Bangkok Graphic Design Culture Communication

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Abstract
This research propose the graphic design to promote the Landmarks in Bangkok, Thailand. The idea is to design an illustration that can support the image of the community in each area that can use as a key to communication. Data collection process was the fondness of young people between the ages of 18-21, about the style and composition of the most favorite image from the highlight of the community and the culture of each district. Through convey the content as graphics or illustrations in the design. The research results obtained from the analysis can be adapted and applied as a design guideline in different situations. And the important is tell the historical story about each community, and also promote local culture and create the local identity.

Keywords: Culture, Promote, Image, Districts, Local, Community

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Introduction

This research introduce the conception of design for promote Bangkok, Thailand. The image is visual design apply to illustration design for souvenir or products design. Design use to promote culture of districts in community. Emphasis on visual landmark of the community are known to make even more. The image will be use to create form follow concept, work to customize illustrations design and graphic design with a computer technique to be applied to products design and souvenir. For release to community it also can be used as a guideline for other communities further goods and products to broader community benefit.

Process of Research

The image is a type of design has form and principles of graphics use to their creativity make the people remember things. Imagine that can be made information to promote culture any location in local community. Might be that the image memorial in each situation different, locations will provide information. The messages like to communicate. What to whom, communication allows people and groups. Who have understanding about art, design, cultural, local and traditions of this group in country from somewhere to somewhere, its different location. In each group, whether it is a small community. Family as a small group in communications. Is not only the language alone. Communication convey arts and traditions of their culture, it is considered a leading communications design works of each country to be published. It also helps to connect people of different ethnicity to understand each other. Includes a group of people with a passion for the same thing. Access to various groups of people. The idea is to be able to help. Site new looking to communicate and convey to them more easily.

Bangkok, that can be used as a model capital city. It create a branding for image other cities present themselves through graphics in the new design creative work. Graphic design will have a very active and exotic offerings do not stop making it. Contributions are highly competitive as well. Studies and research for creative design such is indeed a new way. To help can make a difference and multiple options. And to consumers which many will help develop your skills in decision making. Effective entrepreneurs, designers, and most importantly, consumers can improve quality of life. For themselves, their families and the people around you as well. Graphic design illustration by promoting this image, Bangkok will collect and analyze data to design. 10 areas of popular destinations and is a popular operating principles and underlying theory. Design including the design of each of the accepted science and graphic design, product design, architecture, handicrafts and so on to design the research. This research is an illustration of the traffic that promote the image of the Bangkok-based portfolio. Imagination can be used to present the knowledge in the design to those seen very well also. Prototype to create a new image as well. The research aims to explore the concept of Bangkok to promote. The illustrated design guidelines to create novelty to the graphic design. The image of the illustration design promote especially in urban. Easy communication and telling the stories local and culture in the city.

Population used in this research was the work of a student of graphic and Multimedia Design Year 1 and 2 with the academic teaching photography. The

study of the photography samples used in the research. Portfolio of graphic design students age between 18-20 years, of whom 50 under the perspective of today's teens about Bangkok. Concept of the age difference and novelty in other ages. Characteristics of the comparable criteria compared photos and illustrations provided to analyze the design and composition. More locations and principles of graphic design and illustration in a whole new way create and monitor research tools using research tools. The researcher used tools compare the design of the sample and the actual photo. By comparison, according to the criteria principles of graphic design and illustration. The selection of photographs and modern graphic style, can be applied to suit the design by creating illustrations Bangkok. Data collection tools and the design principles of samples to be compared with. Highlights of each selection and create a new one. This is an important topic for the performance comparison table to compare and select the best samples and check. Principles composition tool than the three principles to determine the topics that has come from. Creating tools that can describe and interpret the desired image matching or similar communication. Most of the data collection are exploring space with photos and gather data. Sources other images collected by dividing the data into the document. A real study of the field and media divided the study on the basis of information and knowledge in the design is to summarize the data. All Including research related to the data obtained from the study. Include elements of media the nearby existing media be compared and analyzed to find the bug and put away. Application and secondary education sector information related design, illustrations and information that has come to summarize all the data to be collated and analyzed for use in the design of the actual location. The case study analysis sample was studied and analyzed. The composition of matter selected sample of 10 nearby to compare. Samples with various design principles and analyze data from photos contains general. About illustration information design principles information about the new graphics Analyze data to the results of the query. To find the results applied to the design of attractive illustrations exotic variety available. Process is gathering information from the target teenagers. Between 18-21 years, with a presentation of photos about Bangkok from various locations in the image. Each field and creative photos with interesting techniques to compare the use of illustrations. The target group then analyzed data to compare the sample to be concluded for image composition.

