

COMMUNICATION DESIGN PROJECT FOR PROMOTING THE IDENTITY OF KLONG YONG, NAKHON PATHOM

Supatra Lookraks, Preechaya Krukaset, Suraphan Rattanavadi, Jitravadee Runginkankar, Khunchai Sukkon, Jitima Suethong,

Faculty of Industrial Technology, Suansunandha Rajabhat University, Bangkok, Thailand,
Email: supatra.lo@ssru.ac.th; preechaya.kr@ssru.ac.th; suraphan.ra@ssru.ac.th;
jitravadee.ru@ssru.ac.th; khunchai.su@ssru.ac.th; jitima.su@ssru.ac.th

ABSTRACT

This research is a survey. To study the factors and guidelines for media design. Promoting the image of the Klong Yong community creatively, the community is widely known. The collected data were collected from the " Sufficiency Economy Learning Center" at Klong Yong District, Nakhon Pathom Province, which was used as a guideline for the Communication Design Project for Promoting the Identity.

Nowadays, the use of public relations has varied. Not just slide or just use. Print media to communicate and provide important information only. Modern technology in the social media has made it. Use of animation media internet and social media use in public relations. Much of the information acquired is used in a variety of media formats. But the media on the Internet and the community guide is the most popular for use as a design guide to communicate and give information to newcomers and outsiders to get to know the community. It will help to convey. Information about the sufficiency economy of the community directly and reach the target audience easily. And faster. However, the community is still using enough learning resources to get participants to live in the real world. Experience the atmosphere in the real work. The researcher collected data in the design of the survey. The needs of the community leader (headman). Participants and groups Those who have not attended. The guidelines and format of the media as both static and image. Animated in online and offline formats. The way to share information through social media. New in the publicity, such as Logo, Mascot, Guide Book, Motion Graphic, Title Animation, etc. The information obtained can be used as a guide for the design of public relations media in Klong Yong community in the form of a strong community. The results of this study were presented in a friendly manner. Simple design of the community in the design of public relations media is more known.

Even the Klong Yong community is not very public relations. Sufficient Economic theory makes the community well known. But adding more publicity media will help the community become more recognizable. The knowledge accumulated will be transmitted and used to generate. More benefits. They may need to create guidelines and formats for communities to apply themselves.

Keywords 1,Communication 2,Promoting 3,Identity 4,Graphic 5,Multimedia 6,Sufficient economy

INTRODUCTION

Klong Yong Community of Nakhon Pathom. The area is divided into 8 villages is Baan Klong Yong, Baan Klong Sawang Arom(Chai Khan), Baan Lanhai, Baan WatMakeae, Baan Don Thong, Baan Klong Yong Mai, Baan Sahakorn and Baan Jalearnsuk. The canal is used as a shortcut to contact the neighboring this provinces, such as Bangkok, Nonthaburee, Supanburee. This helps reduce travel time and freight as well.

Promote the economy in the community, will be learn to improve the economy in this area.

Currently, Klong Yong Municipality is still focusing on economic development, infrastructure education. And raise the quality safe food production. Follow the vision of development in Klong Yong. It is the source of support in various fields. The education promote occupational groups of main occupation groups is farmer. Can produce agricultural products available each year. This is not the same community that has the same output. The similarity of community productivity. May cause

confusion in purchasing decisions. And the community is lacking in identity. To be remembered for external consumers outside community. Therefore, making a difference to the community will be a selling point and can promote the community in various areas to be known and easy to remember. The use of public relations is diverse, with the type of media design chosen appropriately. Can make a difference and better remember the image of the community. Using the "Learning Center Suffolk District Level of the Klong Yong community" an intermediary in the presentation of media design guidelines to promote the promotion. The image can be linked community is different and easy to remember with Graphics and Multimedia Design.

The researcher wanted to study factors and public relations to promote the creative image of the community enterprise of Klong Yong, Nakhon Pathom. To enhance the competitiveness performance based on creative economy concept. To expand the marketing channel to the community. Whether it is launching a new product or stimulating sales of old products. Creating a good image of the product will help convey the community's information to consumers. Demand Believe in the products and services of the community. The Sufficiency Economy Learning Center at Klong Yong helping to transfer knowledge and principles of sufficient work of farmers in the community.

