

**GRAPHIC DESIGN FOR EXHIBITION DESIGN  
FOR ROAD-RAGE**

**BY** \_\_\_\_\_

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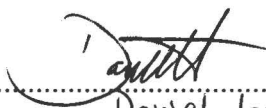
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## ABSTRACT

Anger is a common human intense emotion to express a negative feeling. It lacks of analytical thinking. Anger will cause a physical reaction. If people don't know how to deal with the emotion, it will affect them all around. One of the expressions of anger is road-rage. It turns driver to be aggressive people on the road and is followed later with problems with negative effects. According to the news, the number of road-rage problems has been increasing. Anger lacks consciousness and responsibility, and it leads to serious problems. This study will create a visual design to help driver become aware of, preventing and understand road-rage.





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# Chapter 1

## Introduction

**Title:** Exhibition Design for Road-Rage in Thailand

### 1.1 Background

Anger is an intense emotion characterized by antagonism toward something or someone. It is a normal human emotion that expresses a negative feeling. A leading cause of anger depends on a person's situation, the environment and feeling disorders. When it is uncontrollable, it turns destructive and causes a huge problem.

The irritated emotions or anger creates a physical reaction. Person who face anger will also experience a physical state. The physical response to anger, blood pressure and heart rate will go up, also increasing levels of adrenaline and noradrenaline. Anger is used as a protective mechanism to cover up fear, hurt or sadness, making it difficult to think straight and likely to cause your physical and mental harm to your health

Angry people will think in a more pessimistic, making risky decisions and harming becoming smaller. They will blame on other's behavior more on the situation and tend to rely on stereotypes. Moreover, they spend time more on superficial and less on details. Anger is unlike other negative emotions, it lacks analytical thinking.

Road-rage is one of the examples of anger. It is an aggressive or angry behavior by a driver of an automobile or other road vehicle. It happens when others may change lanes with no signal, speed up to block you, not allow you to change the lanes, horns honking and flashing high beams at your mirror. Road-rage can lead to serious car accidents and terrible traffic jams.

There are many ways to manage road-rage. Firstly, remind yourself that driving is not a competitive sport. Secondly, using your turning signal ensures that drivers around you will not crash into your car when you are changing lanes. Thirdly, do not cut off other drivers and lastly make sure you have plenty of space when you merge onto a highway.

## **1.2 Significance**

This study will help people who drive cars to become aware of road-rage. An art exhibition will connect between forms of art and aggressive feelings. It will communicate with the audience in details of road-rage, which will be of benefit to motorists and people among the road. This exhibition contains many causes and effects of road-rage. Moreover, anger is an emotion which leads people to risky situations. Actually everyone recognizes the vision greater than the emotional.

Furthermore, the character of the road and car will be used in the art exhibition to make people think further about the cause and effect of the road-rage.

## **1.3 Problem Statement**

Nowadays, according to the news road-rage is a large problem in Thailand. It started as a small problem on the road and became bigger. For instance, one driver drives slowly in the fast lane and the car behind gets angry. It can turn to fights later from just a very small thing and affect the traffic or a car accident.

People are being careless of responsibilities. The lack of consciousness leads to serious problems. The information of road-rage in Thailand is still poor. People should understand better and preventing of road-rage.

## **1.4 Project Objectives**

1. To understand the causes, effects and prevention of road-rage
2. To create visual form of communication and bring awareness for people to aware of road-rage

## **1.5 Expected Results**

By the cause and effect of road-rage, I will create an art exhibition in terms of vision and perspective the road-rage to remind people of the negative effects of anger. People will have a better understanding on the road-rage. Also learn to keep yourself out of road-rage.

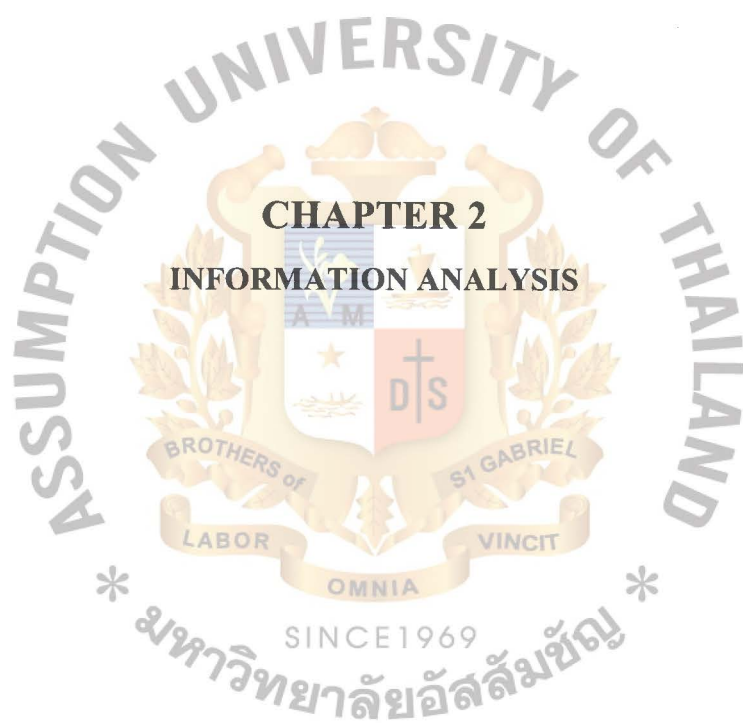
The art exhibition of the road-rage will help audiences look through the details and understand road-rage.

## 1.6 Scope of Study

Exhibition design of road-rage

1. 1 backdrop
2. 2 panels of road-rage statistic
3. 1 panel of causes
4. 1 panel of effects
5. 1 panel of conclusion
6. Floor plan design
7. 1 video
8. 2 acrylic cards design







## **Chapter 2**

### **Information Analysis**

#### **2.1 Literature Review**

##### **2.1.1 Art / Design Theories**

###### **Exhibition Design as a Communicator**

Exhibitions have their own topic or theme which defines them. The function of exhibition is to find a way to communicate and provide a new ideas and perspectives using theories, thought, information and discoveries. The heart unique, they can be any items, reproduction or copies that help to communicate the ideas and and main the idea of the exhibition is the set of messages, the fact or the idea that the exhibition maker tried to deliver and the story of the exhibition. The necessary factor to make the idea of exhibition is extensive use of language, text, audio and video. Artifacts in the idea of the exhibition surrounds by contexts including photos and texts. The artifacts are needed to have abilities to be a part to help carry and support the messages. They do not need to be rare or related to the exhibition because the important thing is to communicate ideas, not to show the artifacts.

###### **Creation of visitor-friendly exhibition**

Exhibitions are no longer ivory towers where relics of distant ages are safely kept. They are part of a changing social context that they have to respond to, or become obsolete. Interpretive planning means not just exhibiting but also explaining objects in a display. The essence of the planning process is to make visitors understand the meaning and significance of the items presented, and return home with new knowledge, not just experiences. Interpretive planning is not easy if you have no clear idea about the aspirations and background of your visitors. Exhibition developers often have an optimistic view about their prospective visitors: they hope these are eager to learn, open to see novel and unexpected sights, enjoy challenges and have plenty of time to get acquainted with the text on labels and information panels. In fact, visitors have a variety of different objectives when entering museum gates, and, accordingly, different amounts of time to experience at least a part of what is on offer.

“The real journey is not the discovery of new landscapes but the novel way we observe well-known scenes.” John H. Falk starts his essay “Identity and the visitor experience” (2009) with this quotation from Marcel Proust. Falk identifies five key types of exhibition visitors will summarize below. These are not personal qualities but roles that characterise visitor expectations. Even one visitor may exhibit characteristics of a different type when coming to a different collection with a different mood and mindset.

1 Explorers:

They are curious about the exhibition and visit it because of interest. They are well read but not experts, who mostly enjoy looking at new acquisitions or works in art styles they have never heard about before. They are comfortable with going around on their own, but are keen readers of labels and information consoles.

2. Facilitators:

They visit with friends and family whom they will guide through the connections. Some of them are parents or grandparents, others are socialisers. Parents are interested in enrichment programmes, informal learning opportunities for their children, and want to know the details and prices of these. Socialisers come with another adult (spouse, friend, relative) and will walk through the galleries chatting, barely looking at the objects.

3. Experience Seekers:

They are the “been there – done that” type of people who do not want to be left out. They want to have fun and see new things, but have no deep knowledge-seeking interests. Most of them are not too frequent museum visitors because the exhibitions normally do not satisfy their need for adventure.

4. Professionals/Hobbyists:

They are a small but influential group that includes museum staff, collectors, teachers, artists, policy makers and science communicators. Their visit is strictly professional: they know what they are looking for and will view the parts of the exhibition that are useful for their new project. These people are often Friends of Exhibition and are interested in special late-night openings, gallery talks and exhibition-related excursions.

## 5. Rechargers:

They need rest and inspiration, want to get away from their busy world and expect to find a quiet place full of interesting ideas in the museum. They enjoy social gathering places, like to linger in cafés and sculpture gardens, and pay little attention to the works exhibited.

Falk postulates that all these needs are related to the personalities of the visitor and will profoundly influence their encounter with the exhibitions. If museum staff helps visitors satisfy their needs, they are more likely to come back with a more open to new experiences mindset. Visitors return (or come for the first time) only if they feel that the museum will satisfy their identity related needs. If you know your visitors, you can plan around their expectations and predictable wishes and needs. (Duplessis, 2011)

### **Emphasizes the exhibition visitor experience**

Duplessis (2011) emphasizes that the exhibition visitor experience is neither about the exhibition nor the visitor but it is about the unique moment when both of these realities become one and the same.

- “Visitors are the exhibition and the exhibition is the Visitor.
- Need to think of exhibition and content not as fixed and stable entities but as intellectual resources capable of being experienced and used in different ways for multiple purposes.
- Need to stop thinking about visitors as definable by some permanent quality or attribute such as age, gender or race – instead need to appreciate that every visitor is a unique individual and each is capable of having a wide range of very different kinds of visitor experiences.
- Result, a model of the exhibition visitor experience that is framed around visitors identity related visitor motivations. The series of specific reasons that visitors use to justify, as well as organize their visit and use in order to make sense of their exhibition experience.



## What is identity?

It speaks to how others see us, as well as how we think about ourselves. Humans don't have one single permanent identity. We use an ever changing set of identities to fit particular situations. Often unconsciously done. You sift through leisure options that will meet your needs and if an exhibition is a good fit that is what will be chosen. Feels it is not only a descriptive framework but a predictive model that we can use to anticipate who will visit a exhibition, what they do there and what long-term meanings they make of their experience long after their visit. There is a lot of competition for leisure activities. If exhibition are going to keep their current popularity and success, they will have to get better at understanding and serving the visitor. His research showed that most leisure experiences aren't initiated by a desire to see or do something specific but as a desire to fulfil a specific identity related motivation."

Interpretive planning means an integration of scientific and communication aspects. Bigger exhibition have special groups or departments for visitor relations and groups of explainers who review the plans and suggest modifications with different target groups in mind. The steps of an interpretive exhibition design are listed below (Spencer, 2001):

- Interpretation of the scientific message of the exhibition and formulation of messages;
- Definition of visitor groups;
- Interpretation plan;
- Communication plan (information transmission devices, programmes, publications, media exposure etc.)
- Visitor routes: planning and modeling
- Multimedia elements: selection and planning
- Marketing plan
- Evaluation plan with suggestions for adaptation / modification phases
- Sustainability plan.



## **Interpretation of the scientific message of the exhibition and formulation of messages**

This phase is the most important component of the interpretive planning model. According to the intentions of the exhibition developers and communication specialists select the objects or parts of the installation that they intend to highlight for different visitor groups. They also decide about the messages they want to transmit and ways that seem to be best for dissemination.

## **Definition of visitor groups**

Making exhibition relevant is one of the biggest challenges of exhibition development. When defining visitor groups, we formulate a variety of messages (based on the main ones the curator of the exhibition developed when the display was planned) that our visitors will understand and appreciate. The interpretation plan is about getting the main ideas across through their connection to issues that visitors are aware of and find important.

Every exhibition has its own visitor group that is likely to find its content motivating enough to consider a visit. This group has to be targeted when interpretation decisions are made, while other potential visitor groups should be involved, too, with a less intensive strategy.

In the Museum of Natural History in Chicago, an exhibition entitled „“YOU The Experience” (2009) was organised to tell teenagers about their body and the ways it is used and abused. The exhibition was meant for 14-18-year-olds and showed current research results about the synergy of body and mind, and the functioning of organs under normal circumstances and in exceptional situations. It explained how diet, exercise or drugs affect our health and, through interactive exhibits, called attention to other serious issues related to our body that teenagers rarely learn about, in order that they could take them seriously.

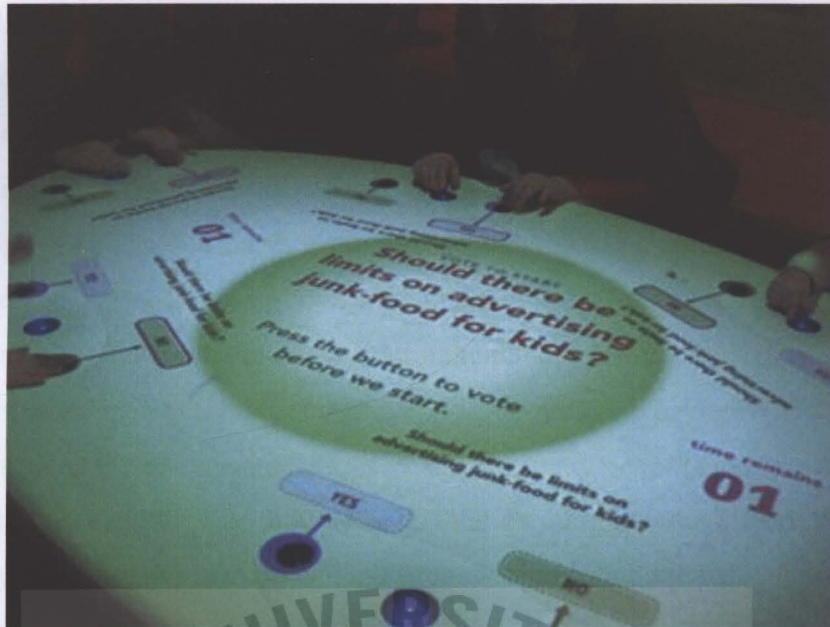


Figure1: Visitor information collection device that targets advertisements of junk food. The device collects votes about a series of related topics. Visitors push buttons to vote and may read longer info texts or debate with fellow visitors sitting around the same flat screen. YOU - The Experience, temporary exhibition, 2009, Museum of Natural History, Chicago. (Photo: Andrea Kárpáti)

The exhibition developers of “YOU – The Experience” used interactive installations because their audience has a preference for them. They offered young visitors chances to express themselves and to find out exciting new things about themselves through the solution of psychological tests or medical examination tasks. All these edutainment solutions transmitted serious knowledge in a way not only teenagers but also their younger siblings and parents could understand – on different levels, of course. The exhibition employed unusual tour guides (nurses and doctors, consumer research specialists and food experts, for example) who offered insider information on topics much discussed in the home and the classroom. The attractive exhibits as well as the scientific accuracy of explanations made the exhibition a blockbuster hit – a rare achievement in the area of science communication in exhibition.

Targeting interest groups that span several age groups is a difficult planning issue that museum educators have to face when organising guided tours in a permanent exhibition and wishing to avoid the usual “walk through the ages” approach. In Tate Britain, London, where visitors can enjoy an overview of different periods of art history, represented by masterpieces, a



small and colourful series of booklets comes to sight: For Nature Lovers, For Gardeners, For Dog Keepers, For Travellers ... to mention only a few of these thematic mini-guides that help visitors devoted to a hobby or entertaining an emotion find paintings and sculpture of particular interest while walking through the halls, and surely stopping by other works of art as well. One of the pocketbooks, For Lovers, shows how this theme captured the imagination of likeminded artists. One may consider a thematic type of walkthrough superfluous. However, this is a first encounter only, – when enjoyable, it will be followed by many more serious visits. For many people with less knowledge about art, the experience that connects their own hobby with a work of art is surely more intense than an endless procession through the halls, full of images with unfamiliar style and content.

### **Communication plan**

When we design information materials, first a style sheet is produced that includes all major design decisions for the show and the information materials. The exhibition development book includes letter types and colours, typesetting formats, representative images and key words to be used, plus other images and text to be employed, including major messages as well as points of interest that the media may find worth mentioning. Contemporary exhibitions have a full “product line” of souvenirs that bear the motifs of the most famous works of art, the most peculiar science equipment or funniest animal exhibited. Traditional museum publications are mainly scientific, but the current trend is the opposite: comic booklets, colouring books and tales about artists are meant to convince young audiences that exhibition are fun. In any case, decisions about the style and content of these supplementary materials – that will be, however, the only tangible remains of the display – should be designed in advance and in harmony with the intentions of the curator and other museum staff.

## Printed information materials

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Available for visitors as “cognitive souvenirs” of the display:

- Exhibition leaflet: illustrated, with a short overview, supplementary programme schedule and promotion material, usually free of charge;
- Illustrated guide: abridged version of the catalogue, richly illustrated, with popular introductory text to major works of the exhibition;
- Info sheets in the exhibition areas to take away or read and leave behind on site;
- Task sheet or booklet with a quiz or quest to be completed during the visit (special versions for kids with families, school groups and adults);
- Teaching and visiting aids for teachers that explain how to prepare for the exhibition at school, how to organise the visit and guide the students on site, and finally, how to obtain feedback about experiences and utilise new knowledge and experiences after the visit.



