ABSTRACT

Thai street food is delicious, cheap and with many varieties that visitors can be found 24 hours enjoying it, it is also very popular worldwide. It is a part of Thailand which invites a foreigner’s interest to visit Thailand. Thai government gives value to Economics and Tourism. Therefore, we have a policy to use street food as a selling point to boost tourism. In country’s world street food fest, Thai street food stood 2nd out of 23 in ranking among the most famous street food in the world from Bangkok, posted on website published on 7th January 2020 which people must have tried. Thai street food have varieties to choose from and has unique scent.

Thai food has 5 balanced tastes which are spicy, sweet, salty, sour and bitter which is unique to other countries also. Thai herb in the food has a unique smell. All this charms and make good impression to the foreigner which also made me to get an inspiration to do this, “Stop motion project”, because Stop motion animation might be the media that make peoples interested. So this project is about promoting Thai street food as a Stop motion animation. Nowadays, in social media they don’t have the story of street food in stop motion version. This Stop motion movie will make foreigners to be more interested in Thailand, especially Thai food. Thai street food would look more interesting.

For my concept “Wonder food” is about two girls who get lost in the mysterious forest. They try to get out of the forest through different tough obstacles, which consist of the Thai street food ingredients. This concept will represent how the foreigner is impressed of Thai street food in their first time and appreciate it. The Stop motion animation of Thai street food based on thinking of a storyline that tries to present Thai street food through story and material and to draw a storyboard. Secondly, finding the material that you want to put in the scene and arranging the prop and characters scene by scene. Thirdly, setting the lighting and shooting. Finally making the video and adding the sound on this video which is approximately a length of 2.00 minutes which is proper to promote online.

In conclusion, the result of this project is not as I expected. So, I should improve the planning and manage the time table carefully. I hope this project will enable people to continue to develop and will give benefit to those people who study. Audience will be interested in Thai street food Stop motion animation and they will know about Thai street food menu how it looks like and enjoy the animation.