ABSTRACT

Buffaloes are Thai domestic animal. Also, there are important to Thai society. Buffaloes can benefit Thai farmers. They do not only plough the rice field, buffaloes meat and milk are better than dairy cattle in terms of fat and protein. Moreover, the decoration by using the buffalo skulls and horns is quite popular. Furthermore, the manure from the buffalo has more mineral than artificial fertilizers. There are ceremonies to respect the buffaloes in Thai culture such as “Wing Kwai” ceremony. Importantly, King Rama IX foresaw the population of the buffalo. Then, he lunched the Ox-Buffalo bank project to increase the population.

The word buffalo means stupid and stubborn is appear in the modern Thailand. That is the major problem refer to the buffalo is depreciate in Thai culture. Nowadays, the population of the buffalo decreases around one hundred thousand per year. Although buffaloes are used in the beginning of the agriculture, it has trend to be declined. Therefore, this project about board game design for the conservation of buffaloes will inform the current situation of the buffalo and build awareness about the important of buffalo.

The advantage of the board game is fun and attracting for children and teenagers. It will help them to learn all about the buffalo. Then, the concept is inspired from the “Wing Kwai” ceremony that every player need to race to win in the game. They need to answer question about buffaloes so that they can move and reach the goal. Thus, the mood and tone will be cheerful, colorful, and energetic to suit with my target group. During the process of working, a big problem is the system of the game is very complicate. Since the player group is quite young so the game system need to be easier to understand. Additionally, my concept mood and tone is quite older than the young generation in them of color and style. Then, I interpreted the data were interpreted through the question card. Next, color and style match with the young age.

In conclusion and suggestion, this board game will be useful and enjoyable for young generation. This thesis project will protect and maintain the respect for buffaloes in Thai culture. Cultivation in positive way of buffalo in future generation is an easy way. Everyone has a freedom to believe, so it is very hard to change people’s mind.