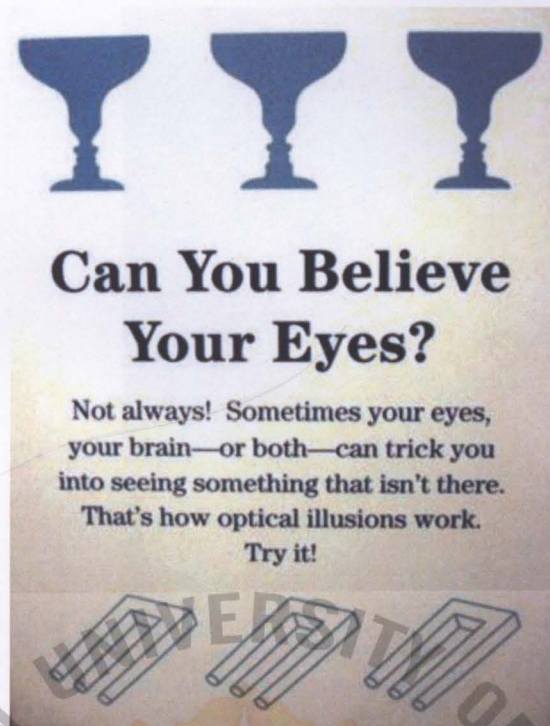


Figure2: A good example of an information panel: Demonstration of optical illusion with an inviting question in bold, large letters to lure young visitors to see the exhibit 2013. Children's Museum, New Orleans. (Photo: Andrea Kárpáti)

### **Visitor routes: planning and modelling**

Indications of directions, arrows and diagrams highlighting major installations or the exit are important parts of exhibition design. These communication devices manage the visit and are responsible for a safe and enjoyable passage through the halls. Therefore, it is not only the curator and explainer who define their placement and text but also the security personnel and the fire-protection officer. At a blockbuster exhibition, it is impossible to wander around because other visitors define one's own route and the time to be spent in front of an installation. These routes are usually linear as visitors are part of a crowd moving slowly and deliberately through the halls in the sequence indicated by the signs and guards. Normally, however, the individual visitor may decide to view the exhibition in a "hypertext" manner, walking from one piece to another because of some information just read or previously noted urges him or her to change the "correct" sequence indicated in the map or short guide. These visiting sequences may turn into a tiring run through what seems to be a labyrinth of an endless series of similar halls and corridors with no orientation signs. If there are clear indications of place, visitors easily find their way back to track after having followed their own routes for a while.





Figure3: Nicely designed and easy to follow signs on the floor of the Showcase Storage of the Szentendre Open Air Museum. (Photo: Andrea Kárpáti)



Figure4: Orientation point at the Getty Art Institute in San Francisco, 2013. Major works exhibited are clearly indicated through their shadow images. (Photo: Andrea Kárpáti)

### **Multimedia elements: selection and planning**

When planning visitor routes, we have to consider the placement of multimedia devices that are likely to attract large crowds. Their types and functions we will discuss later, while here will only summarize some planning aspects that are related to different exhibition types and styles.



Figure5: Multimedia as work of art: its placement and accessibility has to be similar to other important works of the exhibition. Alberto Sampaio Museum, Guimarães, Portugal. 2008. (Photo: Andrea Kárpáti)



Figure6: Multimedia station. 2009. Heureka Science Centre, Helsinki. (Photo: Andrea Kárpáti)



Multimedia consoles are best when they resemble edutainment products and not the pages of the catalogue. However, when they are interactive they have to be placed in corners where they can be accessed easily and where they are also accessible for maintenance, here we only give a list of their types. Their major function is to strengthen the message of the exhibition through added information and interactive experiences. The diagram below shows steps of their planning and integration in the communication tools of the exhibition.

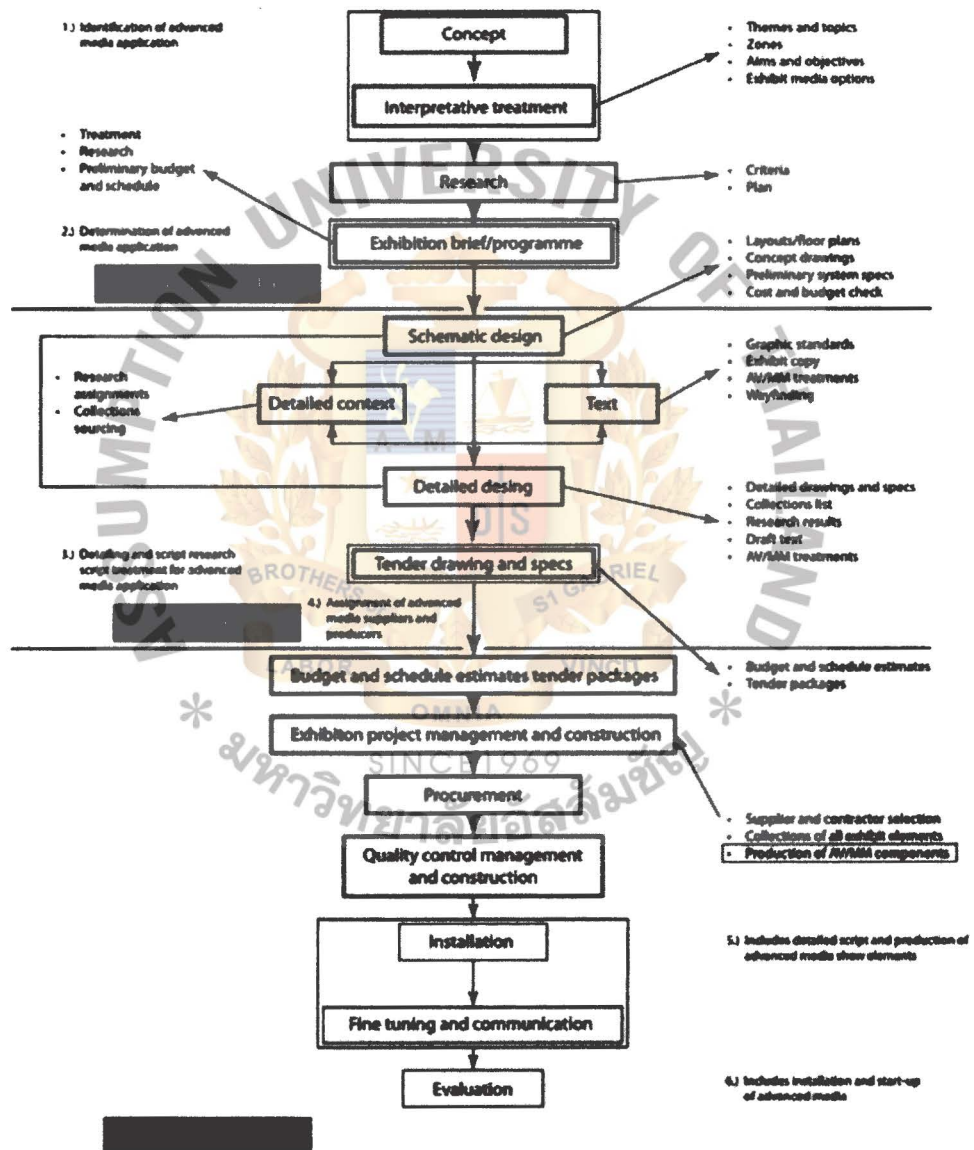


Figure7: Planning multimedia applications for an exhibition. (After Van der Donckt és Callebaut, 2001, Graph 7.8., p. 255, adaptation by A. Kárpáti)



Exhibition multimedia types:

- Soundscape (special sound effects in one or several halls of the exhibition)
- Audio guide
- Interactive console
- Film played on flat screens placed near or built inside an object;
- Animated map or diagram (e. g. led displays activated through push-buttons show information)
- Virtual reality: events and persons animated through three-dimensional imaging (e. g. laser or holography)
- 3D or IMAX film theatre (projection on a huge screen) in a special area of the museum.
- A special vehicle with audio guide facilities takes visitors from one place to another. In some cases, visitors view the exhibits while sitting on a slowly moving vehicle.
- Simulation environment – for example, visitors are seated in a model car with screen projections of the landscape it runs through. The sounds and the shaking and swinging movement of the model contribute to the experience of motion.

#### **Evaluation plan with suggestions for adaptation / modification phases**

This plan includes the assessment methods of the exhibition and the timing of their introduction. Here are some forms of evaluation to be used in exhibition:

1. Knowledge and attitudes analysis before the planning of the exhibition to decide the quality of information needed for visitors to understand it.
2. Pilot study about the use of equipments before the opening of the exhibition. It should be done at a time when interactive tools are already in place, and utilised to test their accessibility and detect functioning errors caused by intensive use.
3. Use and satisfaction surveys during the exhibition to see how the exhibition is used and perceived.
4. Post-hoc knowledge and experience surveys to observe the long-term effects of the exhibition.

## Venue

The usual place for the exhibition is where there are national heritage sites, which is a smart place to contribute. However, it is easy to get to the place and well known. Sometime the exhibition may be organized in the most unusual places for examples, on the lake, on the cave under the hill, or on the street. Some of the displays have to be banned, others may only visible for a short period. All these aspects are affected to the arrangement of the exhibition. Sometime, the unusual arrangement presents conservative problems. These places have different impact to the audiences.

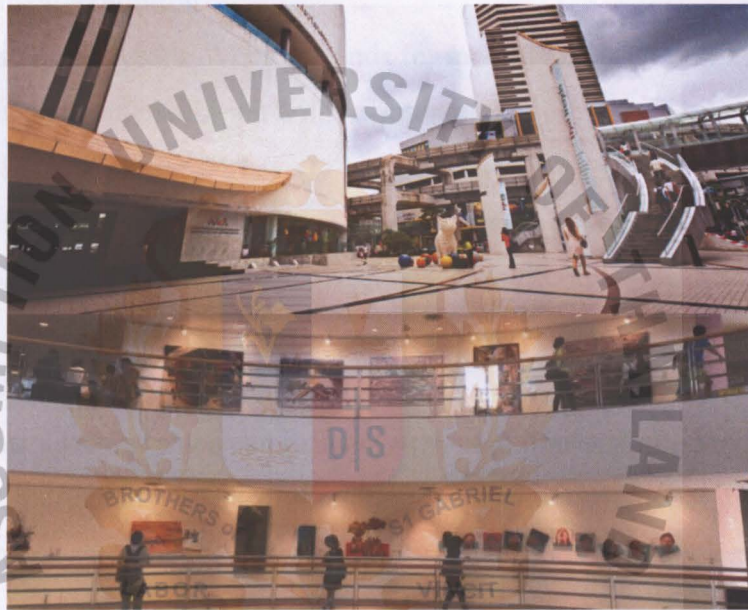


Figure8: BACC, Bangkok



Figure9: Falling rocks in Ljubljana. (Photos: Tamás Vásárhelyi)

- Duration:



There are 4 types of the duration of exhibition. It varies time from very short time up to years and decades.

- Chamber exhibition

It is a small scale of exhibition and display that is open for a short time. It can last for a few hours, a day or a week. It is normally organized for conference, trade shows or festival.

- Temporary exhibitions

This type of exhibition duration is normally organized by museums with the large collections. It lasts for a few weeks or months.

- Permanent exhibition

It may stand for years. When it stands for more than 5 - 10 years, museum staff considers an exhibition will be outdated.

- Travelling exhibitions

It can be a transition between two types. It can be on loan at a place for years, or open a month in each place.

## **Color Psychology**

The surroundings place can influence the emotions and mind by the mood and tone of individual place. Color relates to a person's emotional in art therapy. There are students who proved that some people who look at the color red, results in heart rate is increasing, which leads to additional adrenaline being pumped into the blood stream. It can be divided in 2 categories, which are warm and cool. Warm colors such as red, yellow and orange, can be represented in a variety of emotions. These range from comfort and warmth to hostility and anger. Cool colors such as green, blue and purple, can represent feelings of calmness as well as sadness.

- Psychological effects of cool colors:

Purple has colors based on blue and red so it provides a nice balance between stimulation and serenity that should encourage creativity. The light purple gives an express the feeling of peaceful, and tension. Green or blue color is giving the feeling of being calm and restful. There are so many studies about this because normally eye focuses directly to the green color, it is more relax on eye muscle. Blue color normally gives feeling of

a calming and serene color. It helps to decrease respiration and lower blood pressure.

- Psychological effects of warm colors:

Yellow and orange colors can help to stimulate people's appetite.

These 2 colors are related to food so it is a reason that restaurants often use these colors. When they increase in brightness, it reflects to the human emotion. It also leads to irritation.

- Red color:

Red colors associated with people most physical needs. It is a warm, energizing and positive color. It means strong and powerful masculine energy. It excites the emotions and motivates us to take action. It signifies a pioneering spirit and leadership qualities, promoting ambition and determination. It gives confidence to shy people or who lack power. In the physical, it awakes people physical life force. It also represents sexuality and can simulate deeper. On the other hand, its negative expression of anger and aggression to fuel war and destruction. Being surrounded by red color too much leads people become irritate, agitated and ultimately angry.

- Red Represents:

- Energy:

It boosts our physical energy levels, increases our heart rate and blood pressure and prompts the release of adrenalin.

- Action: it is fast moving and promotes a need for action and movement.

- Desire:

It relates to physical desire in all its forms- sexual, appetite, and cravings.

- Passion: it means a passionate belief in an issue or undertaking, including passionate love or passionate hate. Anger is negative passion.

- Effects of Red:

- Stimulating:



To the physical senses the sexual and physical appetite. It stimulates the deeper passions within us, such as sex, love, courage, hatred or revenge. If you have a flagging sex life and would like to introduce more passion into it, introduce some red into the bedroom the more red, the more passion, but don't overdo it or it will have the opposite effect.

- Exciting and Motivating:

It excites our emotions and inspires us to take action.

- Attention getting: it demands you to take notice, alerting you to danger. This is why we have red traffic lights and stop signs – it is the universal color for danger.

- Assertive and Aggressive:

Drivers of red cars should take note! A small survey that did a few years ago showed that drivers of red cars, including females, said they felt quite aggressive behind the wheel of their red car.



Figure10: Maroon red, Crimson red, Burgundy and Scarlet red.

- Variations of the Color Red:

- Maroon:

A dark bluish red, it denotes controlled and more thoughtful action. It is slightly softer than burgundy and not as dramatic as true red.

- **Burgundy:**

A dark purplish red, it is more sophisticated and serious and less energetic than true red. It indicates controlled power, determined ambition and dignified action and is often favored by the wealthy.

- **Crimson:**

Has a little blue in it. It indicates a determination to succeed but without upsetting anyone else. It emits sensuality rather than sexuality.

- **Scarlet:**

Has a little orange mixed with it, giving it a richness and brightness. It indicates enthusiasm and a love of life. It is a little less intense and more fun loving than true red, tempered with a degree of defiance.

- **Blue color:**

From a color psychology perspective, blue is reliable and responsible. This color exhibits an inner security and confidence. You can rely on it to take control and do the right thing in difficult times. It has a need for order and direction in its life, including its living and work spaces. This is a color that seeks peace and tranquility above everything else, promoting both physical and mental relaxation. It reduces stress, creating a sense of calmness, relaxation and order - we certainly feel a sense of calm if we lie on our backs and look into a bright blue cloudless sky. It slows the metabolism. The paler the blue the more freedom we feel.

- **Blue Represents**

- **Communication:**

Blue relates to one-to-one verbal communication and self-expression.

- **Peace and calm:**

The color blue induces calm and peace within us, particularly the



deeper shades.

- **Honesty:**

Blue is the colour of truth.

- **Authority:**

The darker the color blue, the more authority it has.

- **Religion:**

Blue is the colour of devotion and religious study.

- **Wisdom:**

Blue enhances the wisdom of the intellect.

- **Effects of Blue**

- **Conservative:** The color blue is a safe colour - the most universally liked colour of all.

- **Predictable:** Blue is not impulsive or spontaneous and it doesn't like to be rushed - blue needs to analyze and think things through, and to work to a plan.

- **Orderly:** Blue needs to have direction & order- untidiness and unpredictability overwhelms it.

- **Rigid:** Blue likes familiarity. It doesn't like change and will stubbornly do things its own way, even if there is a better way.



Figure11: Pale blue, Sky blue, Azure blue, Dark blue.

- **Variations of the Color Blue**

- **Pale Blue:**

Pale blue inspires creativity and the freedom to break free.

- Sky Blue:

One of the calmest colors, sky blue inspires selfless love and fidelity. It is non-threatening and promotes a helpful nature that can overcome all obstacles. It is the universal healer.

- Azure Blue:

A color of true contentment, azure inspires determination and ambition to achieve great things, a sense of purpose in striving for goals.

- Dark Blue:

Dark blue is the color of conservatism and responsibility. Although it appears to be cool, calm and collected, it is the color of the non-emotional worrier with repressed feelings, the pessimist and the hypocrite. Dark blue can be compassionate but has trouble showing it as its emotions run deep. Dark blue is a serious masculine color representing knowledge, power, and integrity, and is used quite often in the corporate world.

### **The Shapes of Emotions**

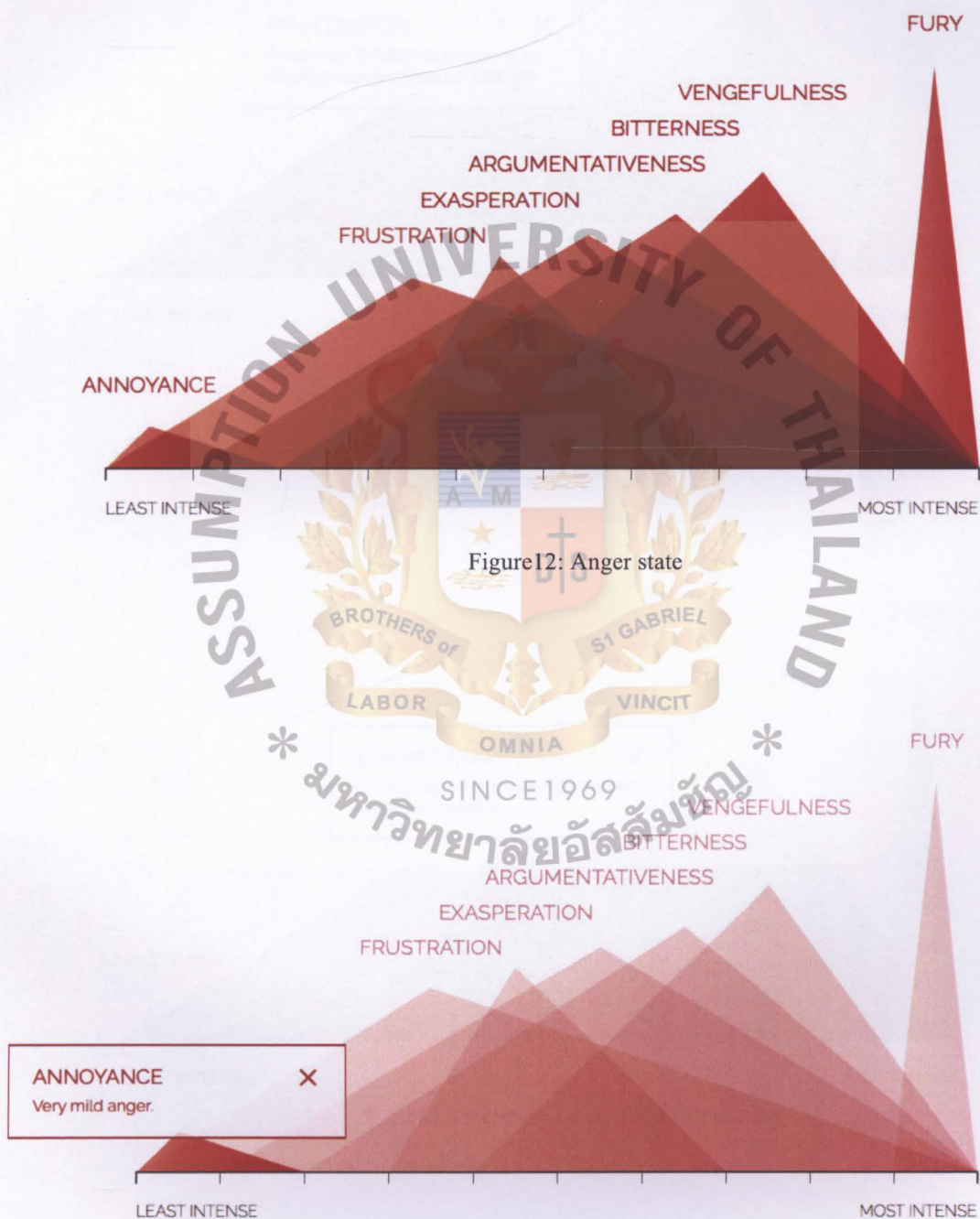
This atlas was inspired by a series of conversations between the Dalai Lama and Paul Ekman about the science of emotions. With the help of Stamen Design and Paul's daughter, Dr. Eve Ekman, this tool was created to be a visual journey through the world of emotions.