Figure 1
The image of the Sufficiency Economy Learning Center at the district level of Klong Yong.



RESEARCH OBJECTIVES

1. Study factors and public relations approaches to promote the creative image of the Klong Yong community of Nakhon Pathom province in Thailand.
2. Proposals for the design of public relations media of Klong Yong, Nakhon Pathom.

RESEARCH METHODOLOGY

The researcher and the team collected data from the actual site of the canal community. Nakhon Pathom to know the need real community. The area to the "Sufficiency Learning Center at Klong Yong, district level" I have seen the area. Farmer's work in the community The information in the presentation can

be used in the design of public relations media. Community properly the method of conducting research is 3 steps.

1. data gathering.

Starting from the collection of data from various sources. Both in the form of online and related documents. To get the information. An Introduction to Klong Yong Community, Nakhon Pathom Province. By collecting the media inside and outside the community, the researcher was seen. The overall image of the community from which the community sees itself and others sees the community. Information from interviews with community leaders and community representatives will provide information in the area. To be used in decision making as a guide for media design.

2. Data analysis

In the interviews, the insights gained from the interviews were analyzed. To find a clear path and compare possible to use the design and accepted by the community representatives. The data is very interesting to find. Less is the answer to the community. And create a draft for the community to decide. Then make a summary of the analysis from the real needs of the community.

3. Summary of Design Guidelines

Analysis of data from interviews and select a community from Idea Sketch. The researcher will know the need and community concept. Can be summarized as a guide to design the media that best suits the community. They also have to find a channel to promote the media to use easily. The community can manage and develop their own.

Figure 2

The atmosphere in the mixed farming in the Sufficiency Economy Learning Center.



RESEARCH RESULT

This study and research. Researchers and staff can collect community information from village headman and village representative as well. The information can be used to decide how to design a public relations media for the canal community. And enough to use as a guideline for the design of the actual work is interesting as well. The result is a print media, and two-dimensional animation to help explain Klong Yong district. And communicate in the form of work to communities are available either online or offline. The new generation and even older people are using more variety of media as well. Is made the concept of designing public relations media in line with the needs of the community is not difficult.

The result of this research is the design of the media. By implementing the space usage model. Sufficiency Economy Learning Center In the community to help promote the difference in interest.

SUMMARIZE AND DISCUSS THE RESULTS

Have guidelines for use in the design of appropriate media to the community. With the use of graphics and multimedia, both graphic and animation create an interesting mix. Can be used to guide the community. To be more known. Using the "Sufficiency Economy Learning Center at the District Level" of the Klong Yong community is part of using public relations media to the community. The Sufficiency Economy guide can be used to connect people who are interested in learning from graphical images that are easy to communicate. And animation provides information about the sufficiency economy. Make people in the community and people in other areas. Interested in learning about the subject. Sufficiency Economy has received from this media.

The use of sufficiency economy is one of the ways of public relations. To broaden the concept. It can be adapted to both the agricultural and non-agricultural occupations. It also helps to promote the Klong Yong community to recognize and increase the value of the product more community. From the picture below. It can be seen that we can present the public relations in both the real atmosphere and adapted to the image create beautiful. Add value to community products in various ways. Must be modern It does not require a very difficult and complicated way. The community is not alone.

Figure 3

Image of converted vegetable from the abundant in the Sufficiency Economy Learning Center.



Figure 4
Product image Kumamon Mascot of Kumamoto, Japan.

