ABSTRACT

This project was emerged with my eager to study how to design the internet homepage as internet is becoming an important medium of communication and information quest. However, the world of internet is still limited among a small group of people, who are likely to make contact with foreign countries. The organization I chose as a reference for this project, then, was the Tourism Authority of Thailand (TAT) which requires an effective and efficient vehicle to publicize Thailand world-wide.

The problem I faced during this project was mostly technical as I had to study from the nature and usage of internet before stepping to the program used for designing. At first, I started from studying the finished program package for a while without going to the root of the computer language. After that, I started to study a relevant language namely HTML (HyperText Markup Language) and create a homepage with the HTML myself. HTML was well settled for free page formatting. Nevertheless, there was still some limitations in the design due to the computer system and capability in information transmission which would never allowed us to design as freely as designing on papers.

When I studied the program and techniques in details further I was able to present information in a combination of letters, pictures, voices, and even moving pictures. Some times I faced with the problem in finding a right picture to deliver the right message for a subject, especially, of the old time. I had to use a present picture and retouch it to look like an antique one. However, sometimes I had to add color into old pictures which mostly were monotone to make it brighter and more attractive.

This project is the stepping-stone for me to study internet and design homepage. Thus, the composition and techniques may still not be perfect as it should be. Though, from this project I had a chance to know more about internet and, importantly, utilize my knowledge in designing a printing media I gained from the course and apply it to design homepage. Like other kinds of media, I think that internet is a medium needed to developed more in terms of design innovations.