Analysis: SWOT

The researchers were able to bring the information used to design and compare the advantages and limitations. Weaknesses of each sample was used for the illustrations as well as promote more visuals. Virtual presentation yard many forms. Help promote tourism and also provide an interesting picture. Strengths to be optimized or the other. To be aware of the weaknesses and improve that. It's weird to be unacceptable. May be not supported by the group, which has a number. Less to a limitation in the presentation. The choice of the image must be in accordance with the content. Which may sometimes convey difficult and less story. Because of the detail in some souvenirs. The issue of limited opportunities and hurdles that used to be design illustrations. This novelty will quickly recognize viral popularity has easy access has been achieved. Popular demand a particular kind or variety. In addition to analyzing the market situation above, the design of the theory. Is based on the theoretical principles guiding the design of their designs

by applying the appropriate style needs. Target group experience of each, this works most productivity is thought to have originated from the basic design principles and develop a model theory of thought into the design process is going on, in fact the next pattern analysis. This design uses the basic principle of comparing the work each student has the same problem. The creative work of an individual to decide illustrated design guidelines and criteria to consider.

1. Most beautiful is when see composition is perfect.
2. Technique is skill to use for computer design.
3. Presentation is the design and appeal.
4. Principle is theory and composition apply.
5. Exotic and unique presentations. Have a good design.

Theoretical analysis by comparing the performance of students in accordance with the above considerations. Made aware of analysis aesthetic teens in this group will look beautiful only partially. Often use a variety of techniques. Into the job and not the job. Work that has come out looking so beautiful as they should. How to present a perspective. Unusual interest differences make a point to find the principle used in various applications. Difference is whether the space over the size, color balance, focus, etc. But to take advantage of. Various design theories and principles. Those are not fully If a development model in some presentations. Will make the job more completely. From the above model that uses images place. In using computer-aided techniques to decorate. Choose a unique point of view than a normal presentation. Various techniques the design principle of a new image with the following interesting.

Photos of the pick from the elements and concepts are presented in an interesting novelty was analyzed with consideration of the principles of design and composition. By selecting nearby the sample such as element 15 in the categories of 5 each selected illustrations below.

1. The illustrations regard to art.
2. The illustrations are clear.
3. The illustrations are realistic.
4. The illustrations are sharp.
5. Stimulate creativity towards morality.
6. The illustrations are communication stories.

Considerations

1. Equilibrium is depicted as a beautiful balance.
2. Harmony is the skin's appearance.
3. The difference is within the image. In a good way.
4. Ratio is the proportion for each other.
5. Rhythm and pacing, and movement within the picture.
6. Highlighting the main focus attract good design.

Analysis: Case Study

The analysis of the sample data, designed, keeping in mind that the form. That will be used in design emphasize the use of light and shadow to the appeal letter to find the meaning of the images used. Place the text and accompanying photo or graphics to offer a place to view exotic interest. Both two- dimensional and three-dimensional assemblies, refer to the virtual main details. Most other components the least made more attractive and create questions of the witness. The difference in the use of color to a new exotic harmony rationality that. Relationship and use storytelling techniques visual storytelling makes it easy to understand.

