

Aesthetic and visual impression through thai film poster

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ABSTRACT

Watching movie is popular among Thai people regardless of how old they are. There are wide varieties of films: romance, teen movies, family issues, tragedy, comedy, and animation. Moreover, some foreign films are widely welcome by Thai audiences such as films from China, Japan, South Korea, India, Hollywood, or Independent Films. Initially, Thai consumers prefer watching Thai movies to others because the audiences can perceive various feelings within one film. Moreover, this can serve the emotional needs of Thai audiences. It can be inferred that the happiness from Thai movies is Thai art appreciation because the audiences can enjoy themselves through the motioned pictures, or visual impression.

Thai film poster is legend since it began. It acts as a visual communication tool of film content. It is consisting of impact image and stunt typography which gives the first-sight visual experience to the audience. Along with the main visuals, typographic design is another key element of Thai film poster. It has been used as a story recognition. Movie title has been designed in various approach; such as exploration with outline contour to take shape and form, proportion and scale, texture and color scheme to make outstanding meaning and effectively its mood and tone.

Keywords: Aesthetic, Visual Impression, Thai film poster

INTRODUCTION

Going to the cinema is popular among Thai people regardless of how old they are. There are wide varieties of films: romance, teen movies, family issues, tragedy, comedy, and animation. Moreover, some foreign films are widely welcome by Thai audiences such as films from China, Japan, South Korea, India, Hollywood, or Independent Films. Initially, Thai consumers prefer watching Thai movies to others because the audiences can perceive various feelings within one film. Moreover, this can serve the emotional needs of Thai audiences. It can be inferred that the happiness from Thai movies is Thai art appreciation because the audiences can enjoy themselves through the motioned pictures, or visual impression.

Formerly, Thai film has been produced by foreign production in 1923. After that, the Thai Film Production House has been established including businesses related such as cinema, media advertisement, leaflet, and film poster. During the first period, the film performed was a silent film with a small proportion of voice-over film entering the market. If the audiences want to have more understanding of the film and its details: venues and times, they need to view the film poster in front of the cinema before the film starts. Through the specialty of the poster designers, the pleasing pictures with striking letter fonts and attractive color tone can substantially draw the audiences' attention. Therefore, film poster production and design have been well-practiced and popular since then.

The key syntaxes of the poster consist of a title, scene pictures from the movie, credit block, the names of the movie stars and their photographs, and song lyrics [1]. The poster's content is always related to the Thai social context and its local culture. At that time, the art style applied to the posters were Art Nouveau and Art Deco which could inspire the Thai designers to deliver a unique design on the Thai posters. As well as this, printing technology can be another element to propel the development of Thai Film advertisements which served the need of the audiences.

METHODOLOGIES AND PROCEDURES

The objective of this research is to study Thai film poster, from AD 1923 until now. Hence, qualitative research methodology has been applied through the interviews with 5 poster designers. Purposive sampling method has been employed. Data collection process of this research was consisting of books, film review

magazine, Film Archive (Public Organization), poster collectors, and poster shops in old town were collected. 400 Thai film posters were selected and have been analyzed. Scope of analysis consist of key visual design, typographic design and grid layout.

RESULTS AND IMPLICATIONS

The development of Thai Poster Design is categorized according to the timeline into three periods as followed.

1. The early period, from 1923 to 1960, the Photomontage technique [2] was wildly used among designers. Unfortunately, the printing technique reached its limitation, so a letter pressed printing technique with primary colors had to be applied. However, this made the whole picture look unnaturally, as can be seen from Fig. 1. And 2.



Fig. 1. Thai film poster on early period [4]
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>



Fig. 2. Thai film poster on early period [5]
Source(s): <https://palungjit.org/threads/>

2. The prosperous period, from 1960 to 1980, the Thai designers, who had a solid background in Western Art and Modernism Art, started to convey a draw and paint technique together with the usage of three-dimensional typography, motif, a frame, border decoration, and dynamic picture composition. This is because these techniques can be used to attract audiences to the main leading stars or some high-light situations from the movie rather than something else, as can be seen from Fig. 3. And 4.



Fig. 3. Thai film poster on prosperous period
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>



Fig. 4. Thai film poster on prosperous period
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

3. The recent period, since 1980, the offset printing technology has leapfrogged, so the printed picture looks similar to the photograph with high resolution. This technique is popular among designers. After that, a photo-retouch technique [3] has played a greater role in creating the illustration of Thai film posters. This enabled the designers to broaden their creativity beyond the realm of imagination. Consequently, the drawing and painting technique has disappeared from the Thai posters since then, as can be seen from Fig. 5. And 6.

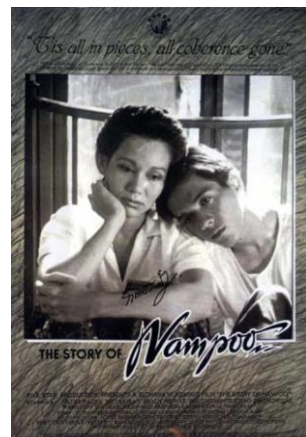


Fig. 5. Thai film poster on recent period [6]
Source(s): <https://pantip.com/topic/33064779>



Fig. 6. Thai film poster on recent period [7]
Source(s): <https://www.thaifilmreviews.com/review/>

The designers from 1960 to 1990 made a substantial income. It is found that the famous designers at that time possessed artistic skills such as fine and applied arts which were the combination of aesthetic appreciation and visual communication. When watching a film was counted as a pleasant and aesthetic entertainment, the Thai poster together with the drawing and painting technique portrayed the ‘Very Thai Mindset’ which was different from the western style. Basically, the western style poster emphasized on the movie stars and space, and refrained from adding the irrelevant pictures.

