CO-OPERATIVE EDUCATION REPORT

PHOSWORKS
DIGITAL
IDEAS

Phosworks Digital Ideas, Sweden

IRAWIN PENGPITAK 5631306041

SCHOOL OF INFORMATION TECHNOLOGY
MULTIMEDIA TECHNOLOGY AND ANIMATION
MAJOR

MAE FAH LUANG UNIVERSITY
SECOND SEMESTER, ACADEMIC YEAR 2016

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A REPORT SUBMITTED TO MAE FAH LUANG UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF THE CO-OPERATIVE EDUCATION FOR THE DEGREE OF BACHELOR OF SCIENCE PROGRAM IN MULTIMEDIA TECHNOLOGY AND ANIMATION
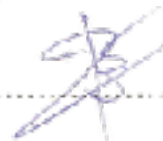

MAE FAH LUANG UNIVERSITY

2016

Subject   : Internship Experience Report

To   : Internship advisor, Multimedia Technology and Animation major
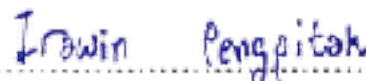
I am really proud to present about the co-operative education with Phosworks Digital Ideas. Phosworks Digital Ideas is an international digital agency with in-house production specializing in engineering, producing and delivering the next generation of digital solutions. With offices in Los Angeles, Stockholm, and in a 16th-Century Swedish castle, they create award-winning digital communication and solutions few others in the business can match. Working directly with clients and some of the world's finest production companies and advertising agencies, they produce digital solutions for GE, Universal Studios and Budweiser among others. I got a lot of experience and knowledge about the international working process and international designing process for apply in my future work and improve my designing skill.

Approved by

....

(Dr. Bunpot Nobaew, Lecturer)

Your Sincerely

Irawin Pengpitak

(Mr. Irawin Pengpitak)

ACKNOWLEDGEMENT

Tittle   Phosworks Digital Idea, Sweden

Author   Mr.Irawin Pengpitak

Degree   Bachelor of Science

                          (Multimedia Technology and Animation)

Supervisory Committee   Lecturer Dr. Banpot Nobaew   Advisor

Organization Advisor   Mr. Robert Järvi   Creative Producer

ABSTRACT

This report is a part of Co-operative Education course of Mae Fah Luang University. The report has information of Co-operative Education at Phosworks Digital Idea, Sweden. This report informs the background of organization which is Phosworks Digital Idea, our work plan, assigned tasks, problem and result.

Phosworks Digital Idea is an international digital agency. Our responsibility is create a concept, strategies & digital ideas, digital solutions, film & motion graphic, strategic application management & hosting. I wish whoever read this report got worth experience and knowledge.

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CHAPTER 1

INTRODUCTION

1.1 Objective of the Internship Experience Course

- To understand the working process of the international company.
- To understand informal organizational interrelationships.
- To understand how employees interact together at organization.
- To learn new technical about graphic design.
- To learn about designing process.
- To understanding of work in real world.
- To have basis experience to continue in the future.
- To work with professional international teamwork.
- To acquire the best work habits.
- To develop skill and technique directly applicable to their careers.
- To improve the responsibility in real work.

1.2 Usefulness of the Internship Experience

- Learn to solve issue in the real situation.
- Worked with professional international team.
- Work in the real time and real situation.
- Working with real customer.
- Learn how to use new tools and new technical about design.
- Student has knowledge and skill of graphic design.
- Student know characteristic of organization.
- Create the potential for future work.
- Know how to adept old knowledge with new knowledge.

CHAPTER 2
LITERATURE REVIEWS

2.1 Research and understanding the brand

Research is the process to learn what our customer do and understand the characteristic of the brand. We can use the User Centered Design Canvas (UCDC) to understand the overview of our customer. UCDC will help you to understand the target user, define product and market fit, adjust the business to the user and market needs, determine the competitive advantages, create unique value proposition and improve the brand communication strategy. In UCDC including 9 fields/4 side.

Figure 2.1 UCDC

2.1.1 Business field

This field contain the name and short information or description of the analyzed organization, company, brand or product.

2.1.2 Users field

This field contain the existing target or potential of the analyzed business.

2.1.3 Problems field

This field contain existing problems or hypothetical the users may want to solve with services or features of the analyzed business provides.

2.1.4 Motives field

This field contain all possible emotional drives that may motivate the target to get in contact with the analyzed business.

2.1.5 Fears field

This field contain all possible anxieties the target may feel when using or contacting the analyzed business.

2.1.6 Solutions field

This field contain the hypothetical and existing ways in which the analyzed business can solve the target or users' problems specified in the Problems field.