In June 2014, 248 most active emotion researchers in the world have done a survey to create the scientific basic for this atlas. All the universal emotions are agreed with 88% of those who responded, dividing to 5 emotions, which are anger, fear, disgust, sadness and enjoyment.

Atlas of Emotions shows the range of state of emotions. The state depends on their intensity. There is specific in shape, color and animation for each



emotion's state. All the shapes are based on the triangle shape, which mark 3 points meaningful. The left and right corner means minimum and maximum intensity of emotions. The height shows average intensity. The designs of each shape try the best to match to exact emotion. The new technology is a part to create all the shapes by the varied aspect ratios from the 3 corners.



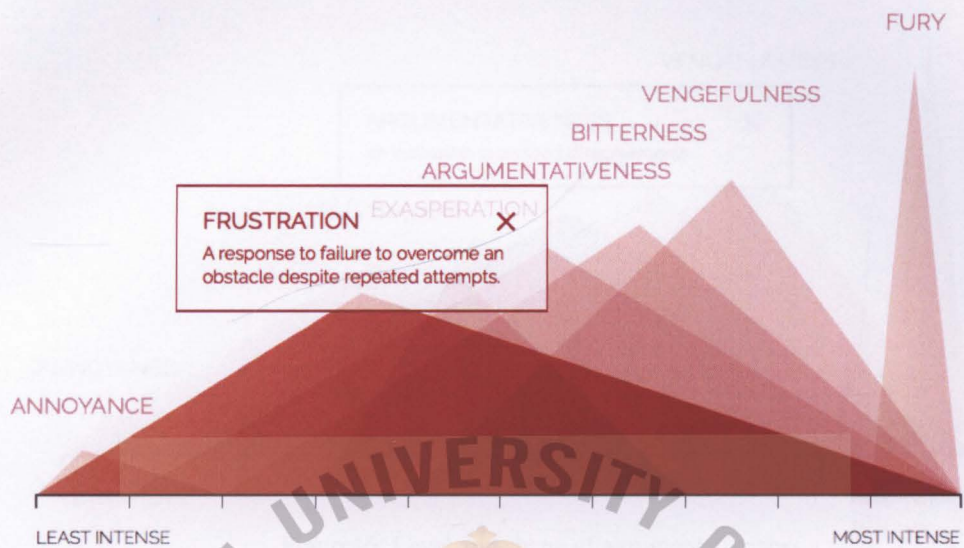


Figure14: Level and shape of frustration



Figure15: Level and shape of exasperation



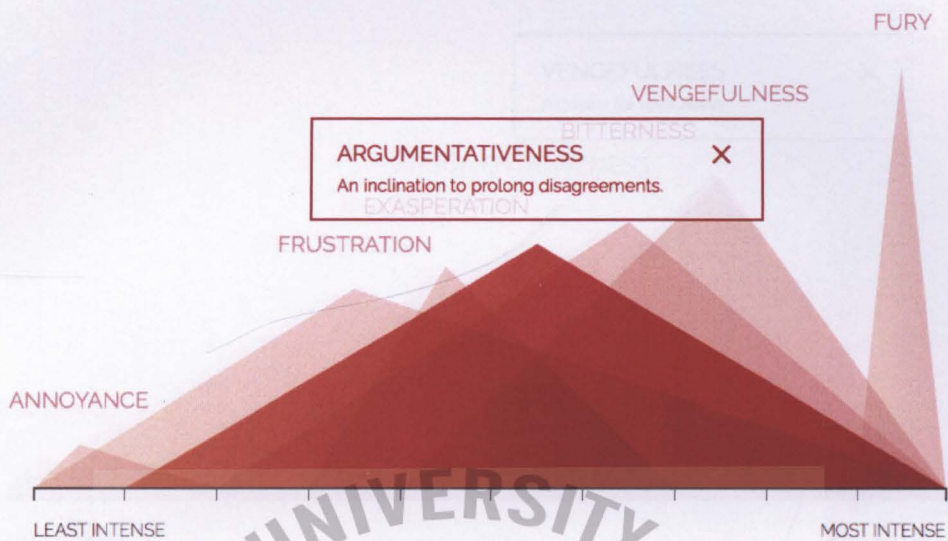


Figure16: Level and shape of argumentativeness

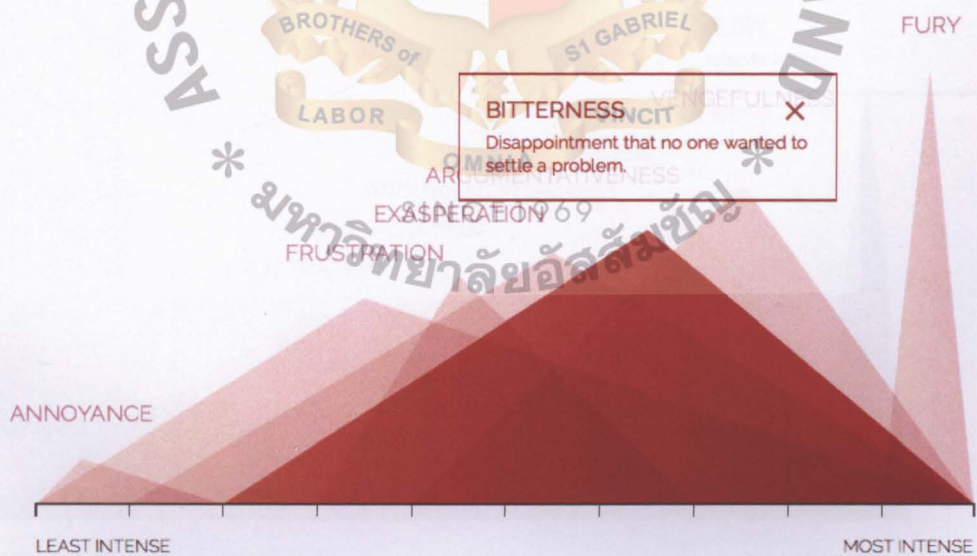


Figure17: Level and shape of bitterness

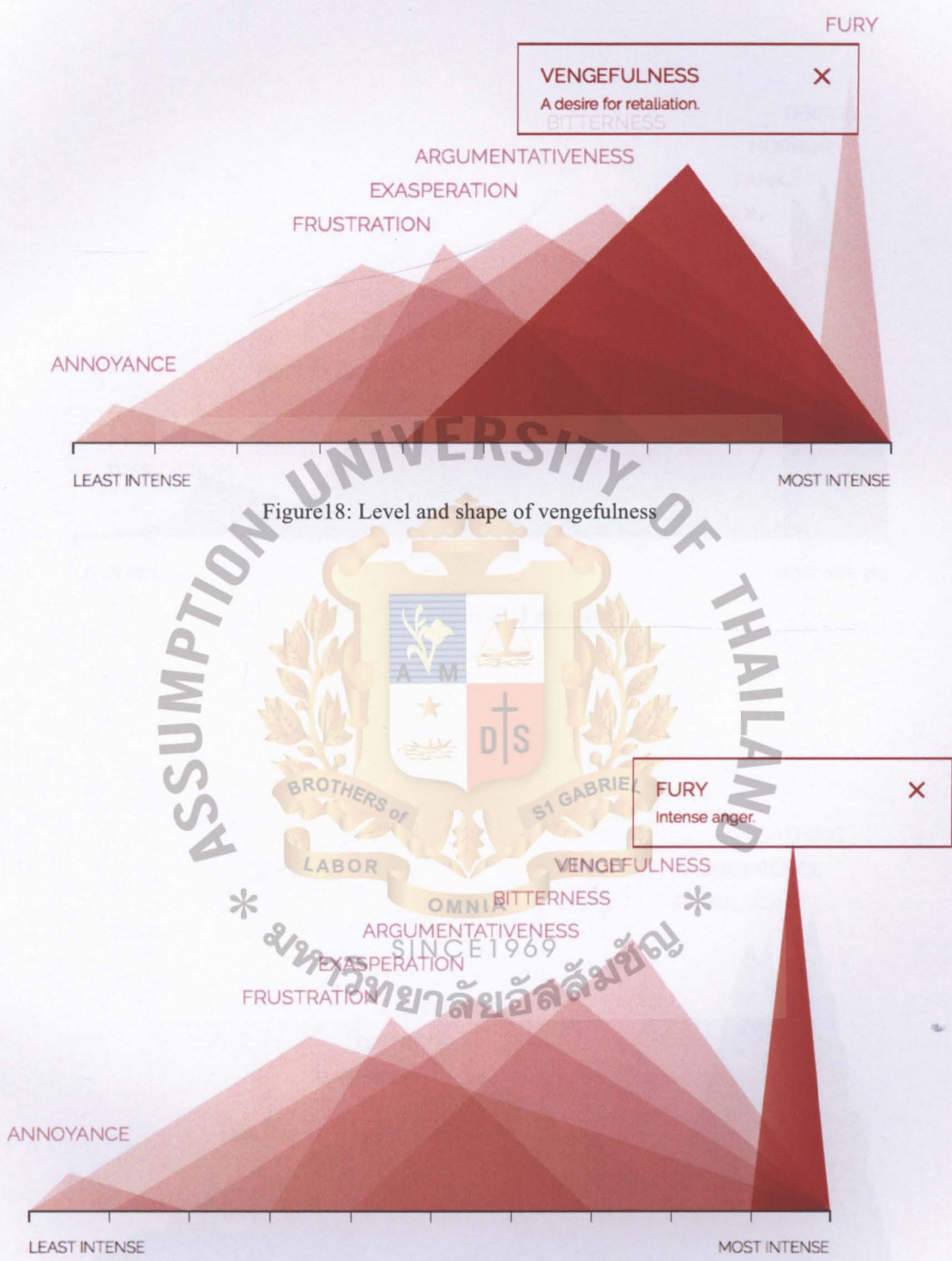


Figure19: Level and shape of fury



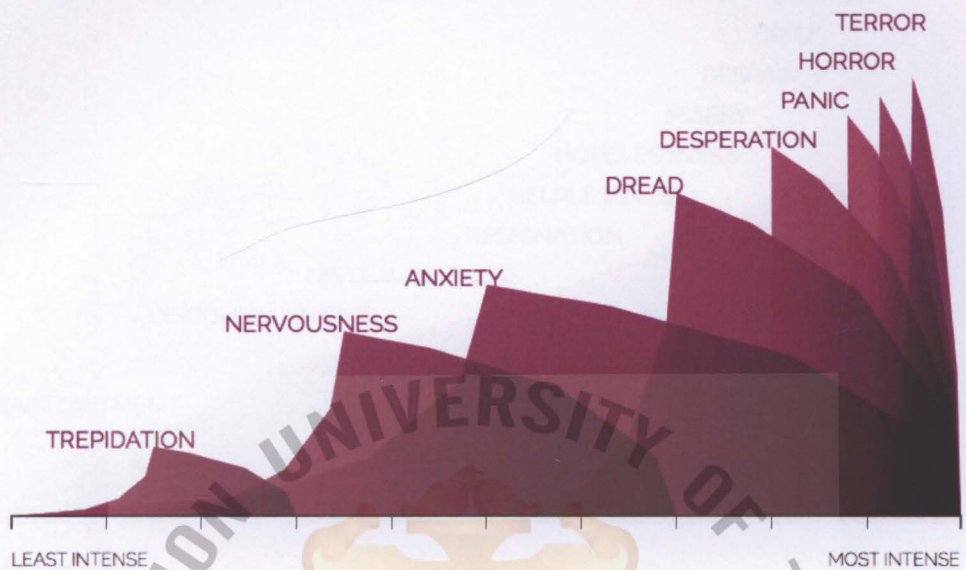


Figure20: Fear state

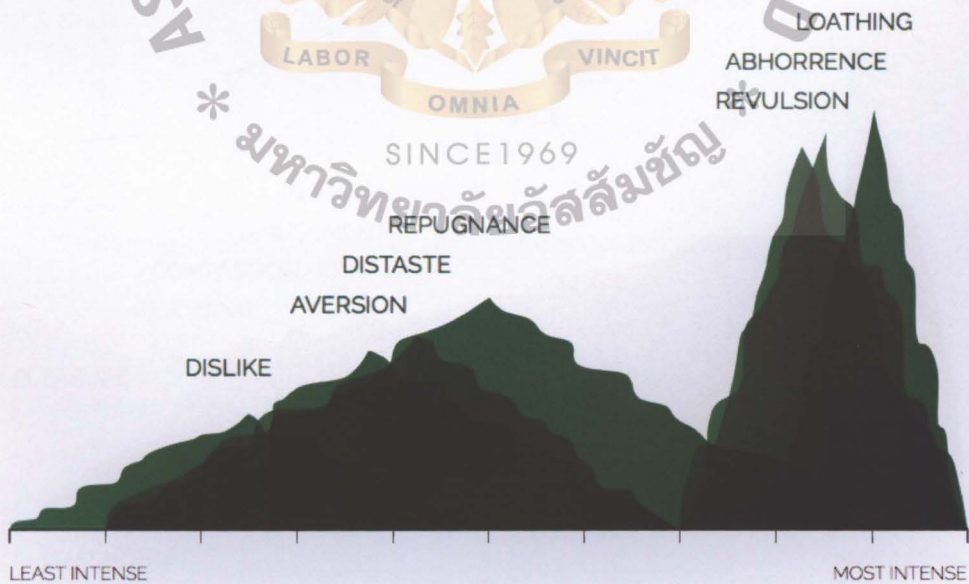


Figure21: Disgust state

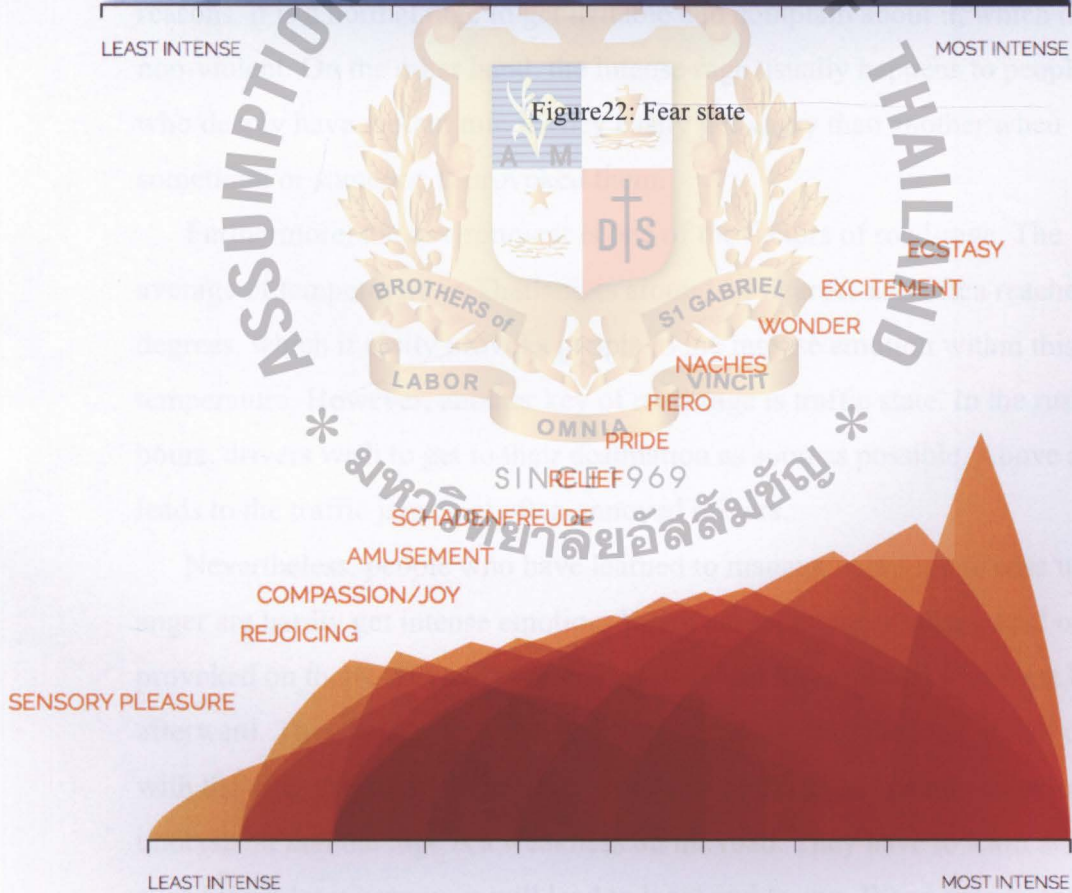
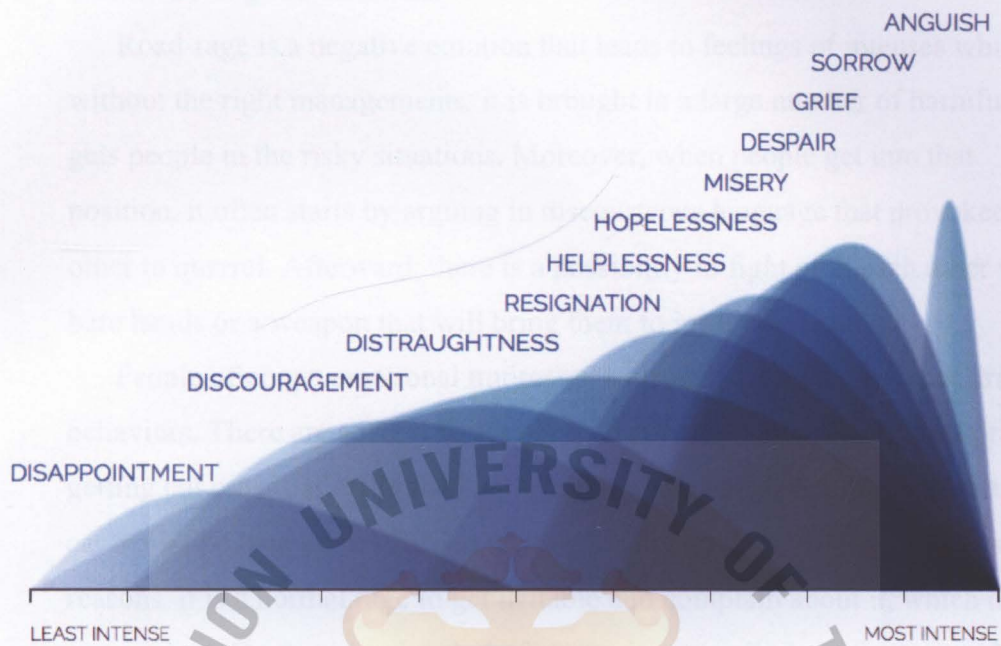


Figure23: Enjoyment state



## 2.1.2 Other Related Topics

### The Road-rage in Thailand

Road-rage is a negative emotion that leads to feelings of intenseness which is without the right managements, it is brought in a large number of harmful. It gets people in the risky situations. Moreover, when people get into that position, it often starts by arguing in discourteous language that provoked each other to quarrel. Afterward, there is a possibility to fight with each other with bare hands or a weapon that will bring them to injury or death.

