ABSTRACT

Nowadays, most young people do not like to travel in Bangkok, or if they do, they prefer a department store or anywhere convenient. And they do not know about places with long history and museums that can make them know new knowledge. For example, both sides of the Chao Phraya River are where many landmarks of Thailand. But few of the young Thai know how to travel by express boat because most of rest think it is hard and not convenient to travel.

Travel book for Chao Phraya by express boat is my project, which I think is a great way to make people aware of the importance of traveling along the Chao Phraya River that is the landmark of Thailand. So the technique used is to design travel guidebook with fresh color and illustrations for young Thai people. It contains the recommendations to inspire travellers. There are also many problems with how to make the travel guidebook easy to use. At the first the travel book, Povided only specific information on how to get off the pier. But after it was found not as easy as it should be. so, I put the illustration map to make readers see more and understand more. In addition, this project also wants to present information and feelings through illustrations and pictures. This is proof that illustrations and pictures can be used to send feels to an audience.

In my conclusion and suggestion, the main part of my thesis project is to make young Thai people know the places on both sides of Chao Phraya River and gain the knowledge with some fun from travelling by the express boat. Sometimes, my ideas could not make young Thai people want to go like I think. As a result, I need to be more concerned with the design and illustration to interest the young Thai people lmore.