2.1.7 Alternatives field

This field contain the possible of all alternatives the targets may choose instead of the analyzed business.

2.1.8 Competitive Advantages field

This field contain the characteristics or feature that distinguish the analyzed business from its competitors.

2.1.9 Unique value proposition field

This field contain a single phrase of unique value proposition that should describing the business promise to its target. It's a summary of the business future philosophy in terms of building positive user experience.

2.2 Visual Exploration

Research on competitor, inspiring executions, etc.

2.3 Research on keywords

Find the keyword for the brand and what they want to show to their customer.

Figure 2.2 Keyboards

2.4 Mood board/Design board

The board of inspiration and tone of our work including typography, images, color patterns, iconography, inspiring branding, examples, etc.

Figure 2.3 Mood board

2.5 Design logo

The process to use our research to create as visual picture to identify the brand.

Figure 2.4 Design logo

2.6 Color / Typography

The process to find the best tone of color set and the font style.

Figure 2.5 Color

2.7 Corporate identity, Guidelines, Visual language

The documents or pictures from our customer about how this work look like or what they want us to follow.

2.8 Website research

The process to learn how other website in the same type work and what is the strong point and what it the weak point of the website, try to use the information from this research to improve our website.
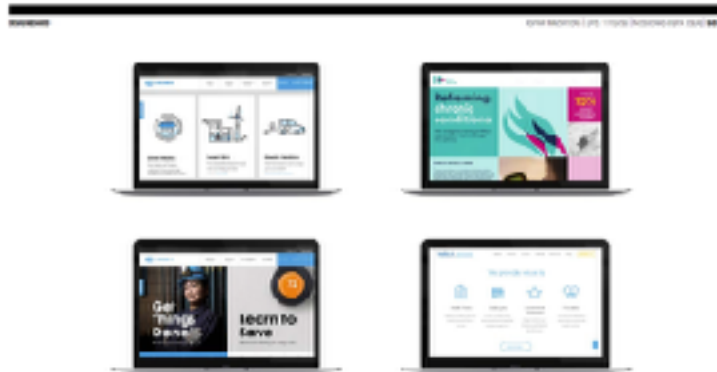
Figure 2.6 Website research

2.9 Website design

The last process before send to the programmer. The designer much prepare all elements and export all images, colors set, typography, layout, etc in detail before give it to the programer.

2.10 Software

2.10.1 Adobe Photoshop CC 2017

Adobe Photoshop is a raster graphics editor. The basic ability of Adobe Photoshop is design and edit pictures, change the color, create text, effect, etc.

Figure 2.7 Adobe Photoshop

2.10.2 Adobe Illustrator CC 2017

Adobe Illustrator is a vector graphics editor. The basic ability of Adobe Illustrator is create vector, logos, icons, drawings, typography, complex illustrations, etc.

Figure 2.8 Adobe Illustrator

2.10.3 Adobe Experience Design CC (Beta)

Adobe Experience Design is user experience design software. It supports wire framing and vector design, and creating simple interactive click-through prototypes.
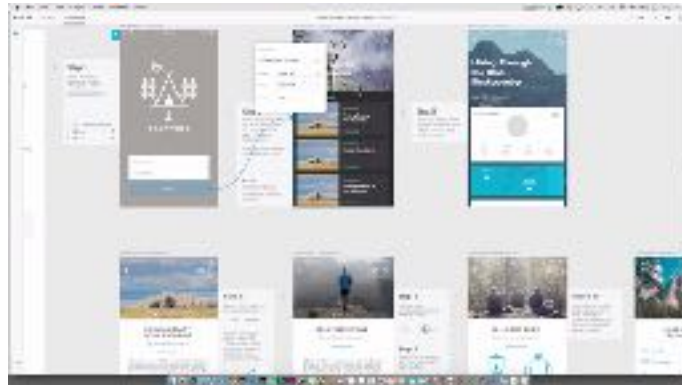
Figure 2.9 Adobe Experience Design

2.10.4 Adobe InDesign CC 2017

Adobe InDesign is a desktop publishing software application. It can be used to create works such as brochures, flyers, posters, newspapers, magazines and books. It also can use for web design because of the function of WYSIWYG and really good and easy layout and font manage.
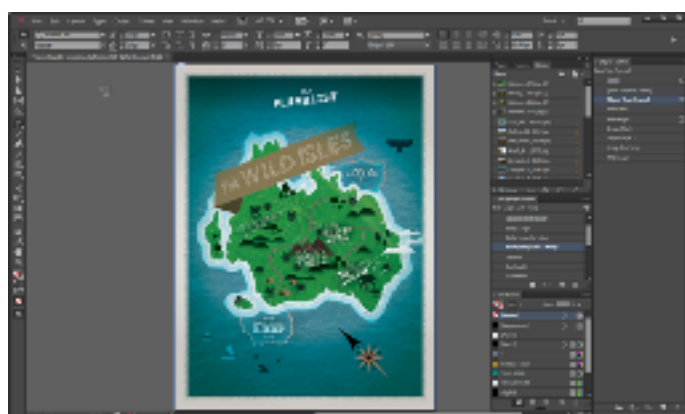
Figure 2.10 Adobe InDesign

2.10.5 Adobe Photoshop Lightroom CC 2015

Adobe Photoshop Lightroom is a photo processor and image organizer. The basic ability is viewing, organizing and retouching large numbers of digital images.