The popular patterns of poster composition to present the ‘Very Thai’ style is listed as followed.

1. Triangle Shape Pattern, as can be seen from Fig. 7.



Fig. 7. Thai film poster with Triangle Shape Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

2. Diagonal leading line Pattern, as can be seen from Fig. 8.



Fig. 8. Thai film poster with Diagonal leading line Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

3. Crowded Pattern, as can be seen from Fig. 9.



Fig. 9. Thai film poster with Crowded Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

4. Three-Dimensional pattern to show the distance, as can be seen from Fig. 10.



Fig. 10. Thai film poster with Three-Dimensional pattern to show the distance
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

5. Fantasy or Surrealism Pattern, as can be seen from Fig. 11.



Fig. 11. Thai film poster with Fantasy or Surrealism Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

6. Thai Local Identity Pattern, as can be seen from Fig. 12.



Fig. 12. Thai film poster with Thai Local Identity Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

7. Geometric Form Pattern, as can be seen from Fig. 13.



Fig. 13. Thai film poster with Geometric Form Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

8. Text as a Hero Pattern, as can be seen from Fig. 14.



Fig. 14. Thai film poster with Text as a Hero Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

9. Frame and Border decoration, as can be seen from Fig. 15.

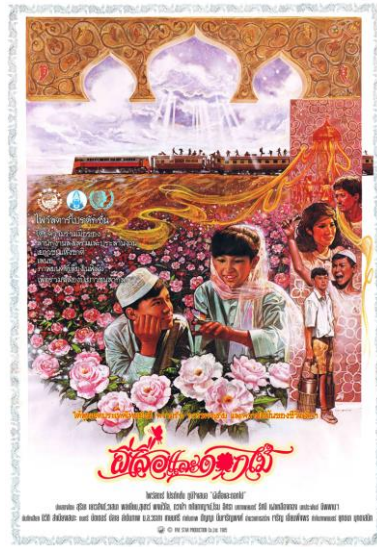


Fig. 15. Thai film poster with Frame and Border decoration [8]
Source(s): <http://www.fivestarproduction.co.th/>

10. Fragmented Pattern, as can be seen from Fig. 16.



Fig. 16. Thai film poster with Fragmented Pattern
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

Typographic Design is another element to hook audiences' attention. Mostly, the title of the film is named with some simple words or short phrases to better understanding. These names are concise and express the whole feeling of the film with a straightforward style. The typographic design techniques widely applied are listed as followed.

1. Make the letter as an image, as can be seen from Fig. 17.



Fig. 17. Typographic Design with concept of "Make the letter as an image"
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

- Adapt the image as a letter, as can be seen from Fig. 18.



Fig. 18. Typographic Design with concept of “Adapt the image as a letter”
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

- Adapt the image as a part of the letter, as can be seen from Fig. 19.

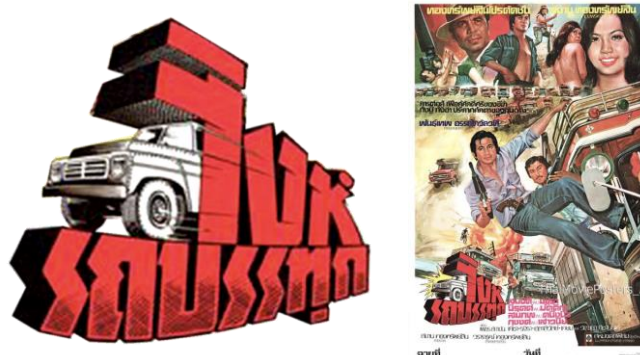


Fig. 19. Typographic Design with concept of “Adapt the image as a part of the letter”
Source(s): <https://thaibunternrg.fandom.com/th/wiki/>

- Adjust the word to be an image, as can be seen from Fig. 20.



Fig. 20. Typographic Design with concept of “Adjust the word to be an image” [9]
Source(s): <https://www.fivestarproduction.co.th>

CONCLUSIONS

The early period of Thai film poster has been established with the photomontage technique. It was wildly used among designers before the printing technique reached its limitation, so a letter pressed printing technique with primary colors had to be applied. However, this made the whole picture look unnaturally. Then, the prosperous period has come. Some of Thai designer had a solid background in Western Art and Modernism Art, started to convey a draw and paint technique together with the usage of three-dimensional typography [10], motif, a frame, border decoration, and dynamic picture composition. This is because these techniques can be used to attract audiences to the main leading stars or some high-light situations from the movie rather than something else. Finally, the offset printing technology has leapfrogged, so the printed picture looks similar to the photograph with high resolution. This technique is popular among designers. After that, a photo-retouch technique has played a greater role in creating the illustration of Thai film posters. This enabled the designers to broaden their creativity

beyond the realm of imagination. Consequently, the drawing and painting technique has disappeared from the Thai posters since then.

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