ที่มา : นิชมน์ นริฐพฤกษ์ และ เอ ทีม. (2558). เมนครอศ. อะเคซึ, 14 (162), 133,136

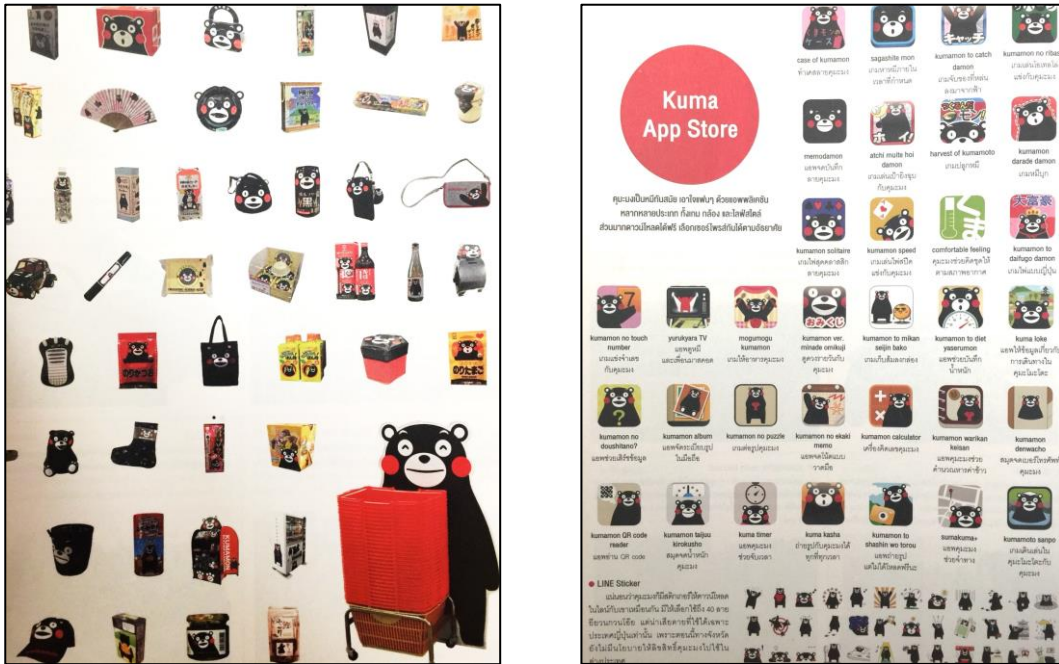


Figure 5
Personality traits help public relations community to Idea Sketch & Sketch Design1 (GMD works)



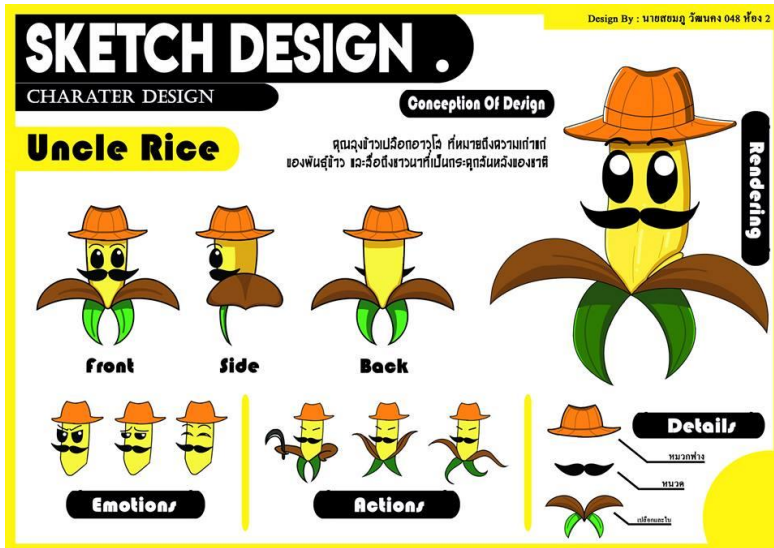


Figure 6
Personality traits help public relations community to Idea Sketch & Sketch Design2 (GMD works)

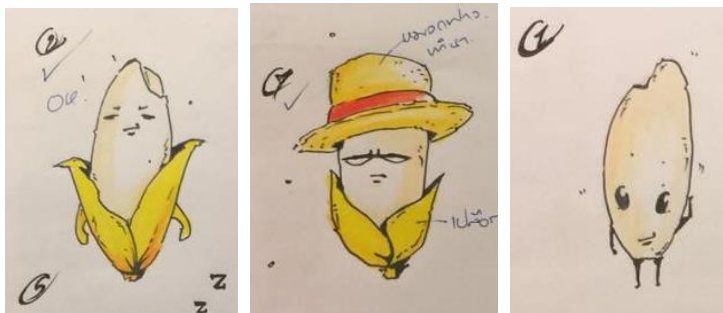


Figure 7

Personality traits help public relations community to Idea Sketch & Sketch Design3 (GMD works)



Figure 8
Personality traits help public relations community to Idea Sketch & Sketch Design4 (GMD works)