People often get emotional impressed by the environment or other driver behaviors. There are several factors of road-rage such as crosscut, fast drivers, getting cut other car off in the lane without a turning signal or getting cut other car off in the lane by the sudden turn on a turning signal. After all of these reasons, it is a normal rage to get irritable and complain about it, which mean non-violent. On the other hand, the intense rage usually happens to people who deeply have violent mind. They easily get angry than another when something or someone is provoked them.

Furthermore, the environment is one of the factors of road-rage. The average of temperature in Thailand is around 34 degrees and often reaches 40 degrees, which it easily provokes people to the intense emotion within this high temperature. However, another key of road-rage is traffic state. In the rush hours, drivers wish to get to their destination as soon as possible. Above all, it leads to the traffic jams that often annoyed drivers.

Nevertheless, people who have learned to manage or practice to ease up the anger are hardly get intense emotion. When other people are displeased or provoked on them, they will get angry for a short moment and it will get better afterward. They have realized that if they cannot control the rage, it will come with the aftereffects. In order to start to manage the anger, people have to understand that the rage is a weakness on the road. They have to learn and admit if we let it happen, it will lead to legal and losing. When people get provoked into anger, the intense emotion will be increased. Realizing the effect of it and controlling it will decrease it.



In conclusion, when facing the conflict on the road, leave the conviction behind. It does not matter who start arguing, stay clam and talk with consciousness. It is necessary to change the way to think. If letting the rage over control, it will lead to risky situation. There is no pride after losing and getting to jail.

### Accident Statistic in Thailand

Road-rage generally happens in the city because there are a large number of cars and traffic jams. They stressed drivers. Moreover, road-rage also happens in the high way because driving fast is effected emotion of drivers. There is not exact statistic of road-rage from any record but it highly notified about the traffic state. There are accident statistics from Bureau of Highway Safety in 2014-2015. (See figure 15,16)

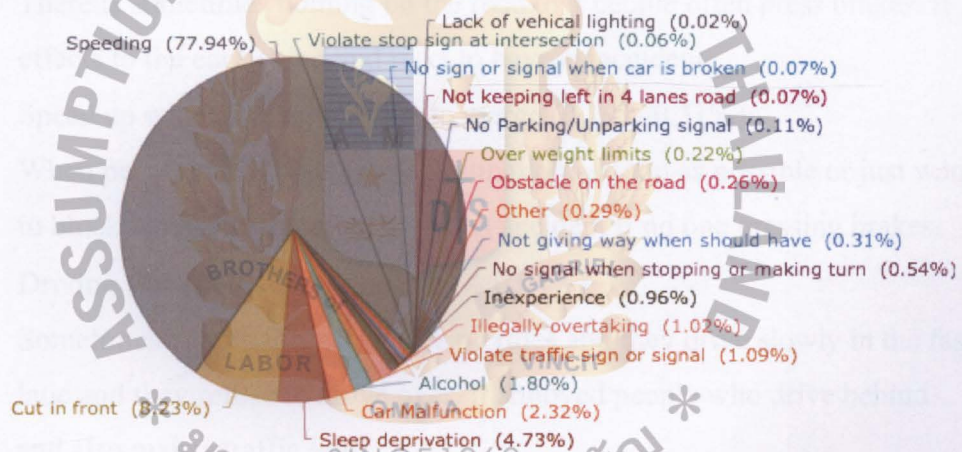


Figure24: Accident statistic 2014

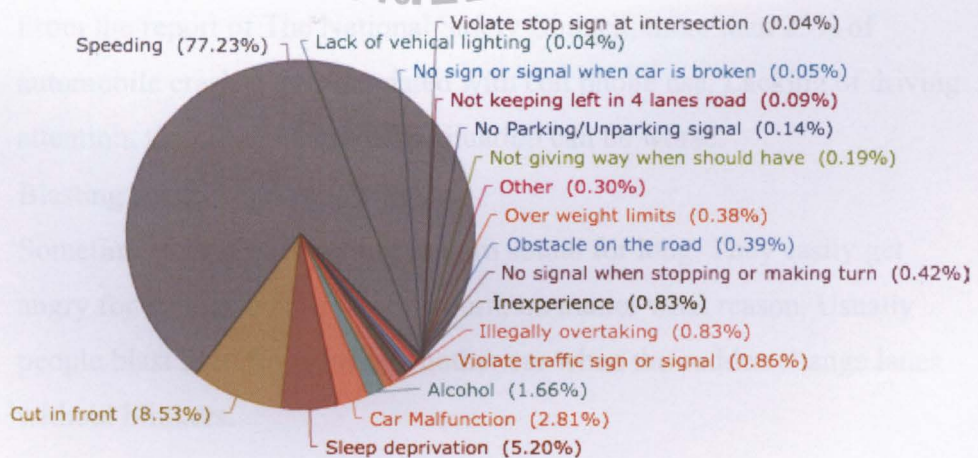


Figure25: Accident statistic 2015

## Causes of Road-rage in Thailand

All causes are from the driver's behavior. They appear on the news heading such as "Getting Cut Off Bring to Death" and "Shooting in The Middle of High Way". It relates to various researches about road-rage in America and Europe. There are 7 main causes of road-rage.

- Getting cut other car off (8.53%/8.23%):  
Terrible things could happen if the car next to or the car behind can't stop car in time.
- Changing lanes without using blinker (0.83%/1.02%):  
It is very dangerous to change lanes without the blinkers. The behind the car in the next lane will not press brake in time. It is an excellence case of a car crash.
- Riding the brakes (0.30%/0.29%):  
There is sometimes nothing on the road, but people often press brakes. It effects to the car behind and risks to have an accident.
- Speed up when someone trying to merge (0.19%/0.31%):  
When people need to get to the destination as soon as possible or just want to block lanes, it is possible to get an accident if no one pressing brakes.
- Driving slow in the fast lane (0.09%/0.04%):  
Sometimes people forget the driving rules, and they drive slowly in the fast lane and they refuse to move over. It annoyed people who drive behind and also makes traffic jams.
- Busying on phones:  
From the report of The National Safety Council, more than 25% of automobile crashes are associated with cell phone use. Lacking of driving attention, the potential outcome situation can be worse.
- Blasting horn:  
Sometime people cannot hold to horn sound for long. They easily get angry for the one whom blasting horn, no matter what reason. Usually people blast horn for warning another car when the sudden change lanes without blinkers.



## **Characteristics of People in Road-rage**

The knowledge of traffic regulations provides equality of driving. It is an important element to drives safety. However, a highly number of teenagers are aggressive driver, which mostly ride motorcycle. The research from King Trajadhikok's Institute and Thai Health Promotion Foundation (2005) say that the most of the accidents are motorcycle type and male. The statistics from Thai traffic policy show that, not following the traffic regulations leads to accidents. The ones who follow traffic regulations will cause least accidents. A group of student aged less that 19 years old has a high percentage of not following traffic regulations.

## **Factors of Road-rage**

Assoc. Prof. Dr. Chulaporn Sota from Graduate School Khon Kaen University says that there are 4 main factors of road-rage.

- Human factor
- Vehicle factor
- Roadway factor
- Environment factor

The most effective factor that leads to road-rage is the human factor. The reason is road-rage depends driver's behavior and disputant's behavior. They play the important role of the emotions. Human factors have 9 mainly types.

- Characteristics of driver:

The characteristics of road-rage are mostly male, teenager and working age. According to the age and sex, they highly likely have intense emotion themselves.

- Human state:

Drunk driving, drowsy driving and drugged driving are lack of driving ability and decision.

- Emotion state:

The percentage of 11.3 of the drivers is having intense emotion, which having abnormal minds such as anger, depression and stress. Half of the number blast horn to other cars. The 20 percentage of the number having at least 6 hours of intense emotion before, and lead them to take other lifes.



- **Personality of driver and disputant:**  
Driver and disputant are methodical and pessimistic people that can't get rid off when facing bad drivers. Moreover, people whom likely to take a risk and not following to rule.
- **Time of driving:**  
The time depression leads people to road-rage. It often happens after drinking or traffic jams
- **Knowledge of driver:**  
Most of drivers forget to bring traffic knowledge to everyday life. When they drive, they are not keeping remain in term of traffic regulations and using the emotions above reasons.
- **Society state:**  
There are different ways of life between city life and urban life. City life is more concern about the time but urban life is less concern about it. The college student lifestyles are highly like thrill trickiest, inadequate and conventional.
- **Ethic state:**  
The lack of ethics, responsible and perspective of driving makes people experience rage easily.
- **Disorders:**  
A mental illness is lack of emotional controls.

### **Expression of Road-rage**

People have several ways to express their anger. The mainly methods to express the emotions can devide into 4 ways.

- **Argument:** It is the first state of road-rage. In this way of expression, people will try to solve the solution in a non-violent way. If one of them is calm and conscious, it will end in this state. On the other hand, if they both are in anger the situation will get worst.
- **Action:** In the action, people will try to destroy other vehicles. They will try to provoke others by an action.
- **Fighting:** When they failed at talking, fighting will be the way to solve anger.

- **Weapon:** On the terrible way, one of them has a knife, gun or something that can harm others will use it to hurt others. It can cause to injury or life.

### **Type of People in Road-rage**

James and Nahl (2011) have a definition of people in Road-rage as aggressive drivers that drive under the pressure of intense emotion. The effects of aggressive drivers bring harm to life and other lives. Above all, it separates people into 3 types.

- **Impatience and inattentiveness:**  
Human behavior in impatience and inattentiveness type, running red light, unsafe lane changes, speeding, running stop signs, wrong-way driving and improper turns.
- **Power struggle:**  
Human behavior in power struggle type, distracted driving, tailgating, yells out, honk a horn and intimidate
- **Recklessness and road-rage:**  
Human behavior in recklessness and road-rage type, drunk driving, driving under the influence of drugs, street racing, excessive speed and harm others.

### **Effects of road-rage**

There are so many effects of road-rage. They bring troubles to the driver, others and places. These are main 5 effects of road-rage.

- **Death and injury:**  
Road-rage makes people become aggressive or impatient drivers on the road. It leads them to vent their anger on other drivers. It is also including innocent passengers, pedestrians and people around there. The AAA Foundation reports that at least 218 people, including men, women and children have been murdered and 12,610 people injured from traffic state. "The 12,610 injuries included scores of cases in which people suffered paralysis, brain damage, amputation, and other serious disabling injuries," the report says. Victims are unable to avoid the attack of aggressive drivers, they are normally considered to be accidental death.

- **Damage to building:**  
Road-rage leads an angry driver driving to finding the way to revenge another motorist by driving into a building.
- **Attacking law enforcement officers:**  
There are some of aggressive drivers who try to attack police officers when they call them to stop.
- **Use of firearms or weapons:**  
When road-rage leads people to an aggressive driver, they will use the weapon against another driver. They will bring harm to other using weapons such as knife, golf club, fist, feet or even their own car. The AAA Foundation reports that for traffic state "Without question the most popular weapons used by aggressive drivers are firearms and motor vehicles."
- **Punishment:**  
Aggressive driver are required to attend an anger management course or receive psychiatric attention by court order. In a large fine, the punishment can be a short-term imprisonment. In terms of manslaughter or wounding with intent, it caused to life in prison.

### **Preventing Road-rage**

Road-rage leads to many problems but there also the methods to stay away from road-rage. For the ways to preventing road-rage, they divided it into 4 cases.

- **Before driving:**  
Check your emotion, mind and body so that they are ready to go. The optimistic will people think better and forgive. Never break the traffic rules. Depart for your destination as early as possible, most of people fear of being late, so they are hurrying to get to the destination as soon as possible. It is possible to turn them into aggressive driver. Always plan the way to the destination before leaving.
- **During driving:**  
When driving, drivers should relax and stay calm. Stock your car with smooth music because, changing your car atmosphere with nice music will keep you down. Keep your eyes peeled for aggressive drivers, avoid the



car that annoying. Normally, people will face cars that change lanes without blinkers, speed up and sudden slow down so staying focused on the road and safety is the best choice. Pull over and calm down:

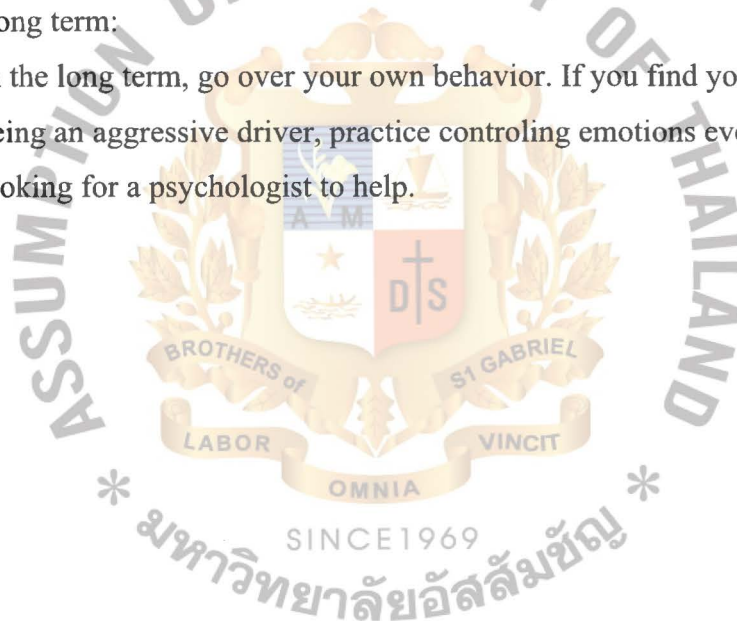
When people experience feelings of anger, pull over the car off and settle down the feeling. Revenging can cause a big trouble.

- Unexpected accident:

Stay calm and observe another driver. Be careful with words, try not to provoke another driver. Take a deep breath, if people are risky to get into the intense situation, take a deep breath a few minutes as soon as something happens and keep you hands firmly on wheeling. Always keep in mind that, it's a temporary situation and you have ability to control your emotions. If not ready to talk, find a medium to communicate.

- Long term:

In the long term, go over your own behavior. If you find you are at risk of being an aggressive driver, practice controlling emotions everyday or looking for a psychologist to help.



## Case study

### 1. DJ Keng



Figure26: Pattarasak Tiemprasert

The video clip posted by a witness in the incident showed he drove his vehicle in reverse to ram at another car three times. The DJ identified later as Pattarasak Tiemprasert, 35, or “DJ Keng” was shown in the clip coming out of his pickup truck with a cross-shaft wrench in a confrontation with a rival driver after ramming his car three times but two motorcycle taxi drivers broke them up as the DJ turned aggressive as if he were about to assault his rival.

He later told traffic police officer accusing his rival of ramming his Yaris car at his truck. He also told police that his rival tried to assault him and therefore he has to grab the wrench. He also posted on his Facebook accusing his rival of provoking the incident. Several car incidents were also posted and all were blamed on the others. But the video clips showed the contrary.

His blatant lies caused a public outcry and triggered a campaign for 15,000 signatures to propose the Land Transport Department suspend his driving licence citing his aggressive behaviour that could be a threat to other motorists sharing the same roads.

He was later found to be a DJ of the 89.5 Sweet FM station under the supervision of the university. The campaign also wanted the university to sack him from DJ duty. Rajamangala University of Technology Thanyaburi rector Prasert Pinprathomrat said in a statement today that he has fired the DJ from the job.



Meanwhile the Din Daeng station police were considering whether to impose charge of attempted murder on the DJ after imposing several traffic charges on him upon seeing the video clips taken by several witnesses showing he rammed his truck at his rival car three times.

He faces reckless driving, and giving false information on car incident to police. The DJ known as “Keng” reported himself to police this morning and apologised his rival for his improper behaviour, and his lies.

He also denied posting on Facebook the car incident claiming it is not his Facebook account.

### 3. Nott Ariyartwiku



Figure27: Nott Ariyartwiku

The high-profile road rage incident involving TV actor and programme host Akanat "Nott" Ariyartwikul should serve as a lesson to drivers, according to Prime Minister Prayut Chan-o-cha.

They should learn self-control and not resort to violence when encountering a problem on the road, he said Tuesday. "Everyone has to try to restrain themselves. Two or three incidents similar to this have occurred recently," Gen Prayut said. "I don't want to see more of such violence. People should try to restrain themselves, be conscientious and have sympathy for one another. Anger won't do anyone any good," he said.

On Friday Akanat, 28, repeatedly punched and tried to force a motorcyclist who scraped a rear light of his Mini Cooper on a downtown Bangkok road to perform a krab (kneel down and wai) in front of the car. His actions were captured on a mobile



phone and posted on social media. The footage sparked a public outcry.