Figure 2.11 Adobe Photoshop Lightroom

2.10.6 Adobe Premier Pro CC 2017

Adobe Premier Pro is a timeline-based video editor app. The basic ability is video editing.

Figure 2.12 Adobe Premier Pro

2.10.7 Adobe After Effect CC 2017

Adobe After Effect is a digital visual effects, motion graphics, and compositing application. The basic ability is keying, tracking, compositing, and animation.

Figure 2.13 Adobe After Effect

2.10.8 Sketch

Sketch is a vector design tool entirely focused on user interface design with a lot of plugins to use. The basic ability is create vector, design UX/UI, export elements, etc.

Figure 2.14 Sketch

2.10.9 Sublime Text

Sublime text is one of text editor that easy to use and very clean design. It is fast to open and have many function that comfortable web developer. We can group and ungroup our code to make it easy to edit.
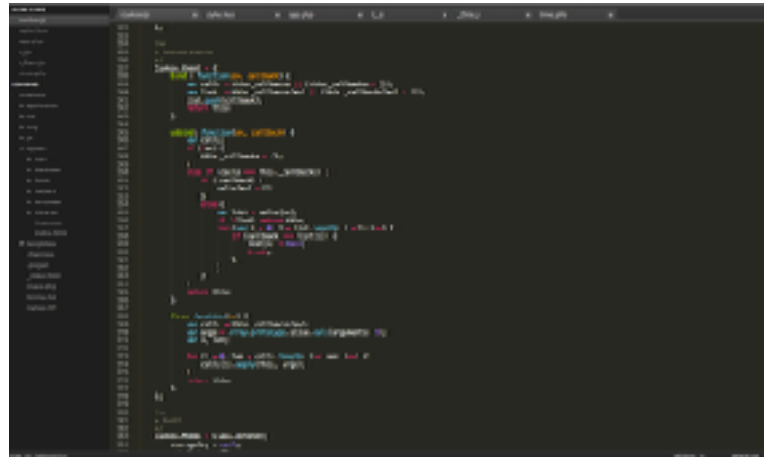
Figure 2.15 Sublime Text

CHAPTER 3

ORGANIZATION BACKGROUND

3.1 Phosworks Digital Idea, Sweden

Name: Phoswork Digital Idea

Location: Uppsala Uppsala slott Ingång A, 752 37 Sweden

Figure 3.1 Company Map

Phosworks is an international digital agency with in-house production specializing in engineering, producing and delivering the next generation of digital solutions. With offices in Los Angeles, Stockholm, and in a 16th-Century Swedish castle, we create award-winning digital communication and solutions few others in the business can match. Working directly with clients and some of the world's finest production companies and advertising agencies, we produce digital solutions for GE, Universal Studios and Budweiser among others.

With in house access to world-class expertise, we can turn any idea into cutting-edge digital reality. We work directly with our clients to make sure they get the creative solution they need to reach their goals. Working like this often means striving for outcomes that have never been achieved before. It demands state-of-the-art technical skills, access to creative minds from a wide variety of fields, and a lot of

old-fashioned hard work. We don't mind. We would rather push one step further than deliver a mediocre product.

3.2 Type of Business and Service
3.2.1 Service

Production specializing in engineering, producing and delivering the next generation of digital solutions also create award-winning digital communication and solutions few others in the business can match.

3.3 Organization Structure

Figure 3.2 Organization structure

3.4 Organization Advisor

Name   Mr.Robert Järvi

Position   Creative Producer

Division   Design

Name   Mr.George Kritikos

Position   Designer, Illustrator

Division   Design

3.5 Student's job responsibilities

- Support designer team.
- Research the information for understanding the customer product.
- Fill all information in user centered design canvas.
- Create the mood board.
- Share the idea and present the concept of design.
- Investigate problem and solve issue.

