

Enhancing and extending income generation for community enterprises to create sustainable livelihoods, increase competitive advantages, and boost sales. Additionally, it focuses on adding value to products through branding or creating a product image, making the market aware of the producers' products. This includes developing distinctive or creative packaging, improving brand labels, packaging, and distribution channels. Utilizing online media such as static images, short video clips, and live streaming to raise awareness and communicate marketing messages, aiming to support and increase income for coastal fishermen and coastal fishermen's housewives groups.

#### Training Activities for Knowledge Transfer and Technology Dissemination on Packaging and Public Relations Media for Seafood Products of Fishing Groups

1. **Meeting with Local Fishing Groups:** To explore issues and needs regarding the use of media and technology for raising awareness and marketing communication on social media. The focus is on photography techniques, short video clips, and live streaming on online platforms. The target groups for socially and environmentally responsible seafood processing products in Nakhon Si Thammarat province are as follows: 1.1. Baan Ruea Poo Group: Crab Spring Roll Products 1.2. Khwam Suk Chao Lay Group: Dried Shrimp and Dried Fish Products 1.3. Nai Han Group: Salted Fish Products
  - **Knowledge and Understanding of Technology for Marketing Communication:** It was found that while smartphones capable of accessing social media are available, there is a lack of techniques and understanding in adjusting camera settings for both still photography and short video clips. Therefore, creating an understanding of these basics is essential.
  - **Knowledge of Photography for Marketing Communication:** It was found that the entrepreneurs, who are mostly elderly, may not be familiar with the principles of photographic composition, using media to create marketing narratives, and understanding the principles of lighting to achieve high-quality images and videos.
  - **Social Media:** It is necessary to provide updated information on the media used on various platforms to ensure that the media design aligns with communication objectives and can be used effectively on different platforms.
2. Prepare materials and equipment for conducting technology transfer activities on photography for designing promotional media on social media. This includes educating

entrepreneurs on the use of smartphones, preparing sample products and sample photos to help entrepreneurs understand the use of different types of media, and preparing product packaging, props, and backdrops for photography.

3. Organize technology transfer activities on seafood packaging and the creation of promotional media for farmers' fishing groups, fishermen's housewives groups, community enterprises, and local food entrepreneurs. These activities are provided free of charge.



4. Provide consultancy services for packaging design and promotional media, focusing on materials for designing packaging structures that are suitable for protecting products before they reach consumers and using environmentally friendly materials.
5. Promote marketing channels and brand building through both online and offline systems. This includes creating OnDemand learning materials that entrepreneurs can access at any time and offline demonstrations of techniques for taking beautiful photos with smartphones at business establishments.



## เทคนิคการถ่ายภาพสวยเพื่อขาย สินค้าออนไลน์ด้วยสมาร์ทโฟน



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- มหาวิทยาลัยวลัยลักษณ์ ขอเชิญผู้สนใจการถ่ายภาพเข้าร่วมอบรม เทคนิคการถ่ายภาพสวยเพื่อขายสินค้าออนไลน์ ด้วยสมาร์ทโฟน เหมาะสำหรับผู้คนทั่วไป ตลอดจนผู้ประกอบการธุรกิจขายสินค้าออนไลน์ ทุกชนิด
- แนวทางการถ่ายภาพสินค้า/อาหาร/ของใช้ ความเข้าใจเกี่ยวกับกล้อง SMART PHONE การจัดวางองค์ประกอบของภาพ ถ่าย แสดงในการถ่ายภาพตลอดจนปฏิบัติการ ถ่ายภาพและตกแต่งภาพด้วยโทรศัพท์ SMARTPHONE
- ผู้เข้าร่วมอบรมได้จบนำผลิตภัณฑ์สินค้า ของใช้หรือของกินมาพรีเซนต์กันที่ พร้อมอุปกรณ์ประกอบฉาก(prop) และ สมาร์ทโฟนรุ่นใดก็ได้พร้อมลงแอปพลิเคชัน ตกแต่งภาพ VSCO หรือ SNAPSEED

<https://www.youtube.com/watch?v=AvltFeSklo4>

6. Monitoring and evaluating the creation of digital media, both still images and videos, for processed seafood entrepreneurs, with a focus on marketing communication using still images and short videos on social media.





7. The project summary found that entrepreneurs have guidelines for appropriately adjusting settings for photography and short video clips on smartphones. They understand photographic composition and can apply it effectively. Additionally, they have a good understanding of lighting, including the direction of light and how to solve lighting issues when photographing products, to create standards suitable for social media.