

ABSTRACT

Nowadays, people's behaviors can be influenced by the society and the environment that they live in. There are unlimited ways in which society can influence behaviors and this can also differ in different cultures. Since humans are social creatures, most of them will always adapt ourselves to fit the social trends and society's perception whether or not a certain action is acceptable or unacceptable. These problems can affect people around them and also themselves.

A poster design on bad behavior in Bangkok is my project that I think can create a huge impact on people's opinion and awareness about the society that we live in today and also make people realize more about themselves and other people in the society nowadays. They will be able to identify what is right or what is wrong. Therefore, the technique and tools that I have used is mix media. It can attract people because my work is very unique and it can explain a certain situation of the society with only few words. Moreover, there are many problems during the process of working due the lack of experience in doing this type of art because I have never done it before. It was hard for me at first planning what to do. Most problems are that it was hard to find the materials such as wood panel, acrylic sheet that match with A2 size, and it was hard to interpret the data, the story, or the situation that I wanted to tell through artwork by myself. I needed to order and control the materials such as wood panel, acrylic sheet, or frame. I needed to find the thing that many people do not think existed before, and I finally found them. In the same way, this concept is to make the viewer feel along with the artwork by looking at the main figure, texture, and contrast color. This project is proved that mix media can convey the message differently but in the same route and also impact audience's thinking and feeling through the poster.

This project shows the bad side of behavior among people in the social media. This project makes me realize that this is a serious cause. It has happened for a long time and cannot be stopped. I think the solution on this project is to make people see things and situations that they never expect or have a chance to talk about by giving the figure with words that represent the situation to make them understand and solve the problems by themselves. They might be more aware and careful when they go online.