Contribution ID: **70** Type: **Oral Presentation**

O48 - Multidisciplinary Visualization for Thai Space Science Communication

Wednesday, 25 November 2026 14:00 (15 minutes)

Between 2020 and 2026, Thailand has made significant progress in the development of satellites, scientific payloads, and spacecraft missions. As the number and complexity of these projects continue to grow, one challenge becomes increasingly important: how can engineers and scientists communicate their missions to the public in a way that is accurate, engaging, and easy to understand?

Spaceth originated as a media outlet, but its role has gradually expanded toward bridging the gap between engineering teams and the public. One recurring problem is the lack of high-quality visual assets, including accurate 3D models, technical illustrations, animations, and reusable media materials. Drawing inspiration from the visualization practices of NASA and ESA, Spaceth has adapted similar approaches for Thai space missions by combining scientific accuracy with visual storytelling.

This presentation examines three case studies: MESSE sub-orbital mission, TIGERS-X ISS mission, and MATCH aboard the Chang'e-7 lunar mission. Although these missions differ in scale and scientific objectives, their communication strategies share several common elements: 2D and 3D visualization, a clear mission narrative beyond the traditional press release, and the development of assets for both owned media and earned media. Together, these elements help transform a scientific payload from a technical object into a story that the public, journalists, educators, and stakeholders can understand and share.

The presentation also explores how scientists and engineers can work effectively with 3D artists, illustrators, animators, designers, and other multidisciplinary experts. It discusses the common ground between technical and creative teams, the information artists need from engineers, and practical workflows for maintaining both scientific accuracy and visual clarity.

Finally, Spaceth will introduce a communication playbook for space missions, designed to help mission teams plan their visual assets, narrative, media materials, and public communication from the early stages of development. The central argument is simple: mission communication should not begin after the spacecraft is finished. It should be designed as part of the mission itself.

Primary author: DUNGSUNENARN, Nattanon (Spaceth.co)

Presenter: DUNGSUNENARN, Nattanon (Spaceth.co)

Session Classification: Contributor Session

Track Classification: Communicating Astronomy with the Public