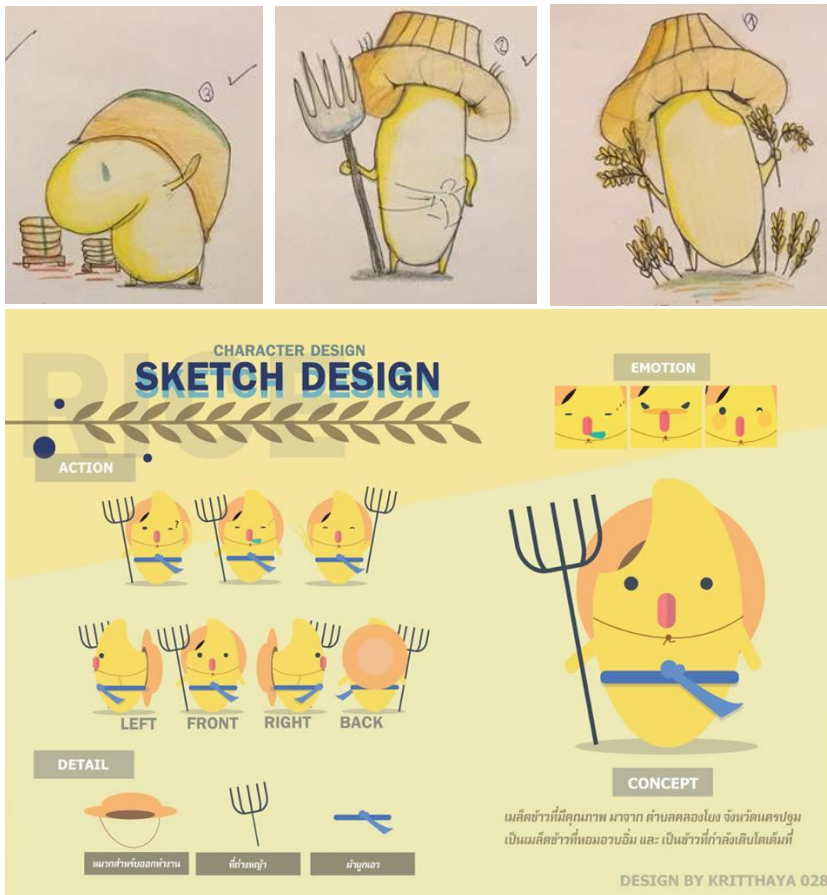


Figure 9
Personality traits help public relations community to Idea Sketch 5 (GMD works)



Idea Sketch and Sketch Design in this project research is graphic and multi media design suggest logo, mascot, souvenir, application, game animation and motion. Everything information for promoting communication design project for promoting the identity of KlongYong, Nakhon Pathom, Thailand. Because of knowledge in this district be use to help people about life. Life is sufficient economy. Conception of design in this project research is farmer and rice or about agricultural products. Be can use this design for any products for promoting in graphic and multimedia design online or offline everywhere. And promote sufficient economy to everybody for good life and good better.

Figure 10
Game Design for Project KlongYong. Idea 1 (GMD Works)

