

GRAPHIC DESIGN FOR SAEN SAEB CANAL BOAT SERVICE

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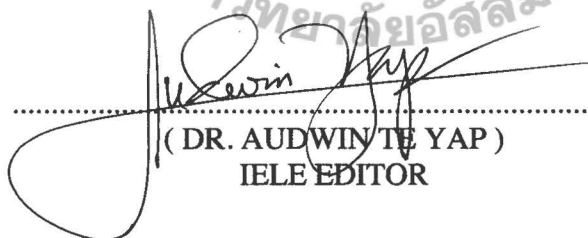
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## ABSTRACT

Presently, there are a lot of people in Bangkok who all need to arrive at work on time. Most spend hours on the road because of the heavy traffic. Some have therefore opted to try an alternative form of transportation, which is the Saen Saeb canal boat service. It is the fastest way that people from the city's suburbs can reach city center. While the service is fast, but there are still some problems, particularly with the signage system. For instance, the signage cannot be seen clearly because of the position, as well as the details printed inside each sign. During night time, it is even harder to see the signs because of ineffective lighting. As such, the passengers do not know on which sign they should focus and subsequently which way they should go. The author have realised how to solve this problem in order to help people understand clearly the directions and quickly find the pier which they intend to go. This is the rationale for the project. To accomplish this goal, new graphics have been created where passengers are able to see the information inside the signage clearly. For instance, light boxes were utilized to enable people see clearly the signs at night time. Because of the new designs, people are able to see and understand the information on each sign instantly both during day as well as night time. The newly re-designed signage system helps people find out easily which way they need to go. It also lessens the time spent looking at the signs. In conclusion, the re-designing of the old signage system is necessary for everyone's convenience and safety. As Saen Saeb canal boat service is one of the major modes of travel for someone who works in Bangkok, the renovation should give it an image of unity as well as enhance the credibility of the service. The author further recommends that the owner of the boat service should keep the signage in good condition at all times through regular maintenance as part of their quality control systems.



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The author is using this opportunity to express his gratitude to everyone who has supported him throughout the course of this thesis project.

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## CHAPTER 1 INTRODUCTION



## Chapter 1

### Introduction

#### **Title: Signage design for Saen Saeb Canal boat service**

#### **1.1 Background:**

Saen Saeb Canal was excavated by royal order of Phra Nangklaon (พระบาทสมเด็จพระนั่งเกล้าเจ้าอยู่หัว) or King Rama III in order to connect the Chao Paya River and Bang Pra Kong River in 1837 (B.E. 2380), more than 170 years ago. His Majesty intended to facilitate the transport of arms, ammunition and supplies to Vietnam in during the Siamese-Vietnamese War, which lasted 14 years.

As far as the origin of the name 'Saen Saeb', the assumption is as follows. It is said that the canal was called 'Saen Saeb' because it is teeming with mosquitoes. There is evidence from the journals of British explorer, D.O. King, that "this canal is 55 miles long, linking the city of Bangkok with the Bang Pakong River Rural plains area, where the native residents are of Malaysian descent, and that no matter what they do while plying the canal, one hand must always be used to ward off mosquitoes..."

Saen Saeb Canal boats provide express boat service along Saen Saeb Canal and Mahanak Canal, from Sriboonruang port until Panfa Leelard port, in Pom Prap Sattru Phai district. The boats are manufactured at Pratunam port, and the route includes 27 ports utilized daily by people who commute via these speed boats. These boats are owned by partnership family transport, in business since 1 October 1990, as requested by Maj. Gen. Chamlong Srimuang, governor at that time.

## **1.2 Significance:**

Currently in Thai society, especially among the people who use express boat service or the owners of the business, the importance of a signage system may have been forgotten. It would actually be very helpful to have signs that show the identity of certain locations (piers), but these were just ignored.

The author would like to re-design and improve their signage, focusing on unity and international design. It will be for the convenience of all boat passengers as they look at the port signage and be able to understand instantly.

## **1.3 Problem Statement:**

Currently in Bangkok, a considerable number of people use the express boat service but the existing signage are of no help at all. They are hard to read or difficult to figure out. Moreover, a lot of foreigners actually use the express boat service but the existing signage do not have an English version that would be very useful to non-Thai passengers.

## **1.4 Project Objectives**

1. To create a unified signage system of Sean Saeb Canal boat service.
2. To render the signage of Saen Saeb Canal boat service to be international.
3. To attract more passengers, both foreigners as well as Thais.

## **1.5 Expected Results**

The newly designed signage system will make it more convenient for people when they use the boat service. It will be easy to identify the port/pier. Non-Thais will also be able to understand the signs because there will be English subtitles as well.



## 1.6 Scope of Study

1. Wayfinding system
2. 4 types of signage system design
  - a. Directional sign 1 pc.
  - b. Informational sign 2 pcs.
  - c. Identificational sign 9 pcs.
  - d. Regualtional sign 1 pc.
3. Pictogram set 13 pcs.
4. Model 1 pc.
5. Map design 1 pc.





