittikul, Ph.D.

Silpakorn University, Thailand

Assoc. Prof. Dr. Raksarn Wannawattawong

Chulalongkorn University, Thailand



Brand Creation, Logo & Identity, and Packaging for Grams BKK

Assist. Prof. Mr. Teeranop Wangsillapakun

Introduction :

BrandingandPackagingDesignforGramsBKK

Branding and packaging design for Grams, a Cannabis dispensary that focuses on seeking and providing high-quality and exotic grade

Cannabis for professionals. Based on the brand's concept, we created the brand name "Grams" and brand personality and as well as packaging design that aimed to elevate as standard of Cannabis product design and change the perception of Cannabis culture away from hippy and psychedelic approaches to focus solely on the positive outcome. Therefore the brand concept "The Creation' is used to interpret change and as well into the theme of their packaging set under 'The Inspiring Change' concept.

Not only aesthetic and concept communication that we focused on, but also solving the pain-point issues faced by the users and customers when ordering Cannabis products. Regarding the protection of the buds and noticeable strong smell when delivering. Thus we designed an additional carrier bag or shopping bag beside the packaging containers to fix the problems.

The container is designed to firmly contain and protect the Cannabis buds and showcases the vision of the brand. It is composed of 2 layers of plastics, the lining inside is made out of PET Plastic for food safety reason, and PP Plastic for the outer layer. The outer layer showcases the design concept of "The Inspiring Change" by showcasing the name of the songs that have made impacts and changes society, the typography approach are also the reinterpretation of the cloud that signify creativity, and symbolizing the culture and process of Cannabis inhaling that ignites creativity. The bottom of the container has the sticker that informs all the basic information of product; species, warnings, weight to our users to properly enjoy our product and be informed.

The carrier bag/box is designed as a solution for protection during transportation and to protect the privacy of user. The bag template is the reinvention of the typical shopping bag that we adapted to make the special mechanic that the top of the bag can be folded and perfectly snaps with the hole on the left and right side of the bag, and transforms into a completely sea land conceal the contents inside. The shopping bag also houses the trays that can firmly hold the container by just a simply pushing the container down the marking line on the tray to lock the container in place.

As a result the brand and identity design and packaging for Grams has become the first step that will elevate the Cannabis perception and usage culture by educating and giving the right information to properly use the product through the vision of Grams.

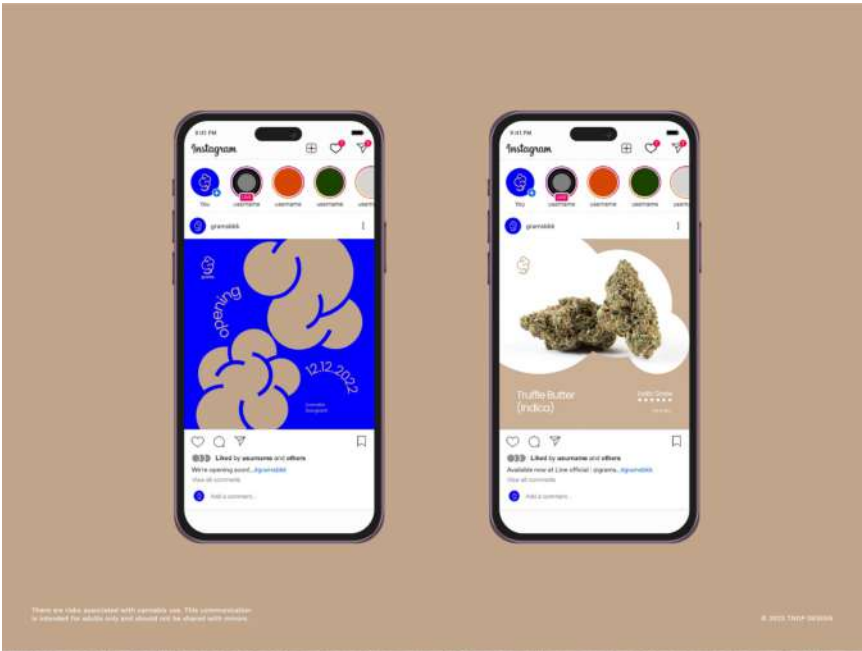
Objectives:

To elevate the Cannabis culture and change the perception of underground usage culture by educating and giving the right information through branding and packaging design to properly use the product and feel proud and acceptance.

Methodology:

Branding and packaging design for Grams, a Cannabis dispensary that focuses on seeking and providing high-quality and exotic grade Cannabis for professionals. Based on the brand's concept, we created the brandname "Grams" and brand personality and as well as packaging design that aimed to elevate a standard of Cannabis product design and change the perception of Cannabis culture away from hippy and psychedelic approaches to focus solely on the positive outcome. Therefore the brand concept 'The Creation' is used to interpret change and as well into the theme of their packaging set under 'The Inspiring Change' concept.





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.





List at end of paper:

References should be arranged first alphabetically and then further sorted chronologically if necessary. Please single space, and indent after the first line of each.

Reference to a journal publication:

Van der Geer, J., Hanraads, J. A. J., & Lupton, R. A. (2010). The art of writing a scientific article. *Journal of Scientific Communications*, 163, 51–59.

Reference to a book:

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

Reference to a chapter in an edited book:

Mettam, G. R., & Adams, L. B. (2009). How to prepare an electronic version of your article. In B. S. Jones, & R. Z. Smith (Eds.), *Introduction to the electronic age* (pp. 281–304). New York: E-Publishing Inc.