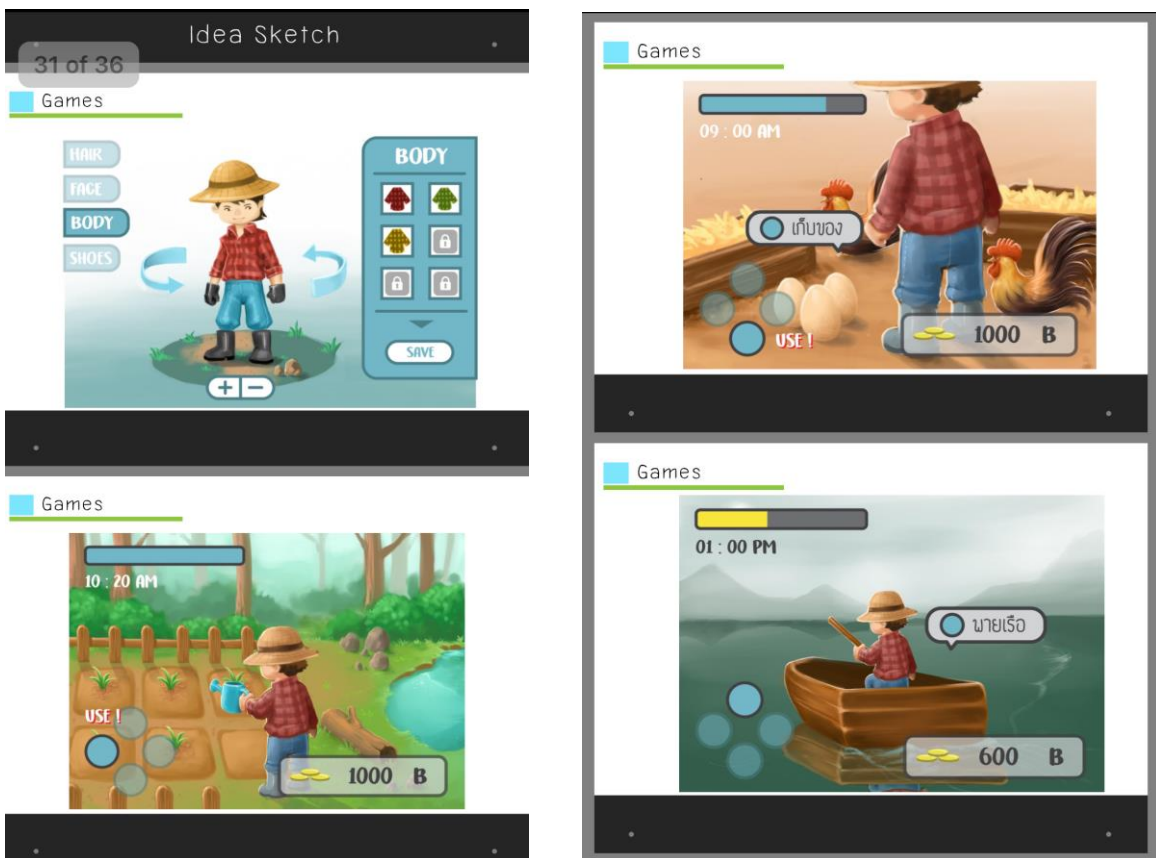


Figure 11
Game Design for Project KlongYong. Idea 2 (GMD Works)





Figure 12
 Sufficiency economy motion graphic and explain simple economy design preview. (GMD Works)

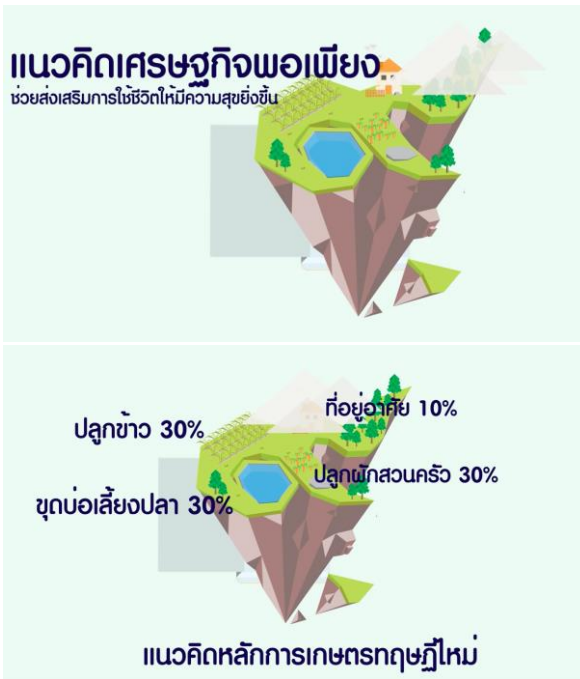


Figure 13

Animation Design is used to explain simple sufficiency economy. (GMD works)



Suggestion

Even the canal community is not very public relations. Sufficient economic theory makes the community well known. But adding more publicity media will help the community become more recognizable. The knowledge accumulated will be transmitted and used to generate. The knowledge accumulated will be transmitted and used to generate. More benefits. They may need to create guidelines and formats for communities to apply themselves.