The motorcyclist, Kittisak Singto, 25, told police on Friday that his motorcycle was hit by a taxi, knocking him off balance. His motorcycle then sideswiped Mr Akanat's car. He said he tried unsuccessfully to go after the taxi before returning to the scene of the accident.

He said he was immediately grabbed by Akanat, punched several times and ordered to krab before the car, which he did not do. He only gave a wai. Both Akanat and Mr Kittisak gave statements to Yannawa police on Friday where they both claimed to be the damaged party before agreeing not to take the matter any further. However, Mr Kittisak and his family returned to the police station on Sunday to file an assault complaint after the video clip went viral.

Several new reports Tuesday, however, quoted Mr Kittisak telling Bright TV in an interview after undergoing hospital treatment for a broken nose that he tried to flee the scene after the accident. He still insisted his motorbike was bumped by a taxi. He reportedly told Bright TV he changed his mind about fleeing because he thought the accident with the Mini was likely caught on CCTV footage. Asked about the alleged hit-and-run confession, Mr Kittisak's mother, Suthira Hongthong, 53, said her son was probably confused after being barraged with questions during interviews.

Yannawa police investigator Thawip Sutthi, in charge of the investigation, said police were still trying to contact Mr Akanat to acknowledge physical assault charges which carry a jail term of up to 3 years, and/or a maximum 6,000 baht fine.

## 2.2 Data Analysis

### 2.2.1 Questions

- a. What is road-rage in your opinion?
- b. What do you think of when you think of road-rage?
- c. What are the factors of road-rage?
- d. What are causes and effects of road-rage?
- e. What are the solutions of road-rage?
- f. How to control you anger while you're on the road?

### 2.2.2 Gathering Data

#### - Tools to Gather Data

- a) Interview with people who are experts and experiences in road-rage in Thailand

#### - Respondents:

##### a) Interview:

- 1) Assoc. Prof. Dr. Chulaporn Sota, Associate Professor of Student Development and Art Culture, Faculty of Public Health, Khon Kaen University, Bachelor's degree of Nursing Science, The Thai Red Cross College of Nursing, Chulalongkorn University, Master's degree of Science, Mahidol University, Doctor's degree of Education and Development Science, Khon Kaen University
- 2) Pol Lt Vichain Kasewpaithun, Senior High school, Traffic Sub Inspector, Experience in traffic for 23 years
- 3) Public transport service drivers

### 2.2.3 Conclusion

- **Interview 1: Assoc. Prof. Dr. Chulaporn Sota**

Assoc. Prof. Dr. Chulaporn Sota thinks that road-rage is violence on the road that can bring people to injury, cripple and death. It comes from the lack of responsibility and understanding of traffic regulations lead people to road-rage. The state of vehicle, road and environment also lead to road-rage. It effects the economy, society and medication system problem. If it the accident happens, the most important thing is to help injuries first with the right fist aid to safe people life. The ways to avoid road-rage are conscious driving, follow the rules and realize to the effects of road-rage.

- **Interview 2: Pol Lt Vichain Kasewpaithun**

Pol Lt Vichain Kasewpaithun thinks that the anger on the road is a temporary emotion. It won't last for long and it is unexpected situations. People are getting careless about the responsibility so they choose to fight to be their solution. It comes from getting cut off, change lane without using blinker and lack of traffic regulation. Road-rage leads people to fight, harm life and be injured. In his opinion when aggressive drivers trying to fight, try to separate them. The reasons that anger is a temporary emotion. When people stay concious, it will go away.

- **Interview 3: Public transport service drivers**

I went to public transport service spots for observing their road-rage expriences. I talked to several drivers of public transport services. Some of them were welcome to give information and some of them were not. Then I decided to put 3 observations from different kinds of public transport service.



1) Van driver, public transport service:

He had driven a van for 5 years, he thinks that the biggest problem on the road is that people are busy on their phone. They lack consciousness as much as using blinkers for a moment before turning. The car behind may not brake in time and cause of the accident. When the red traffic light turn to green light and the car in front drive slowly, the car behind may get angry and start to fight. Getting cut off is another problem of road-rage. People go rage when someone cuts them off. Road-rage leads people in harm in every way. When they try to talk in mood, it turns to argue, fight and harm to life. It's even worse if there is an accident. In his experience, he finds that the traffic regulations knowledge is helpful in everyday life. People know it well but never use it in life. It will decrease the number of road-rage. Another thing that people should compromise each other and make everything simple by apologizing. He faced road-rage once. The car in front of him often pressed the brake so he did too. The car behind didn't feel comfortable with it, and then he tried to pick a quarrel with him. He tried to explain that guy but he didn't listen to him. After that he tried to cut him off in every way. He decided to drive in safety so he abandoned him.

2) Motorcycle taxi, public transport service:

He has ridden a motorcycle taxi for 20 years, he thinks that road-rage come from the traffic jams. During the rush hours, traffic is a nightmare for all drivers. It makes driver turn to aggressive driver. The hot weather also makes people go mad. High temperature of weather makes high temperature emotion. Another thing is getting cut another car off. When they are in anger, they will easily get fight and argue. People around can be in danger. He thinks that road-rage cannot solve because of the number of drivers increasing everyday. However, It can

improve by police officer. Normally people will be afraid of police officer. When people see a police officer, they will follow traffic regulations. He faces road-rage experience almost everyday. One day, he rode a motorcycle in front of the car. He rode slower than the car behind. Then that car got angry and yelled at him. He decided to talk to that car and taught him.

3) Minibus driver, public transport service:

He has driven minibus for 13 years, he thinks that police officer leads people to road-rage. According to his job, he gets low income for a day and the police officer fines him. He said that some of his friends go rage after that. He drove a minibus so the passengers would get out when the minibus stop. Sometime it was traffic jams and the minibus stopped by that, the passengers got out of the car right away in the illegal zone. Then the police officer fined him. After that he tried to announce passengers but they also did the same. The solution is police officer should listen to the reason or better to fine passengers instead.

## 2.3 Design Analysis

### 2.3.1 Design Reference 1



Source: Para-Project. (2014). New Practices New York 2014. Retrieved November 1, 2016, from <http://www.pentagram.com/#/blog/114972>

### New Practices New York 2014 by Natasha Jen

Presented by the New Practices Committee of the AIA New York Chapter, New Practices New York is a biennial competition that serves as New York City's preeminent platform to recognize and promote new and innovative architecture and



design firms. New Practices New York 2014 competition has been organized around the action theme.

- Form – based on design principles

The lines running throughout the space create direction and eye movement. It also divides the space. The typeface is inspired from tape making the new shape of typography. The weight and size of the letters complement the original New Practices New York logotype. The names of firms are linked with the images and models of the featured projects and quotes about the work by lines. The direction of lines creates depth of the place which strong contrast between white and black colors create a dimension effect.

- Content – based on communication theory

The mood and tone of the New Practices New York 2014, which is mostly black and white color making it strong in terms of the message of innovative spirit. The black lines create an engaging and exciting environment for the featured works. They resemble a network or the streets on a map, suggesting themes of connection. It's also reminiscent of action that suggests graphic cubes or panels of comic books.

- Response – based on viewers' reaction

The size of the title typeface is making the same value of the stroke lines, which it confuses the audience in terms of the direction. It lacks of hierarchy. The lines that link with the names of firms, images and models still unclear. The theme of action is not strong in the black and white color. But the white wall and black line convey the message of innovative spirit well. The lines also can represents to social web in term of the connecting.

### 2.3.2 Design Reference 2



Source: Courtesy the artist and New Museum, (2012). Ghosts in the Machine.  
Retrieved November 2, 2016, from <http://archive.newmuseum.org/index.php>  
Detail/ Occurrence Show/occurrence\_id/1639

#### **Installation view of Man, Machine and Motion from "Ghosts in the Machine" by Richard Hamilton**

This is one of the parts of Ghosts in the Machine. It surveys the constantly shifting relationship between humans, machines, and art. Occupying the New Museum's three main galleries, the exhibition examines artists' embrace of and fascination with technology, as well as their prescient awareness of the ways in which technology can transform subjective experience.

- **Form – based on design principles**

The mood and tone of the exhibition represent the feeling of the complex journey from the mechanical. Bringing together an array of artworks and non-art objects to create an unsystematic archive of man's attempt to reconcile the organic and the mechanical. The designer tries to identify an art historical lineage of works preoccupied with the way we imagine and experience the future, delineating an archeology of visionary dreams that have never become a reality.

- **Content – based on communication theory**

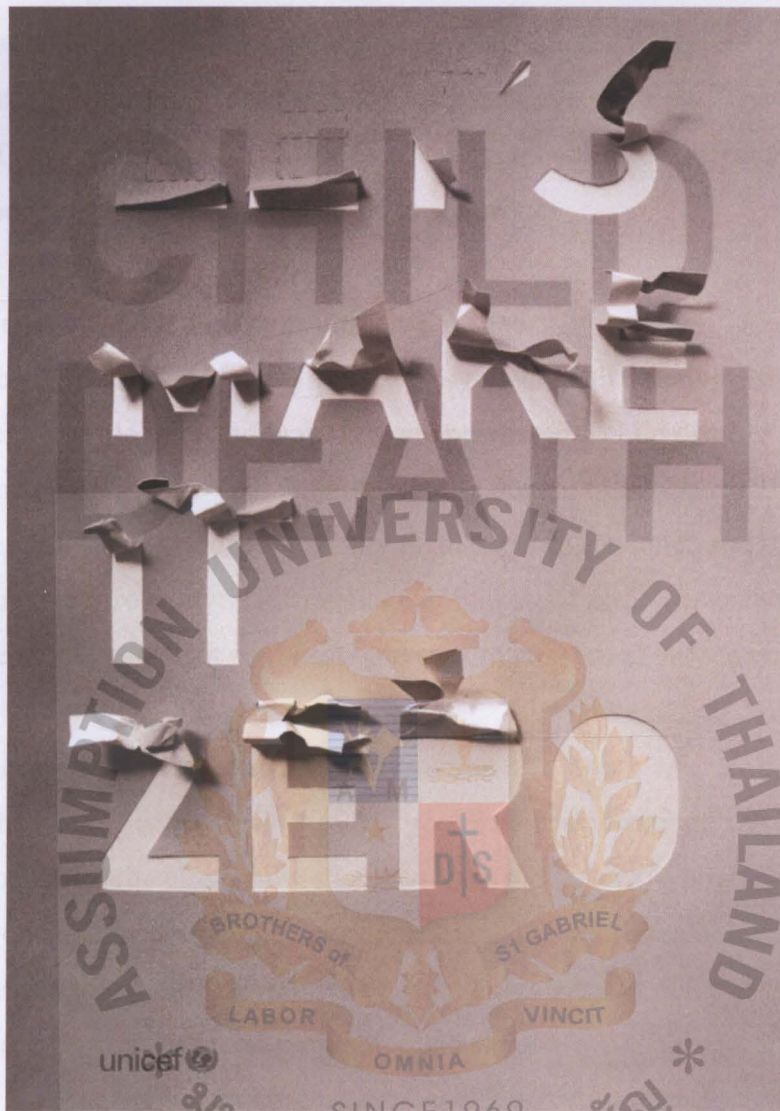
Exploring the integration of art and science by the new technology and material. How he divides space, convey to the worker's feeling of machine work. The color that he uses makes it look old. The way of image arrangement communicates the disappointment in mind about the failed dream.

- **Response – based on viewers' reaction**

The combination of colors and lines make the audience understand the feeling of industrial. The message of the dream is still unclear. It's not strong enough in terms of the arrangement. The negative space makes it more modern and interesting. People will have new experiences on the space design.



### 2.3.3 Design Reference 3



Source: Yoana Wiman. Poster. Retrieved November 2, 2016, from <http://cargocollective.com/yoanawiman/Poster>

#### **Poster for UNICEF's Let's Make It Zero campaign by Yoana Wiman**

This poster was created under the UNICEF's Let's Make It Zero campaign. The theme of the competition is child survival. The goal of a poster is to make young adults aware how important child survival is.

- **Form – based on design principles**

She designed under the direction of Nancy Skolos. Meant to exist in the gallery space, among similar posters. Overlapping the layers of typeface in different texture and technic make the message stand out. The negative spaces of unfinished peel off the paper of typography create a hierarchy. It makes eye movement by showing up space in sequence.

- **Content – based on communication theory**

Posters communicate to young adults to realize that major results have been achieved globally and that even one preventable child death is too many. Posters also make young adults want to donate to the cause. The unfinished peel off the paper of typography that appear in sequence and the last one become zero, convey the message of making it zero. The technic of paper peels off mean that people should start to concern about the child death.

- **Response – based on viewers' reaction**

The peeling off paper makes this poster more interesting. The message of the poster is quite clear. How she plays with the texture, typography and technic are strong in term of the communication. The way she does on technic make people spend time more on the poster. However, the color of the poster still weak. It can play more with color and shape.



**CHAPTER 3**  
**DESIGN IMPLEMENTATION**



## Chapter 3

### Design Implementations

#### 3.1 Communication Objectives

1. To make the audience understand the causes, effects and preventing of road-rage
2. To bring awareness for audience to aware of road-rage

#### 3.2 Concept I

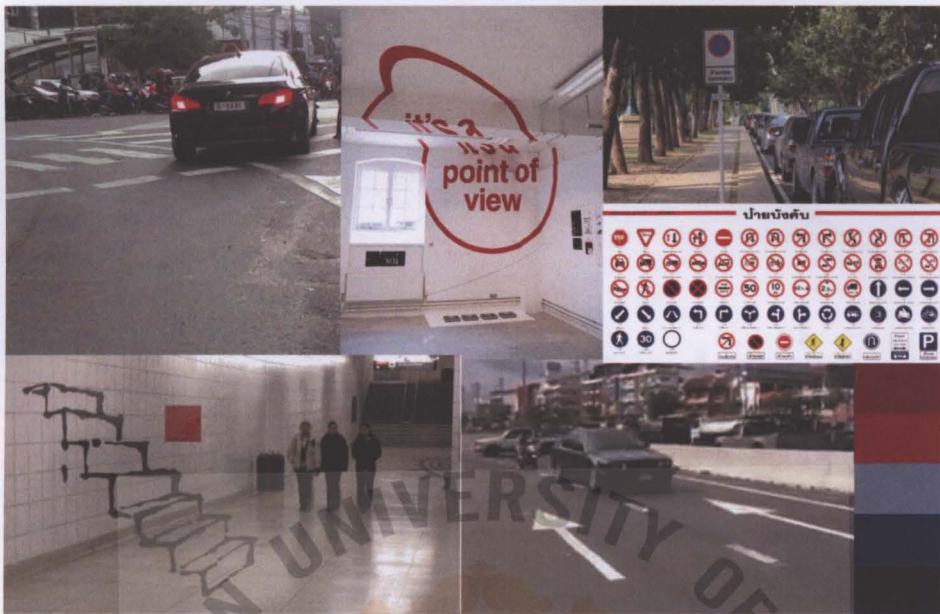
##### **“Objection of Abandoned Signage”**

**Mood & Tone:** Negative, Contrast, Modern

**Support:**

Traffic signage is significant to the traffic regulation and to drivers. People are getting used to and pay less attention to it. People's human behavior has been changed. They are careless to the meaning of traffic signage and regulation, they would do whatever that they satisfy. A big problem comes from a very small problem. This concept is playing with the usual traffic signage to reflect the road-rage problems. Moreover, it also plays with the perspective of the design to make people pay more attention and look carefully to the signage.

