

# Statement of Purpose for PhD in Art, Design and Media Application

## for Jan 2022 Intake

Art is my soul.  
Design is my breath.  
and  
Media is my life.  
Seemingly...  
Life without art,  
design,  
and media  
will be meaningless  
since  
they have molded me  
to be  
who I was,  
who I am,  
and hopefully  
who I wish to be...

**A**rt is my soul. I grew up with Japanese robots and super heroes, such as Mazinger Z & Great Mazinger, Mask Riders, Cobra, Galaxy 999, and Gundam. During my childhood and teenage years, I could draw each of them, designed my own super hero, and yet fanatically produced my own manual scripts of a few mangas to pass out to among my friends. The inspiration of Manga & Anime, art direction for advertising & fashion, cinematic art, as well as semiotic infused into my soul dramatically influence me to create photographic and cinematic artforms for magazines, TV programmes, and exhibitions. Art longa, vita breva. In a parallel process, my soul will still remain in my artworks even after it leaves my body.

**D**esign is my breath. Imbued into the sea of design with design analysis, graphic styles and minimalism—less is more—my perception, philosophy, and passion for design have become sensitive, critical and profound to strive for the effective design corresponding among form, content, function and user experience as a creative respiration. As a result, I cannot help transforming just a textual statement of purpose into a visual artform to express emotionally as well as inform effectively—through hierarchical information, navigational eye flow for acquiring information, and unity of layout—about my motivation to study the ADM PhD at NTU<sup>1</sup>. *“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose”* as stated by Charles Eames, an American designer, architect, and filmmaker.

**M**edia is my life. The nexus of my academic background with three degrees in media fields<sup>2</sup>, my 20-year work experiences in media production<sup>3</sup>, my several photographic exhibitions, together with my academic profession<sup>4</sup>, gave me an epiphany that art, design, and media have embedded, engaged, and extended my life's experiences; once from print to broadcast industry, then from analogue to digital media, and former mass audience infiltration to current specific personification<sup>5</sup>. *“Media is the extension of our body”* as conceptualized by Marshal McLuhan, an influential Canadian media theorist.

With the advent of the digital era - via new media, digital humanity or digital culture - the mixture of art, design, and media inevitably influence on idea formation, behavioral expression, and psychological conditions<sup>6</sup>. The high juvenile suicidal rates in Thailand<sup>7</sup> together with the mental health pandemic brought on by COVID-19 has drawn my attention to the topic in art and wellbeing<sup>8</sup>.

My proposed artistic research project, *Transformative Abstract Visual Meditation (TAM)*<sup>9</sup>, is motivated to art for wellbeing within the main theme of creative stimulation in order to live well and happily. Therefore, I endeavour to complete the **Doctor of Philosophy in Art, Design and Media** specifically at **Nanyang Technological University** by the following reasons:

- 1. Prestigious world ranking university:** NTU, with the 12th current global ranking<sup>10</sup> accompanied by distinguished faculty and a creative research environment, will definitely inspire, guide, and mentor me to enhance my artistic research to achieve high academic standard in the international arena.
- 2. Perceptive integration of Art, Design, and Media:** NTU is so acute to perceive the ongoing digital transformations of art and design within media via digital society as the conspicuous standing point. This unique integration practically allows interdisciplinary fields of study to merge art experimentation with academic research resulting in the perfect combinations of creativity, validity and measurability equivalent to traditional research.
- 3. Intensive timeframe for PhD study:** NTU is one of a few prominent research institutions offering a Doctoral degree with clear program structure whilst maintaining high standard for academic accreditation in such an expeditious timeframe resulting in a manageable academic investment.

Moreover, the doctoral study in Art, Design, and Media provides me with the skills and insight to mentor others in creative and transformative experiences and thereby contribute further to the body of knowledge so critical to the understanding of the interconnections between Art and Human Wellbeing.

The fulfillment of **Ph.D. in Art, Design, and Media** is not just for the sake of my own growth but for the greater good of others, as well.

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It is the transformation from a common statement of purpose to a visual communication artform. More than words, it depicts my inspiration from art and design in order to express emotionally as well as inform effectively—through hierarchical information, navigational eye flow for acquiring information and unity of layout—to vividly demonstrate my motivation to study doctoral programme in Art, Design and Media (ADM) at the Nanyang Technological University (NTU).