3.6 Work period

9th January 2017 - 28th April 2017

3.7 Work plan

No.	Tasks	Week															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Learning and introduction about features work of Design	■	■														
2	Learning with current work and learn with the advisor			■	■												
3	Working with designer team					■	■	■	■	■	■	■	■	■	■	■	■

Table 3.1 Plan of operation

CHAPTER 4

JOB DESCRIPTIONS AND RESPONSIBILITIES;
OUTCOME AND EXPERIENCE

4.1 Job Descriptions

Job position is Graphic Designer. Create visual concept by using computer software and hand to communicate ideas that inspire. Also develop the layout and production design for website.

4.2 Job Responsibilities
4.2.1 Research

Meet with clients or the art director to determine the scope of the project and use UCDC to analyze the company in term of what they do and what they want to show.

4.2.2 Design

Get all information from clients, art director and from self research to start the visual image and get the feedback from team and present to the clients.

4.3 Job responsibilities Tables period 16 weeks

Date	Responsibilities
09-13/01/2017	- Introduce the company and interns - Brief the project with Hök Instrument AB - Introducing the course to Phoswork - Retouch the photos of Citystay Hotel - Design the website information layout - Retouch the picture of 360 degree VR project
16-20/01/2017	- Design the layout of conference website - Color grading the photo of Jumbostay hotel
23-31/01/2017	- Find the inspiration for Hök instrument website - Retouch the photo of Buffer Downsteam - Skype with the marketing of Hök instrument about what to do with the new website

Table 4.1 Job responsibility table of January

Date	Responsibilities
01-03/02/2017	- Pin all inspiration for jazzbar website - Retouch the photo of GE factory
06-10/02/2017	- Go to Gothenburg for interview the train driver - Take a photo of Gothenburg train station - Record the video of Gothenburg train station
13-17/02/2017	- Edit all video footage from Gothenburg - Grading all photo from Gothenburg - Take a photo of Uppsala train station - Take a photo of Stockholm train station
20-24/02/2017	- Retouch the photo of Uppsala train station - Retouch the photo of Stockholm train station - Take a photo of Jumbostay hotel - Shading and retouching the photo of Jumbostay hotel - Design mobile application UX with XD - Study the 9 process of designing from real working process

Date	Responsibilities
27-28/02/2017	- Learn how to set number of hours needed to work in 1 project - Learn to use user centered design canvas in real project

Table 4.2 Job responsibility table of February

Date	Responsibilities
01-10/03/2017	- Do the UCDC for soberworkplace - Start soberworkplace project - Go to Hök instrument to confirm the theme of the website
13-17/03/2017	- Setup Wordpress for soberworkplace - Start to create the mood board for soberworkplace logo - Create the video for GHG product - Start the first draft of soberworkplace logo

Date	Responsibilities
20-31/03/2017	- Fix the logo from the first draft - Create the colors board for logo - Create the typography board for the logo - First presentation about the logo and the direction of website

Table 4.3 Job responsibility table of March

Date	Responsibilities
03-07/04/2017	- Coding the homepage site - Coding the education page
10-14/04/2017	- Coding the application page - Coding the feature page
17-21/04/2017	- Coding the blog and new - Coding the contact page
24-28/04/2017	- Complete the project Soberworkplace - Create the ads for soberworkplace

Table 4.4 Job responsibility table of April

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Internship experience conclusion

I have internship at Phosworks Digital Idea Sweden for 4 months. During the internship I learn so many things from them, such as the working process, how to do the research, how to deal with customer, how to start the project, and so much more. I also learn how to use the software like Adobe XD, Sketch, InDesign, Invision, etc.

I work with designer team and help them with their current project. My job is get the brief from team then start to do the research and create the UCDC and mood board. After that we have a discussion and have the first presentation to the client and get as much as possible feedback from them to start the design process. On this process I work along with the designer team, design logo, typography, icon, color, UI, UX, etc.

Finally, the internship gave me more knowledge and experience that university can't teach in class.

5.2 Problem with training assignment

- Problem with different language (Swedish).

- Problem with different time zone.

- The working process are completely different from what I learn from university.

- Limited time.

5.3 Suggestion in internship

In my opinion internship at Phosworks Digital Idea Sweden is really great for student who want new experience and new knowledge because they all are professional and they work with all company in the world. But everything here (Sweden) are really expensive, so you need to prepare a lot of budget to live here for

4 months with no money from the company to support your internship. The weather also be the problem too, you need to prepare for a really cold weather. Anyway If you are the student who love to challenge yourself and get the real experience Phosworks is your answer.

REFERENCES

[1] User Centered Design Canvas, User Centered Design Canvas, Retrieved from

https://ucdc.therectangles.com

APPENDIX A

ESTABLISHMENT

A.1 Photographed with the establishment label

A.2 Photographed with Organization Advisor

A.3 Work