## Image Board



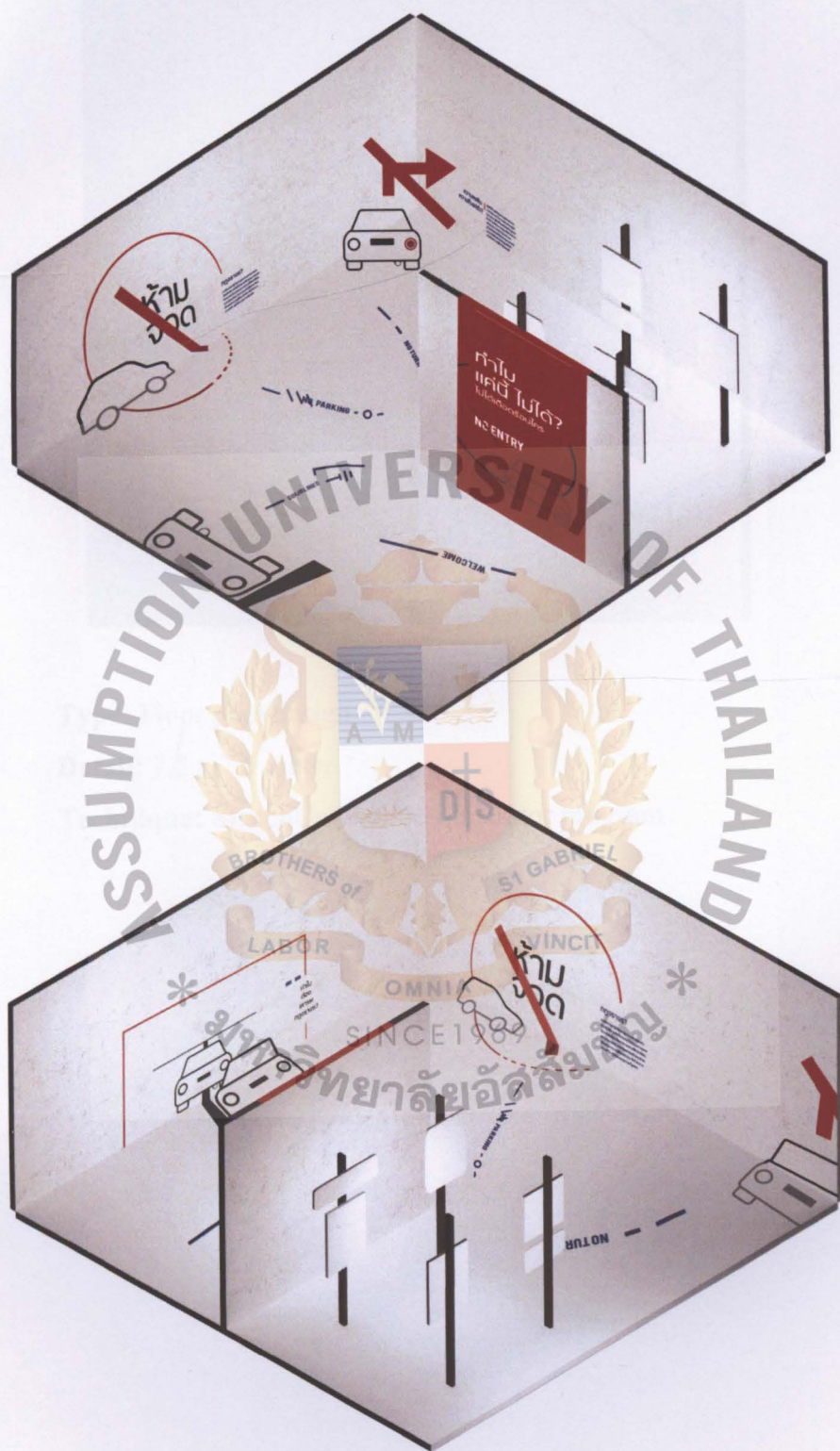
Type: Exhibition design

Detail: 7.5 x 7.5 meter

Technique: SketchUp, Adobe Illustrator program



## Sketch Design

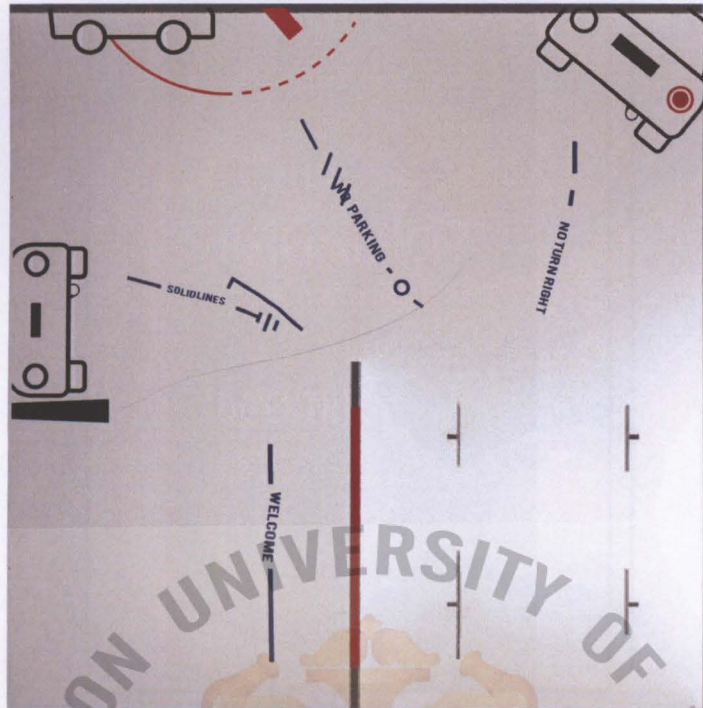


**Type:** Exhibition design

**Detail:** 7.5 x 7.5 meter

**Technique:** SketchUp ,Adobe Illustrator program





**Type:** Floor plan design

**Detail:** 7.5 x 7.5 meter

**Technique:** SketchUp ,Adobe Illustrator program



**Type:** Wall design

**Detail:** 3.5 x 1.7 x 3.3 meter

**Technique:** Adobe Illustrator program



**Type:** Backdrop

**Detail:** 2 x 2.5 meter

**Technique:** Adobe Illustrator program



**Type:** Wall design

**Detail:** 3.5 x 1.7 x 2.3 meter

**Technique:** Adobe Illustrator progra





**Type:** Wall design

**Detail:** 3 x 1.2 x 2.3 meter

**Technique:** Adobe Illustrator program

**Type:** Wall design

**Detail:** 4 x 1.5 x 2.3 meter

**Technique:** Adobe Illustrator program



### **Problem & committee's suggestion**

The overall design looks confusing. It's hard to see the traffic signs. Space in the exhibition is boring. The floor plan design is not interesting enough. There is less activity for the audiences.

The mood and tone is good. The shape of redesigned signage is good.



### 3.3 Concept II

“Why Can’t I Let It Go?”

**Mood & Tone:** Insecure, Dark, Violent

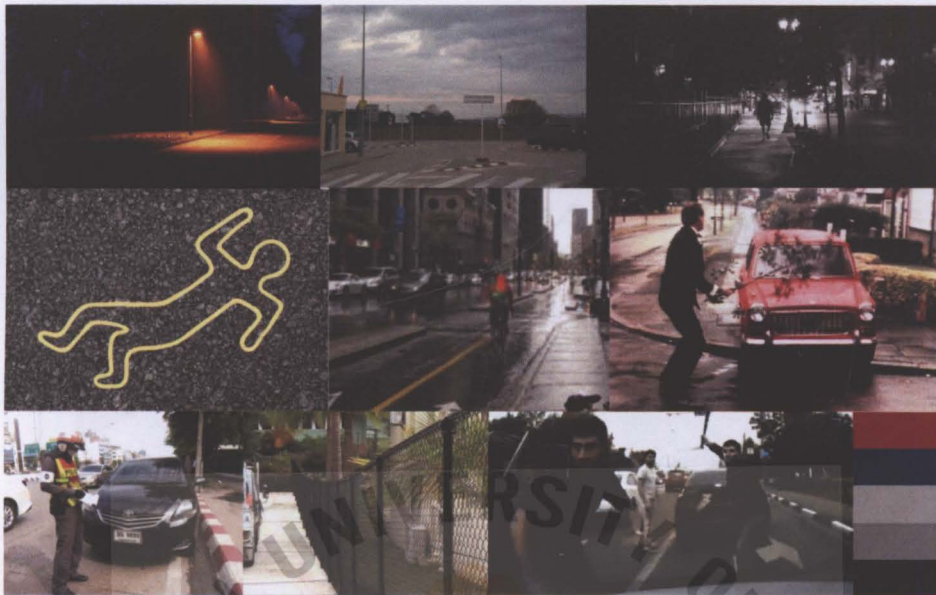
**Support:**

The exhibition idea is come from the anger and dangerous on the road or what we call road-rage. In the exhibition, it will talk about driver’s anger and what could badly happen if you can’t control anger. It tries to make the audience feel like on the road by using the real material that often see along the road. This concept brings an installation idea into it as well. It will make people understand better in term of how anger can cause you.



## Image Board

Sketch: 04/09/2019



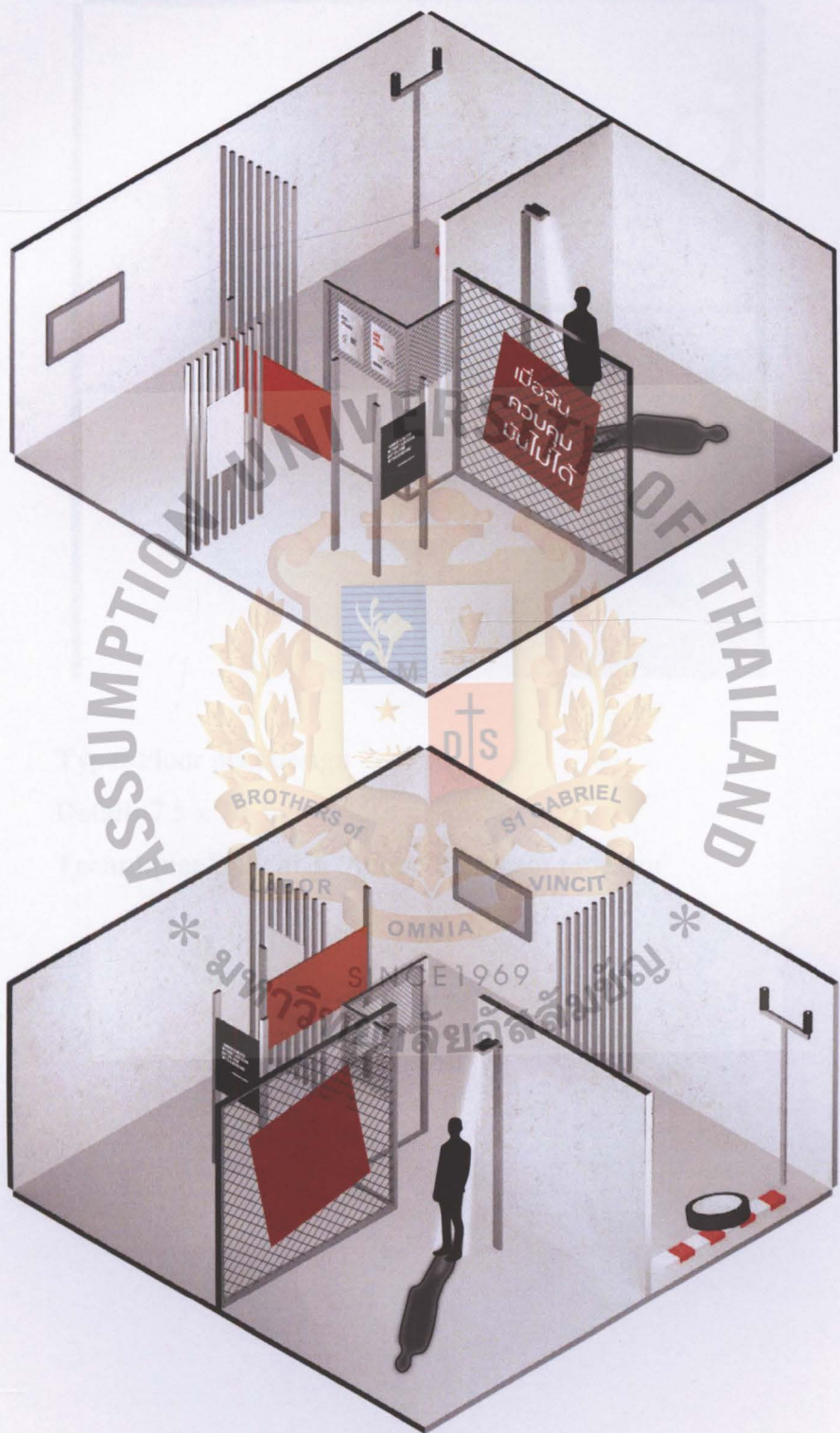
Type: Exhibition design

Detail: 7.5 x 7.5 meter

Technique: SketchUp, Adobe Illustrator program



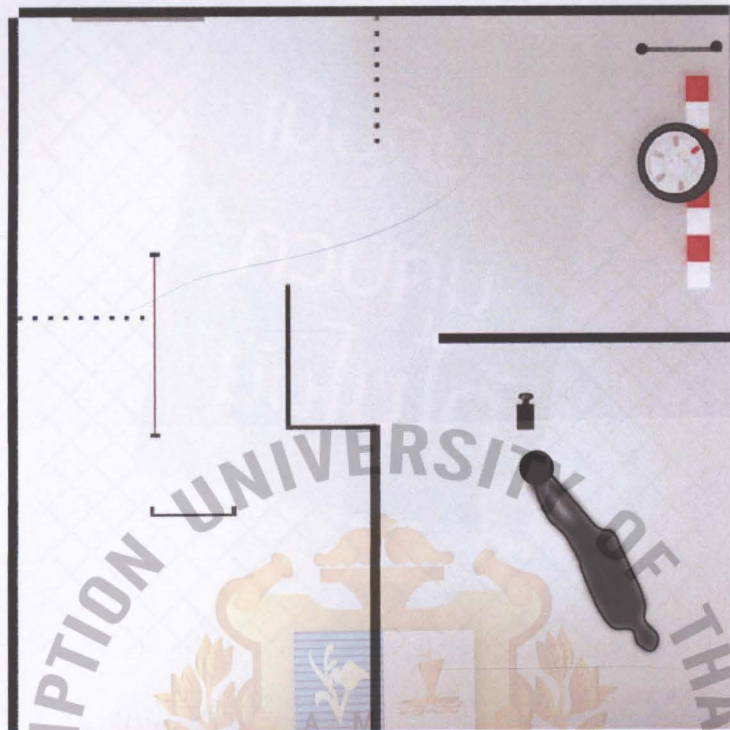
Sketch Design



**Type:** Exhibition design

**Detail:** 7.5 x 7.5 meter

**Technique:** SketchUp ,Adobe Illustrator program



**Type:** Floor plan design

**Detail:** 7.5 x 7.5 meter

**Technique:** SketchUp ,Adobe Illustrator program

\* มหาวิทยาลัยอัสสัมชัญ \*  
SINCE 1969

Type: Panel design

Detail: 3.2 x 2.5 meter

Technique: Adobe Illustrator program



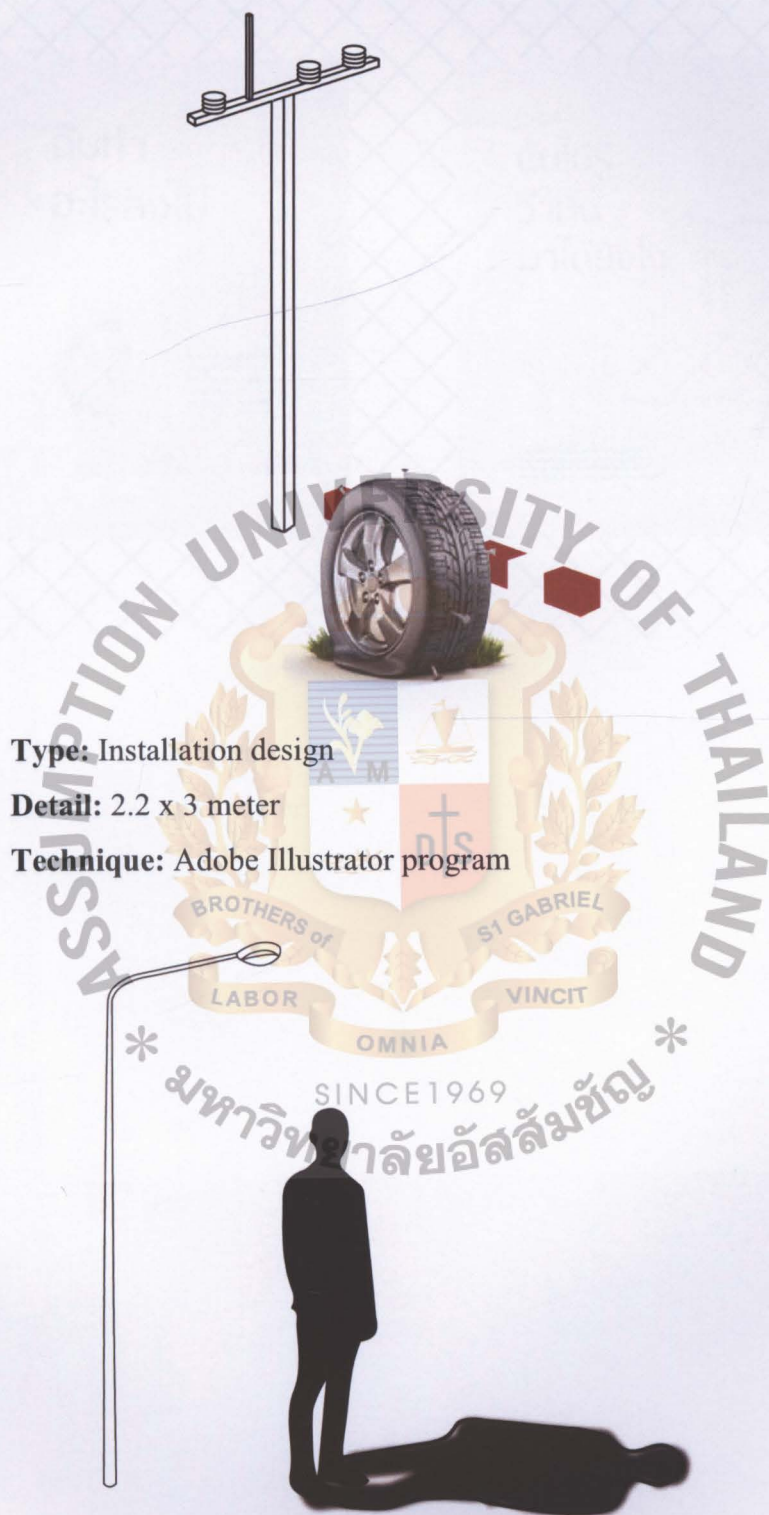


**Type:** Panel design

**Detail:** 3.2 x 2.5 meter

**Technique:** Adobe Illustrator program





**Type:** Installation design

**Detail:** 2.2 x 3 meter

**Technique:** Adobe Illustrator program

**Type:** Installation design

**Detail:** 1.9 x 3 meter

**Technique:** Adobe Illustrator program



**Type:** Panel design

**Detail:** 1.2 x 0.7 meter

**Technique:** Adobe Illustrator program



### **Problem & committee's suggestion**

The environmental material makes the exhibition reminiscent to environment among the road. The mood and tone are good but there is nothing that audiences can interact with the exhibition. The rhythm of the exhibition is still boring. The exhibition floor plan is boring, it needs more activity for audiences. Some of the real environment can be used for the chosen concept.





### 3.3 Concept III

#### **“Street in My Point of View”**

**Mood & Tone:** Modern, Contrast, Confused

**Support:**

When people are on the road, they only know what they see in front of their road and think about their own view. This concept shows the point of views of different driver. It's to remind people how forgiveness is very important to all drivers. In the exhibition, an audience will get a red and blue acrylic to use them see though to the exhibition. In each color will get the different experience in different perspective. Moreover, using the acrylics to see though the exhibition, to represent people are seeing things from the their own windscreen in the car.