Results of the Analysis to the Design

The analysis of all possible design illustrations promote a virtual visuals presented by the yard many forms. It also helps promote tourism, provide an interesting picture to be optimized. Takes time to accept something new. Or may be supported by specific which amounted to at least. Restrictions presentation the selection of images need to be corresponds to the content. Which can sometimes be difficult to convey. The story was less because of the some details of the memorial service. But the novelty will quickly recognize viral popularity has easy access. Has been a popular demand is particularly unique. Adolescents in this group some look just beautiful. Often use a variety of techniques, both on the job and not on the way. Present a unique perspective that makes a point of interest to find the different principles used in various applications. Difference is whether the balance point iteration space size, color etc. The theme is a place in Bangkok. Using computer-aided techniques to decorate. Choose a unique point of view than a normal presentation.

Sample design keeping in mind that the format that will be used in the design. The use of light and shadow to the appeal letter to find the meaning of the images, and placement. Accompanying text, photos or graphics place to offer an extraordinary view. Do both two-dimensional and three- dimensional assemblies, see virtual. Details of the most notable. Other components the least made more attractive and create questions of the witness. The difference in the color of a novelty to see a harmony causal relationship. Technique, storytelling and visual narrative makes it easier to comprehend.

From concept illustration of student presentations. Illustrations   and examples make different patterns to create a line of different places in each mind. Central Bangkok was presented with the story lines and characters, both black and white households. The river story which is known to the general public on the rivers, canals and architecture. History of Bangkok make various drafts the product use as a prototype. Adoption, each divided into color or black and white products such as plates, cups, pens, bags and notebooks, etc. It can be used as a model to create work. Other end of the trade is divided according to the draft.

The results of the analysis made for graphic design, illustration, promote the city within the character. And retouching techniques used. They can be applied illustration design guideline from research to products easy.

Through convey the content as graphics or illustrations in the design. The research results obtained from the analysis can be adapted and applied as a design guideline in different situations. And the important is tell the historical story about each community, and also promote local culture and create the local identity.

Fig. 1 Ex.Picture of the landmark in Bangkok.
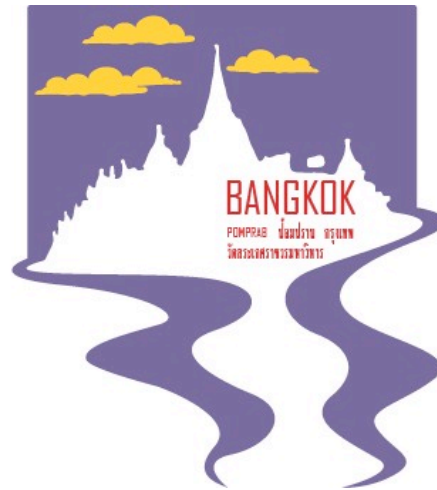

Fig. 2 Ex.Illustration of Wat Sakat. (P o o - K h a o - T h o n g) B l a c k & W h i t e

Fig. 3 Ex.Illustration of Wat Sakat. (P o o - K h a o - T h o n g) C o l o r

Fig. 4 Ex.Illustration of Giant Swing. (S a o - C h i n g - C h a)

Sample design keeping in mind that the format that will be used in the design. The use of light and shadow to the appeal letter to find the meaning of the images, and placement. Accompanying text, photos or graphics place to offer an extraordinary view. Do both two-dimensional and three-dimensional assemblies, see virtual. Details of the most notable. Other components the least made more attractive and create questions of the witness. The difference in the color of a novelty to see a harmony causal relationship. Technique, storytelling and visual narrative makes it easier to comprehend.

Conclusion

The results made for graphic design, illustration design and products design promote the landmark in Bangkok. And retouching techniques use for anything about visual art. So they can be applied to design easy.

Appendix

University Encourages research to increase the number of research available to more and demonstrate the potential of the personal of the agency with the ability to create work

Acknowledgement

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