Figure 14
Example for application design promote sufficiency economy. (GMD works)

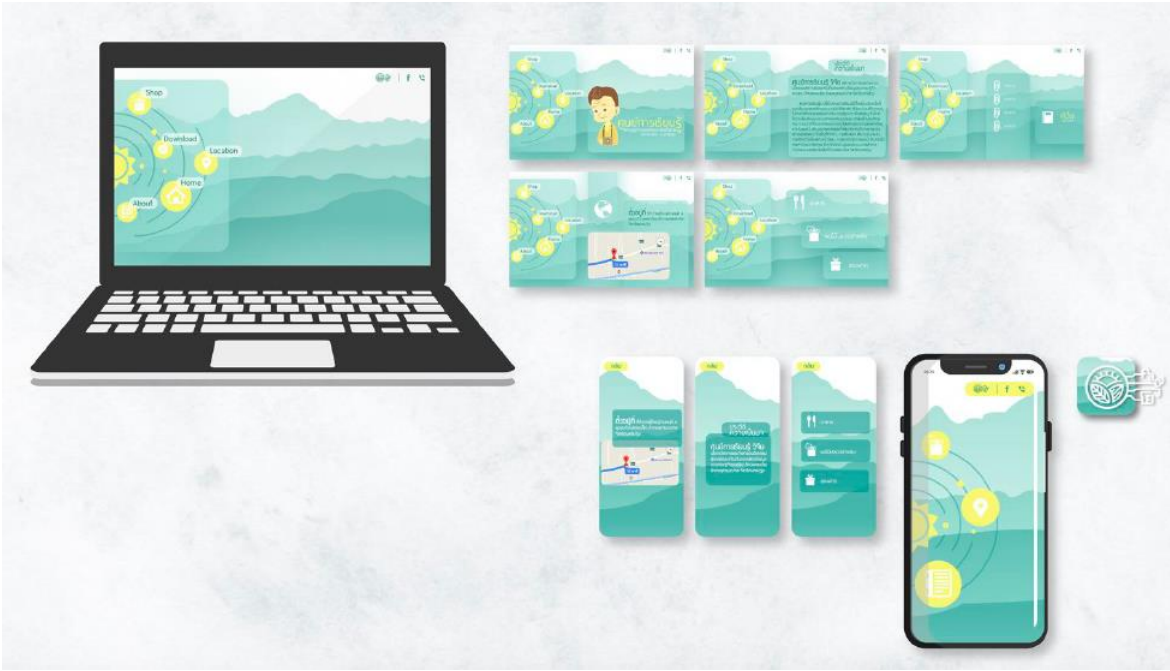


Figure 15
Example for souvenir design promote sufficiency economy. (GMD works)





REFFENCE

- Janya Suwannatat, Supa Malakul N. Ayutaya and Yongyut Wongpiromsan. (1985). Scicology.
- Jirayu Pongwarut. (2011). Graphic Design in Poster. Bangkok: Taweewattana.
- Chairat Artsawarangkul. (2005). Packaging Design for Success. Bangkok: Thanghuasin.
- Nichamon Hiranpuel and A Team. (2009, Febuary). Main Course. Kumamon. 14(162). 14 Febuary 2009. Aday.
- Teeraporn Uwanno, Likit Kanjanaporn and Darunee Kaewkamnerd. (1994). Scicology and Social Basic for Teach. Nontaburee: Sukothaithammatirat University.
- Nuanioy Boonwong. (1991). Principle of Design. Bangkok: Julalongkorn University.
- Naipinit Kachapakdee. (1994). Personality of Development for Skill of Knowledge.
- Boonyeam Yammuang. (1989). Astertic of Visual Art. Bangkok: Odien Store.
- Papoj Noonpakdee. (2010). Graphic Design Priciples. Nontaburi: IDC Premier.
- Piyaboot Suttida. (2010). Graphic Design Artwork. Nontaburi: IDC Premier.
- Padung Prommul. (2004). Illustration Design. Bangkok: Samnakpimmulanitidak.
- Pongsak Chaitip. (2005). Graphic Design Technic. Bangkok: Se-ed uksion.
- Sangket Narkpaijit. (1987). Principle of Design. Mahasarakam: Preedakanpim.
- Sucha Janaim. (1999). Scicology Development. Bangkok: Thaiwattanapanit.
- Ari Suttipan. (1987). Design. Bangkok: Thaiwattanapanit.