## Image Board

Sketch Design

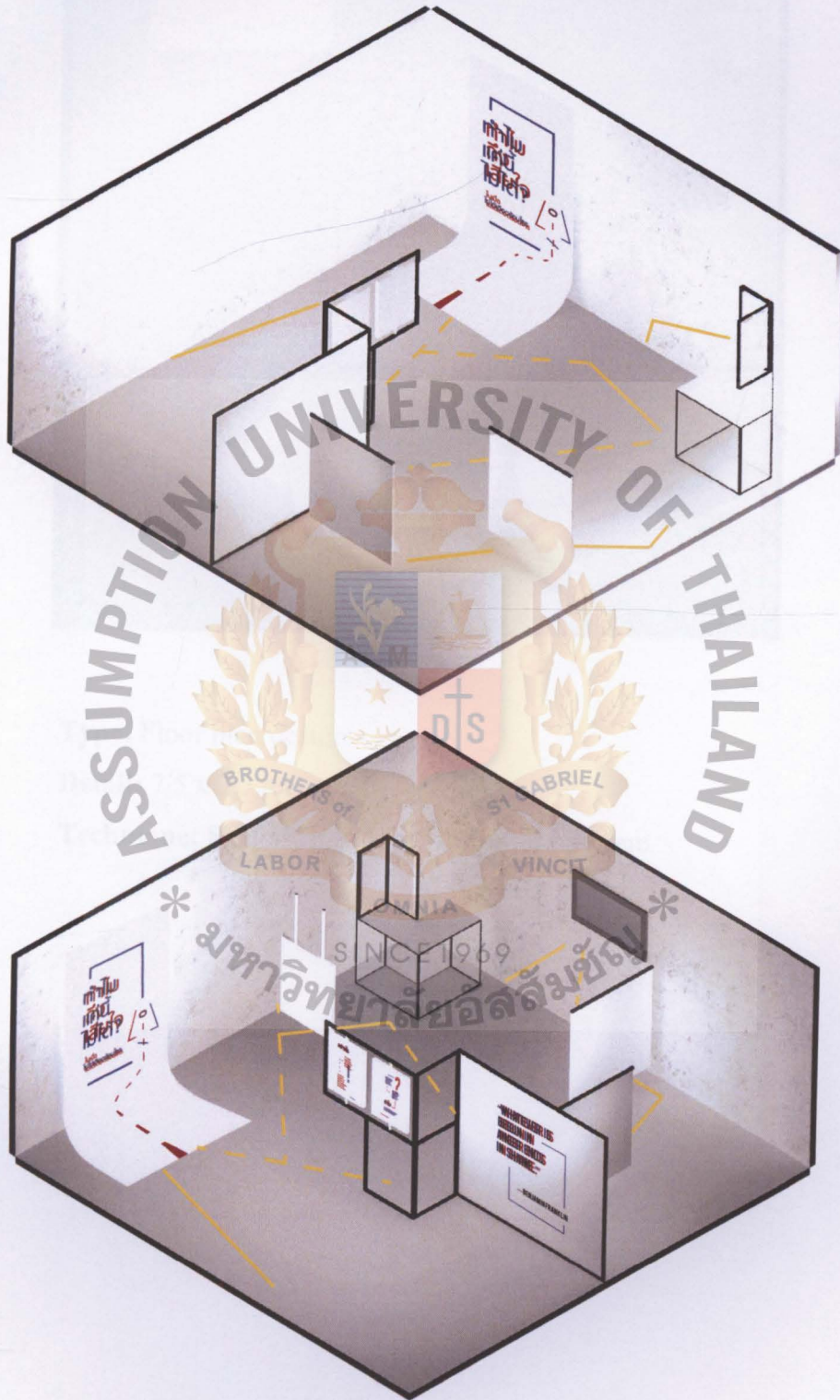


Type: Exhibition design

Detail: 7.5 x 2.5 meter

Technique: SketchUp, Adobe Illustrator program

## Sketch Design

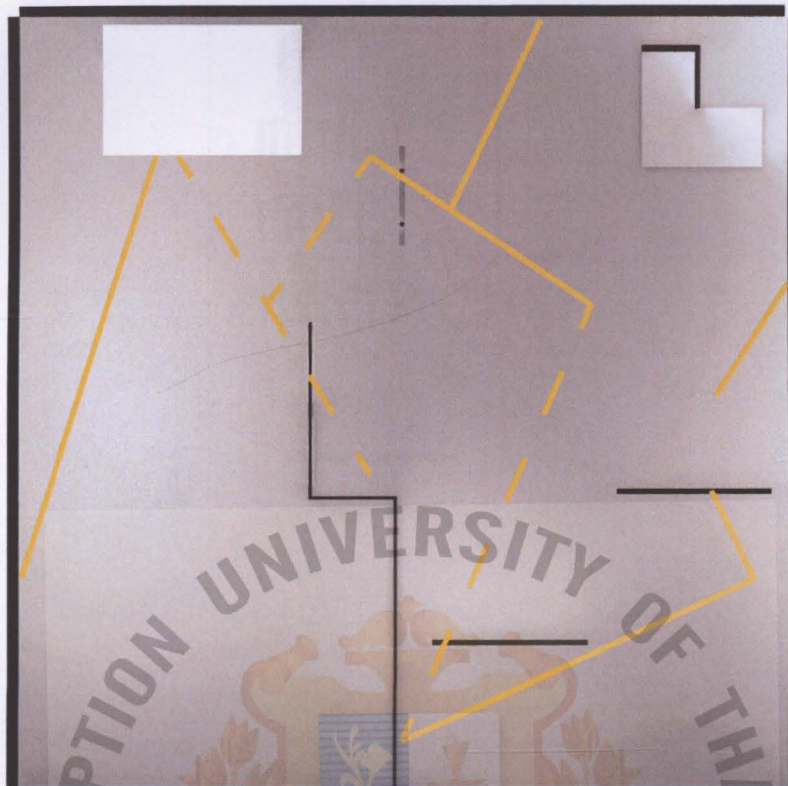


**Type:** Exhibition design

**Detail:** 7.5 x 7.5 meter

**Technique:** SketchUp ,Adobe Illustrator program





**Type:** Floor plan design

**Detail:** 7.5 x 7.5 meter

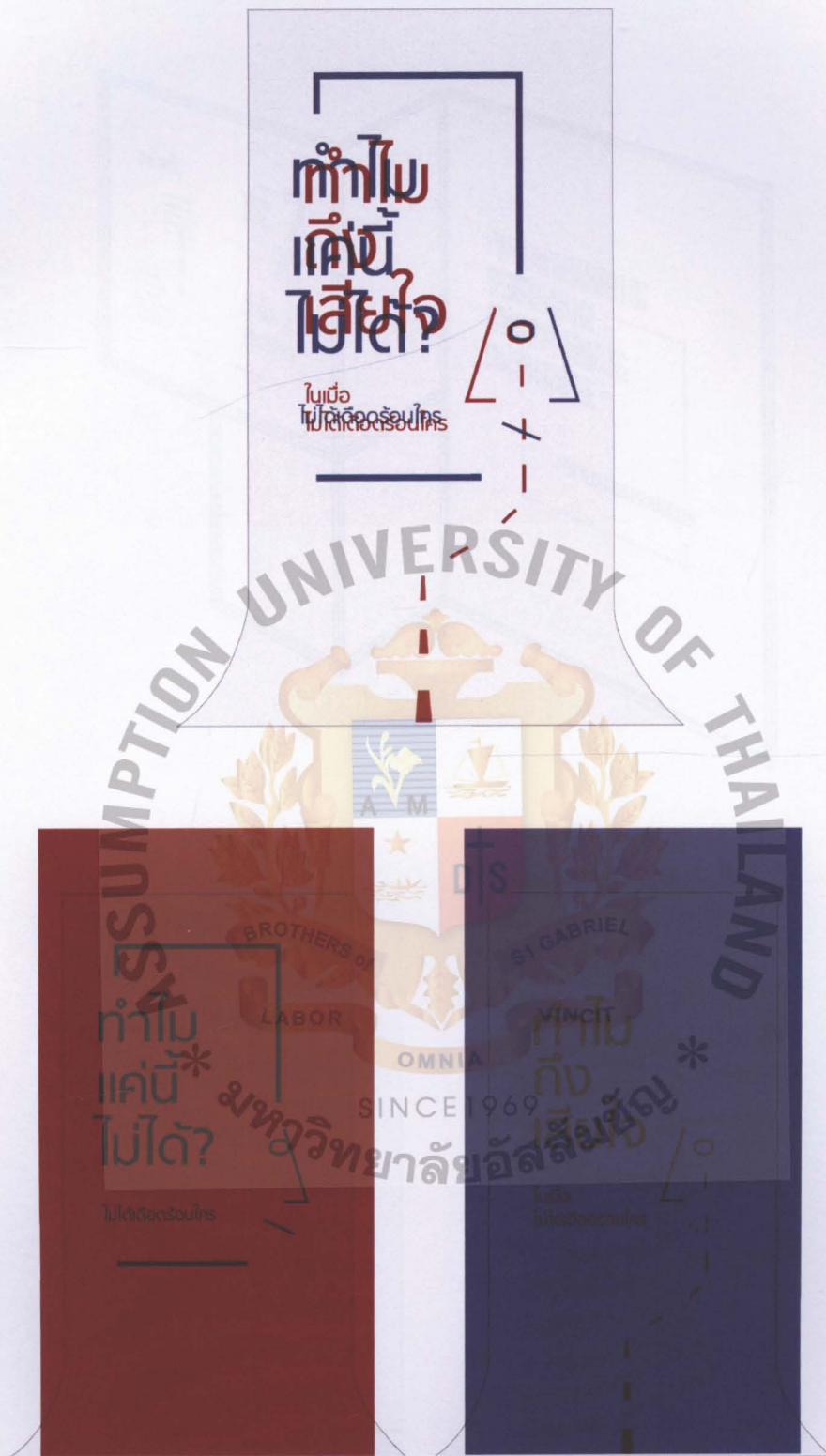
**Technique:** SketchUp ,Adobe Illustrator program

\* มหาวิทยาลัยอัสสัมชัญ \*  
SINCE 1969

**Type:** Backdrop design

**Detail:** 2 x 1.5 x 2.5 meter

**Technique:** Adobe Illustrator program

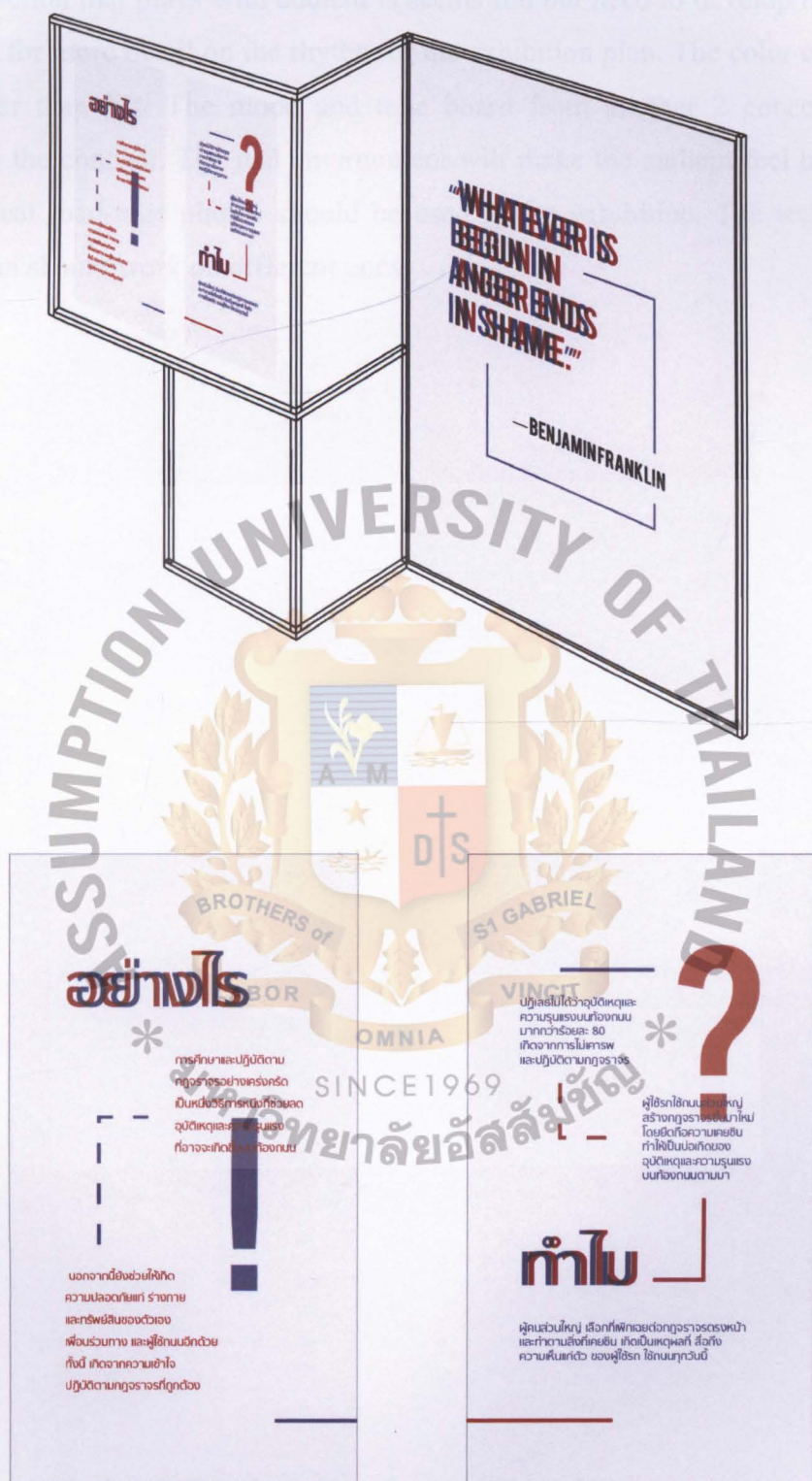


**Type:** Backdrop design

**Detail:** 2 x 1.5 x 2.5 meter

**Technique:** Adobe Illustrator program





**Type:** Poster design

**Detail:** 0.3 x 0.7 meter/each

**Technique:** Adobe Illustrator program



### **Problem & committee's suggestion**

The interaction that plays with audience seems fun but needs to be developed more. There is still a need for more detail on the rhythm of the exhibition plan. The color can be more fun and better than this. The mood and tone board from another 2 concepts can be interpreted to the concept. The real environment will make the audience feel better to the theme. The real road-rage photos should be used in the exhibition. The technique of the exhibition plan should work on different ones.



**CHAPTER 4**  
**CONCLUSION & SUGGESTIONS**



## Chapter 4

### Conclusion & Suggestions

#### 4.1 Final Design







**Type:** Model of the exhibition design

**Detail:** 7.5 x 7.5 meter / Scale 1:20

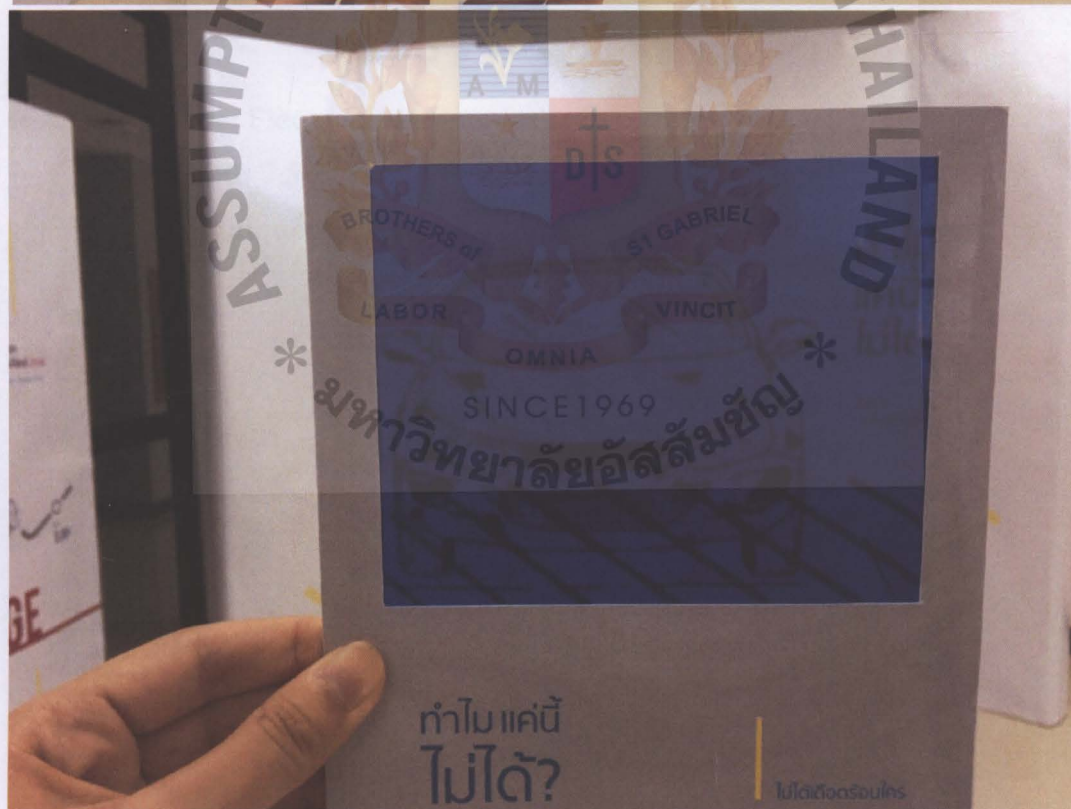
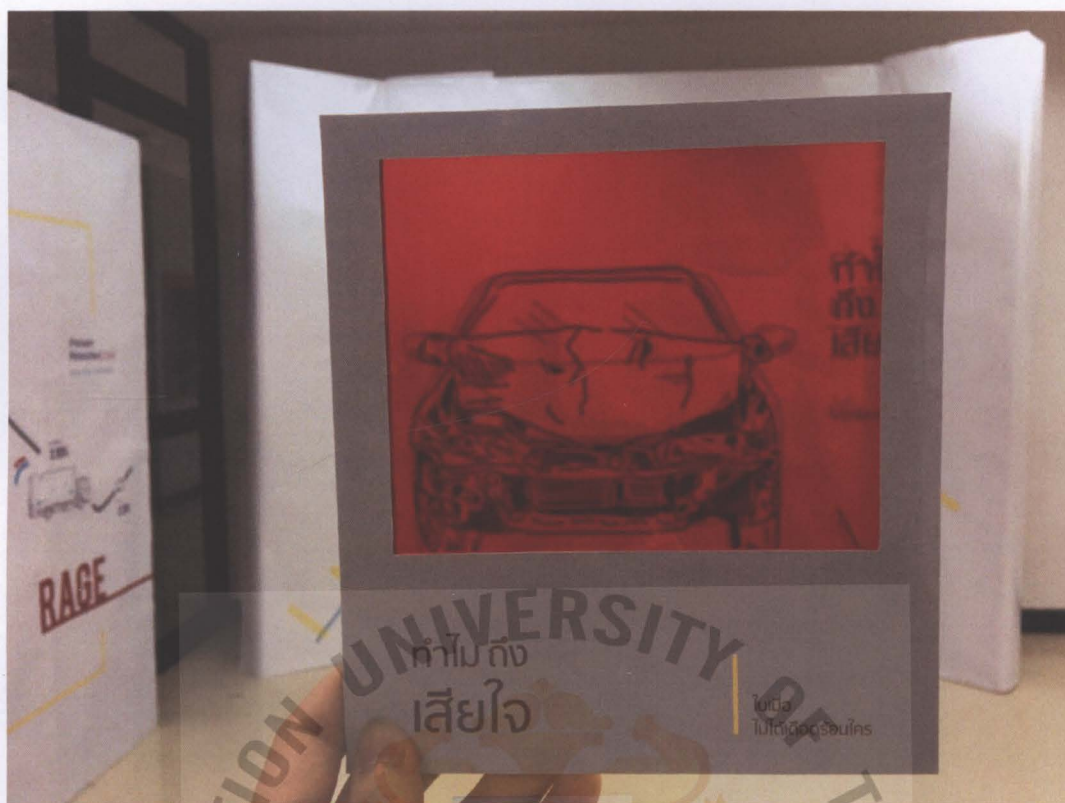
**Technique:** Adobe Illustrator program