**Motivation**  
As my creative inspiration I cannot help but read more into the abbreviation ADM. The motto “Promoting Creative and Independent Thinking” aroused my zest of artistic design, effective visual communication, as well as creative brand strategy. This spurred me to design a logo to alternatively promote the NTU ADM programme.

As the conspicuous standing point, the ADM programme at NTU practically allows interdisciplinary fields of study to merge through the unique integration of art experimentation with academic research. This perceptive viewpoint actually reflects **ADM's Brand DNA** as a place for Promoting Creative and Independent Thinking. Therefore, my ADM logo together with my visual statement of purpose is designed to resonate this key message visually and conceptually.

**Conceptual Design**  
To illustrate the merging of the interdisciplinary fields of Art, Design, and Media, the acronym ADM is integrated into one unit; however, each letter conveys its own characteristic hidden messages as follows:

**A**s an abbreviation of Art is conceptualised to signify the artistic motif from a brush stroke to formulate a futuristic letter form—hybrid between manual creation and digital rendition. Besides, the brush stroke could conspicuously symbolises oriental culture and together with a Roman letter they seamlessly meld East and West as well—no boundary in art.

**D** as an abbreviation of Design is conceptualised to convey the philosophy of design both in 2D and 3D. As a 2D Design, this unique letter form of D with a circle like an eye is used to conspicuously represent the concept of visual communication where the form connotes content to evoke the sense of sight. As a 3D Design, this aerodynamic form of D with a circle like a button or a hole are alternatively used to tangibly embody functionality where the form now serves as function—to push or to hold.

**M** as an abbreviation of Media is conceptualised to reflect the never-ending dynamic nature of media within society similar to life's pulse as an everchanging indicator of life. In addition, the extended interactive part—like the bio-contact—of the M also represents the interpretation, interactivity, and perception of humans through digital media, digital humanity, and digital culture.

“Art, design, and media are the legacy of culture, so they are constantly moved by trends, force, or reformation according to technology, ideology, economics, politics, etc.”

1. As an alternative viewing option, the typical textual statement of purpose is artistically transformed into a visual artform by just clicking at a link; My Mockup Graphic Project “ADM PhD Statement of Purpose” at [www.jarbmedia.com](http://www.jarbmedia.com)
2. Bachelor of Educational Media with the second-class honours from Ramkhamhaeng University, Associate Degree in Multimedia Production on Merit Award from the Illinois Institute of Art, Chicago, Illinois, USA, and Master of Liberal Arts in Mass Communications with full scholarship from Oklahoma City University, Oklahoma, USA.
3. a magazine photographer for a women's magazine “Rainbow”, a video cameraman and video editor producing a children's TV program “Child Prodigy”, and a video producer creating various types of video packages such as incentives, promotions, corporate and music videos
4. One year at Truman College, Chicago, IL, U.S.A., and then 15 years in the Media Communications Department at Webster University Thailand
5. Personification in digital media transformation is derived from the concept of Brand Personality: Aaker, Jennifer L. (1997), “Dimensions of Brand Personality,” Journal of Marketing Research, 34 (July), 347–56.
6. Conceptualized from the ideology of digital culture from: Creeber, G. L., & Martin, R. (2009). Introduction. In Digital cultures (pp. 2-6). Maidenhead, England: Open University Press.
7. These have become critical signs of mental health issues since last year as the following shocking headlines: “Thailand is the leading ASEAN nation in annual suicide rates” (The Thaiger & The Nation, January 01, 2020). “Suicide a growing global problem and Thailand is no different” (Mala, D., & Wipatayotin, A. Mar 10, 2019).
8. Srisupawat, B., & Beckstein, A. (in progress, Oct 2021). COVID: Despair & Hope, a slam poem with inspirational video for mental health promotion through Covid-19 Pandemic, IMEC 2021: International Meaning Event & Community UK. <https://www.youtube.com/watch?v=bX9VC9Eh28I>
9. Srisupawat, B. & Beckstein, A. (2021, July 14). The potential applications of art for wellbeing [Paper presentation]. International Conference on Quality of Life, Psychology and Education, Sabah, Malaysia. <https://icqpe2021.ums.edu.my/>
10. Based on 2022 QS World Ranking: <https://www.topuniversities.com/university-rankings/world-university-rankings/2022>