**Type:** Acrylic design

**Detail:** 15 x 16.5 cm.

**Technique:** Adobe Illustrator program

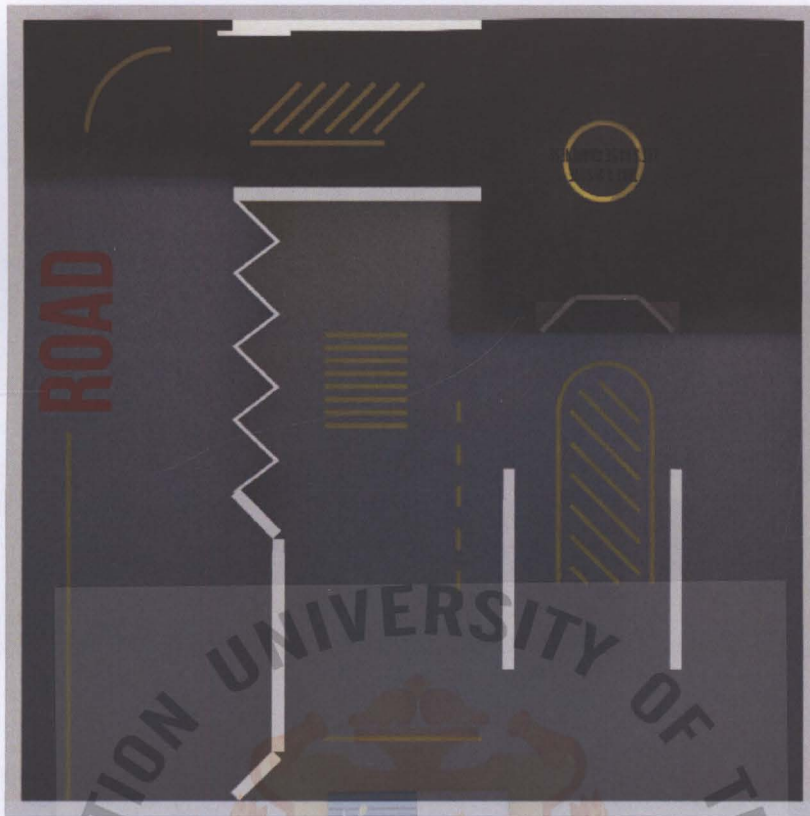


**Type:** Acrylic design

**Detail:** 15 x 16.5 cm.

**Technique:** Adobe Illustrator program





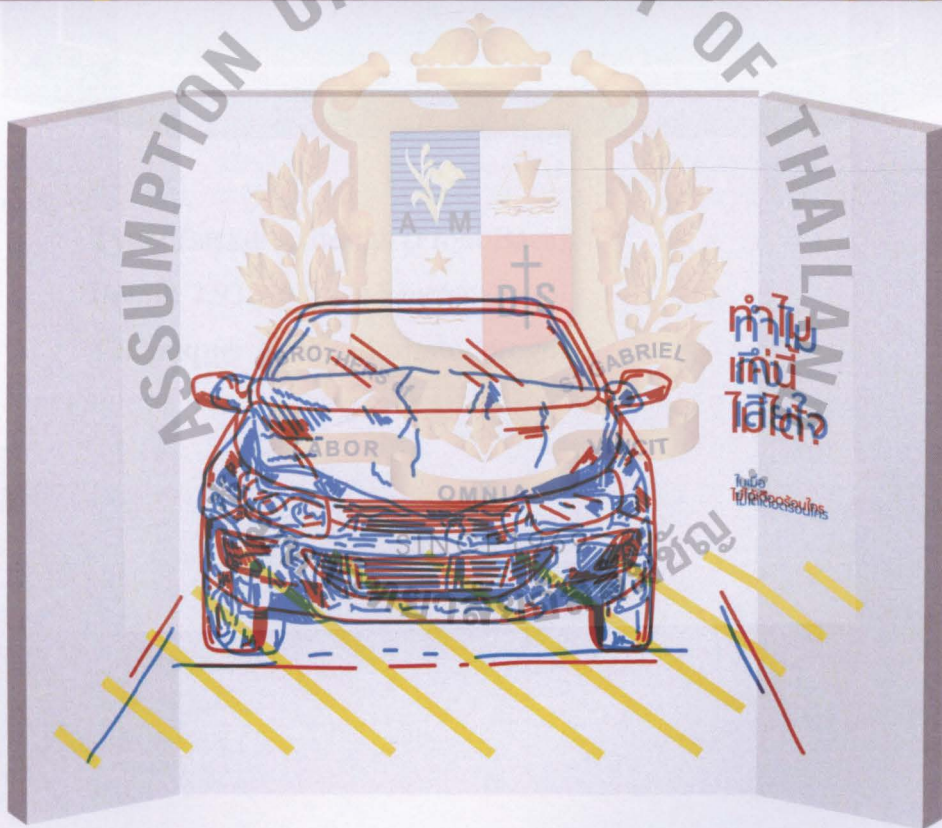
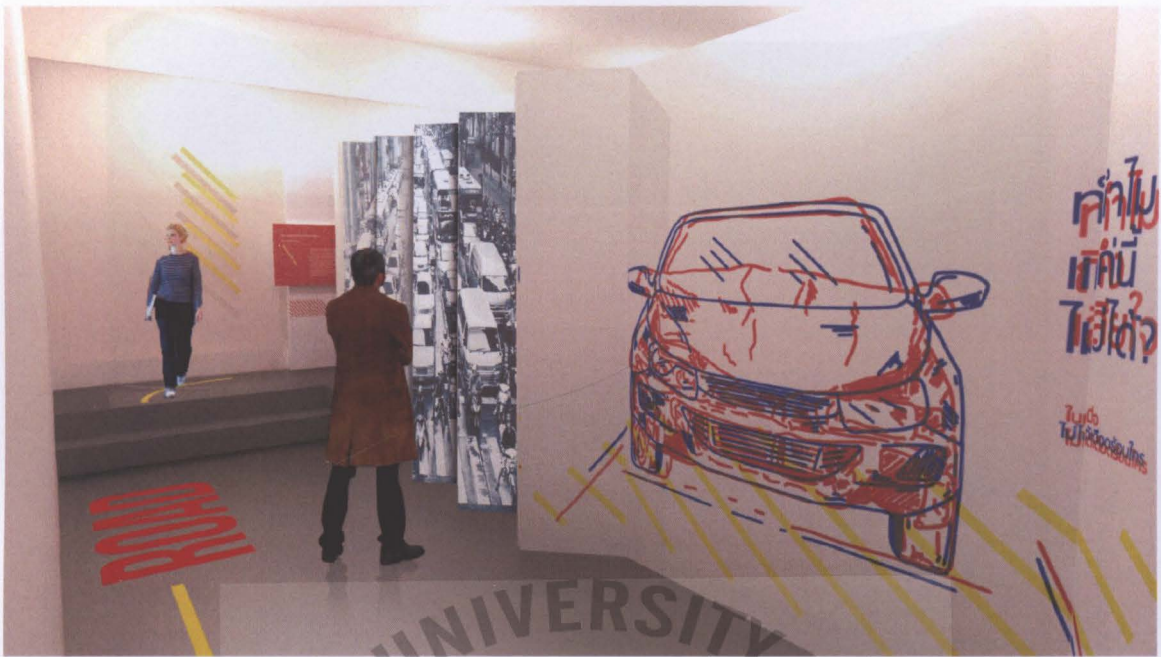
**Type:** Floor plan design

**Detail:** 7.5 x 7.5 meter

**Technique:** SketchUp

\* มหาวิทยาลัยอัสสัมชัญ \*  
SINCE 1969





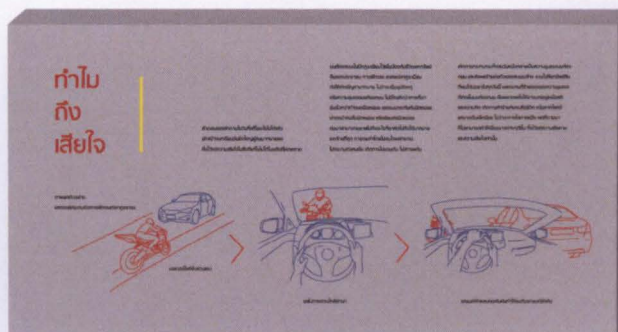




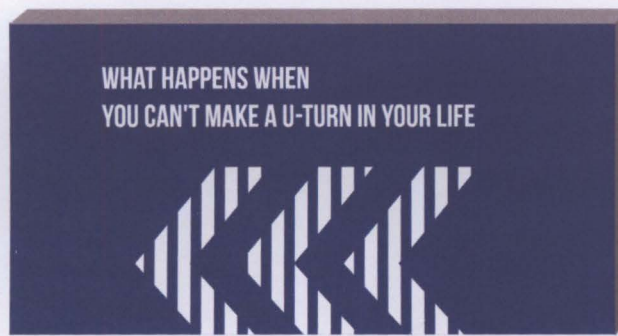








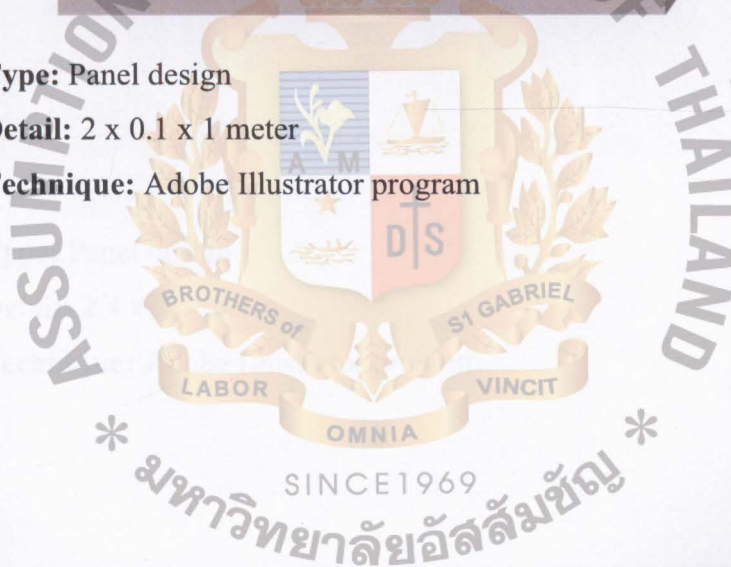




**Type:** Panel design

**Detail:** 2 x 0.1 x 1 meter

**Technique:** Adobe Illustrator program





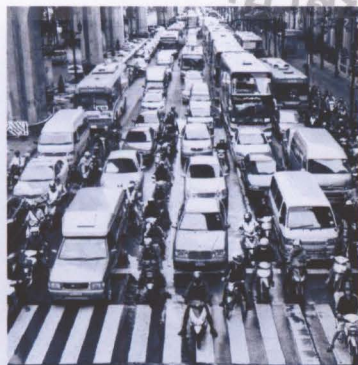


**Type:** Panel design

**Detail:** 2.4 x 2.5 meter

**Technique:** Adobe Illustrator program





WHEN ANGER RISES,  
THINK OF THE CONSEQUENCES.





**Type:** Panel design

**Detail:** 2.78 x 2.5 meter

**Technique:** Adobe Illustrator program





## 4.2 Conclusion

In terms of the overall design, using info-graphic to represent road-rage statistics makes the exhibition more interesting. People can interact with the exhibition easier by using the acrylic card to look around the exhibition. The technique of each panel design is quite unique and modern for Thailand. The method of exhibition design is interesting. In Thailand people does not use much in this way.

## 4.3 Suggestions for Future Study

In the past year, there are so many things that have been improved on the work . During the process, it is important to know how to manage the work. The limits of myself are important for our future. People who know what you are good at will be beneficial for future works. Another things that I never agree until now, is experiences you pass unexpected situation with calmness.

The exhibition design is the one that I never thought to do in my life. It will better prepare other graphic designs. First, I need to think what of experiences and knowledge that audiences are going to get from the exhibition. Second, I need to plan what audiences see and how they walk. Third, what techniques are suited for all information. These are the factors that the exhibitor has to figure out. The space of each section or panel needs to be concerned as well. Anyway, the key of success of the exhibition is the rhythm of the exhibition.

## Appendix 1: Interview 1

### Interview Questions and Answers - Professional of Road-Rage

#### *Cause, Effect and Prevent Road-Rage*

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#### Personal Information

1. Name & Surname: Assoc. Prof. Dr. Chulaporn Sota
2. Gender: Female
3. Profession: Health Education, Development science, Health Promotion, Traffic accident prevention.
4. Education: Bachelor degree : Nursing Science  
Master degree : Master of Science on Public Health (Health Education)  
PhD. Development science.
5. Contact Information: chusot@kku.ac.th  
Tel .0862389779

#### Intoduction Questions

6. What is road-rage in your opinion?
  - a. Road-rage is violence on roads and traffic accidents. It will effect to life and property of people among the road. It comes from the lack of ability of people, road, car and environment.
7. What do you think of when you think of road-rage?
  - a. I think of the accidents that lead loss to people such as injury, death and cripple. It also brings sadness to family and related persons. The loss of property and environment around such as vehicle.

#### In-depth Questions

8. What are the factors of road-rage?
  - a. There are 5 factors of road-rage, which are:
    1. Human factor
    2. Vehicle factor
    3. Road factor

4. Environment
5. The lack of traffic regulation factor

9. What are causes and effects of road-rage?

- a. There are 4 causes that lead people into road-rage, which are:
  1. Human recklessness, lack of understanding and responsibility of driving and traffic regulations.
  2. The vehicle is not ready to use, the equipment have been damaged, such as tire as tubeless, wing mirror, brake and engine.
  3. Roadability, the bumpy road, dangerous curve, too dark and narrow lanes
  4. Environment, raining, flooding, visibility, slip road and traffic
- b. Road-rage brings people into difficult situations. The effects of it are impact to people in 4 way.
  1. Effect to human, it can bring life to death, injury and cripple. People that get the effects of road-rage might have to miss work or take sick leave. They may lack of the potential and spirit to work. They will be family's burden.
  2. Economic, losing money and property for hospital care or funeral. It leads to economic critical in the family.
  3. Society, it makes more risky and unsafe society of people among road. If an accident happens to the head of the family, the rest of the family will be paralyzed
  4. Medication, waste the medicine that has to provide per years.

### Closing Questions

10. What are the solutions of road-rage?

- a. If it already happened and there are injuries, so people around need to know how to do first aid to save people life. It's a necessity to call an ambulance. The communicating is also important, contacting to the institute that related. For the drivers that are not in injury but they are about to fight, people around need to call the police officers as soon as possible.



11. How to control your anger while you're on the road?

- a. Everytime you are behind the wheel, you have to remind yourself to drive with consciousness and be generous to other motorists. People have to concentrate on the road in front of them rather than phone or something else. It is important to follow the traffic regulations, don't need to rush or being selfish. They also have to consider the safety first and control their mind while driving. The road is a public, nobody wants to have anything bad happened so mind about manner. When an accident happens whether who fault, you are a part of it. People need more realizable on the effects of it.



## Appendix 2: Interview 2

### Interview Questions and Answers - Professional of Road-Rage

#### *Cause, Effect and Prevent Road-Rage*

---

#### Personal Information

- 1) Name & Surname: Pol Lt Vichain Kasewpaithun
- 2) Gender & Age: Male, 57
- 3) Profession: Traffic Sub Inspector (Experience 23 years)
- 4) Education: Senior High School
- 5) Contact Information: 081-303-3401

#### Intoduction Questions

6. What is road-rage in your opinion?
  - a. Road-rage is unexpected situation, which come from a temporary emotion. When someone is getting cut another car off, another driver wasn't prepared for it. It leads them into anger increasingly. Ways to control anger of people are different. The one who is able to control it will try to apologize. On the other hand, the one who cannot control it will not hold the anger for long.
7. What do you think of when you think of road-rage?
  - a. I think of traffic jams, fighting and injury. The road-rage is a big problem in Thailand. A small case can lead to a big one when people drive in anger.

#### In-depth Questions

8. What are the factors of road-rage?
  - a. People are getting careless about everything. The factor of road-rage is a lack of responsibility and forgiveness. It seems to disappear in Thai people.

9. What are causes and effects of road-rage?

- a. The lack of using traffic regulations. Every driver has learned about it but never use it. Other causes are getting cut off, change lane without using a blinker, turn where it's not allow and change more than 2 lanes. The traffic jam is the one of the causes of road-rage. When the traffic jams last long, it makes people irritated. When people are in mood and an accident happens, they will turn to aggressive driver. If they can't control the anger, it may harm to life. The argument makes it worst. If they can control it, they will apologize and will not fight back. It also effects of the traffic. It will traffic jams among the road.

### Closing Questions

10. What are the solutions of road-rage?

- a. It depends on the level of anger there are. No matter what are the conflicts between them, the police officer has to separate them first. To decrease their anger and lets them calm down. Try to reduce the conflict between them as much as you can. It is a temporary emotion that makes people lack of consciousness. The work of the police officers is try to cool them down and think about it carefully. If there is a bigger problem such as shooting or killing, it will be court's duty.

11. How to control you anger while you're on the road?

- a. Try to control the emotion as much as it's possible. Always realize what will come after the anger. Driving is a driver discipline so it depends on their knowledge. Applying the traffic regulations while driving will help more.



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**Date of birth:** July 11, 1995  
**Nationality:** Thai

**Academic Recoad:**  
2011-2012 James Hargest College  
2013-2016 Name of University  
Degree /Major

**Working Experience** \*  
June – August 2016 : Fragrant Property

**Skill and Expertise**  
Microsoft Office Suit  
Adobe Illustrator Adobe  
Photoshop Adobe InDesign  
Adobe After Effects



## CD / DVD

### Inside CD/DVD

- Sketches
- Final Works
- Book Files