## CHAPTER 2 INFORMATION ANALYSIS



## Chapter 2 Information Analysis

### 2.1 Marketing Analysis

#### 2.1.1 Marketing Mix

	The Product	The Competitor
<b>Product</b>	<p>The Family Transport Co., Ltd. have been providing boat service along Sean Seab Canal. There are many people that use this boat service. When people commute by boat they will see the actual living conditions of people residing along the route. Some stations connect to other public transportation systems that provide commuters with options if they need to travel further.</p>	<p>The BTS public transportation service provides an elevated electric train service in Bangkok. Multitudes take the BTS daily, and passengers are provided the opportunity to see Bangkok from an overhead angle. The system currently continues to expand further away from city center, so that more people can have access to the BTS.</p>
<b>Price</b>	<p>THB 8 to 18</p> <ul style="list-style-type: none"> <li>• First 4 km. = THB 8.00</li> <li>• Every additional 4 km. = THB 2.00</li> <li>• After 26 km. = THB 18.00</li> </ul>	<p>THB 15 to 57</p> <ul style="list-style-type: none"> <li>• First 4 km. = THB 15.00</li> <li>• Every additional 4 km. = THB 2.00</li> <li>• After 26 km. = THB 24.00</li> </ul>

<b>Place</b>	<ol style="list-style-type: none"> <li>1. Wat Si Bun Ruang</li> <li>2. Bangkapi</li> <li>3. The Mall Bangkapi</li> <li>4. Wat Klang</li> <li>5. Mahadthai</li> <li>6. Ramkhamhaeng University</li> <li>7. Wat Thep Leela</li> <li>8. Ramkhamhaeng 29</li> <li>9. Wat Noi</li> <li>10. The Mall Ramkhamhaeng 3</li> <li>11. Sapan Klongtun</li> <li>12. Vijit School</li> <li>13. Charn Issara</li> <li>14. Soi Thong Lor</li> <li>15. Ban Don Mosque</li> <li>16. Wat Mai Chonglom</li> <li>17. Italthai</li> <li>18. Prasanmit</li> <li>19. Asokpetchaburi</li> <li>20. Nanachat</li> <li>21. Nana Nua</li> <li>22. Wireless</li> <li>23. Chidlom</li> <li>24. Pratunam</li> <li>25. Sapan Hua Chang</li> <li>26. Ban Krua Nua</li> <li>27. Charoen Pol</li> <li>28. Bo Be</li> <li>29. Phan Fah Leelat</li> </ol>	<p>Sukhumvit line :</p> <ol style="list-style-type: none"> <li>1. Mo Chit</li> <li>2. Saphan Khwai</li> <li>3. Ari</li> <li>4. Sanam Pao</li> <li>5. Victory Monument</li> <li>6. Phaya Thai</li> <li>7. Ratchathewi</li> <li>8. Siam</li> <li>9. Chit Lom</li> <li>10. Phloen Chit</li> <li>11. Nana</li> <li>12. Asok</li> <li>13. Phrom Phong</li> <li>14. Thong Lo</li> <li>15. Ekkamai</li> <li>16. Phra Khanong</li> <li>17. On Nut</li> <li>18. Bang Chak</li> <li>19. Punnawithi</li> <li>20. Udom Suk</li> <li>21. Bang Na</li> <li>22. Bearing</li> <li>23. Samrong</li> </ol>
<b>Promotion</b>	<p>Social Media: Facebook,  <a href="https://www.facebook.com/familyinformationassent?fref=ts">https://www.facebook.com/familyinformationassent?fref=ts</a></p>	<p>Website : <a href="http://www.bts.co.th">www.bts.co.th</a></p> <p>Facebook :  <a href="https://www.facebook.com/btsgroup/?fref=ts">https://www.facebook.com/btsgroup/?fref=ts</a></p>

## 2.1.2 SWOT

Internal Factors	Strength	Weakness
	<ul style="list-style-type: none"> <li>- The price of the boat service is cheaper than the competitor's.</li> <li>- The boat service is faster than the competitor.</li> </ul>	<ul style="list-style-type: none"> <li>- The signage system and wayfinding aids do not give much information to the customers and are hard to understand.</li> <li>- Information sign are difficult to read and understand.</li> </ul>
External Factors	Opportunity	Threat
	<ul style="list-style-type: none"> <li>- The company has the chance to expand by adding more ports.</li> </ul>	<ul style="list-style-type: none"> <li>- The sound of the boats' engines are too loud and disturb the passengers.</li> <li>- Appearance and perceived of the boats is not credible.</li> <li>- The bad smell of canal water is undesirable.</li> </ul>

## 2.1.3 Target Group

<b>Demographic</b>	<p>Gender : all</p> <p>Age : 18 years and above</p> <p>Status : all</p> <p>Income : low – middle class</p> <p>Occupation : all</p>
<b>Geographic</b>	<ul style="list-style-type: none"> <li>- Living in Bangkok</li> <li>- Local area</li> <li>- Areas near Sean Seab Canal</li> <li>- Foreigners (non-Thais)</li> </ul>

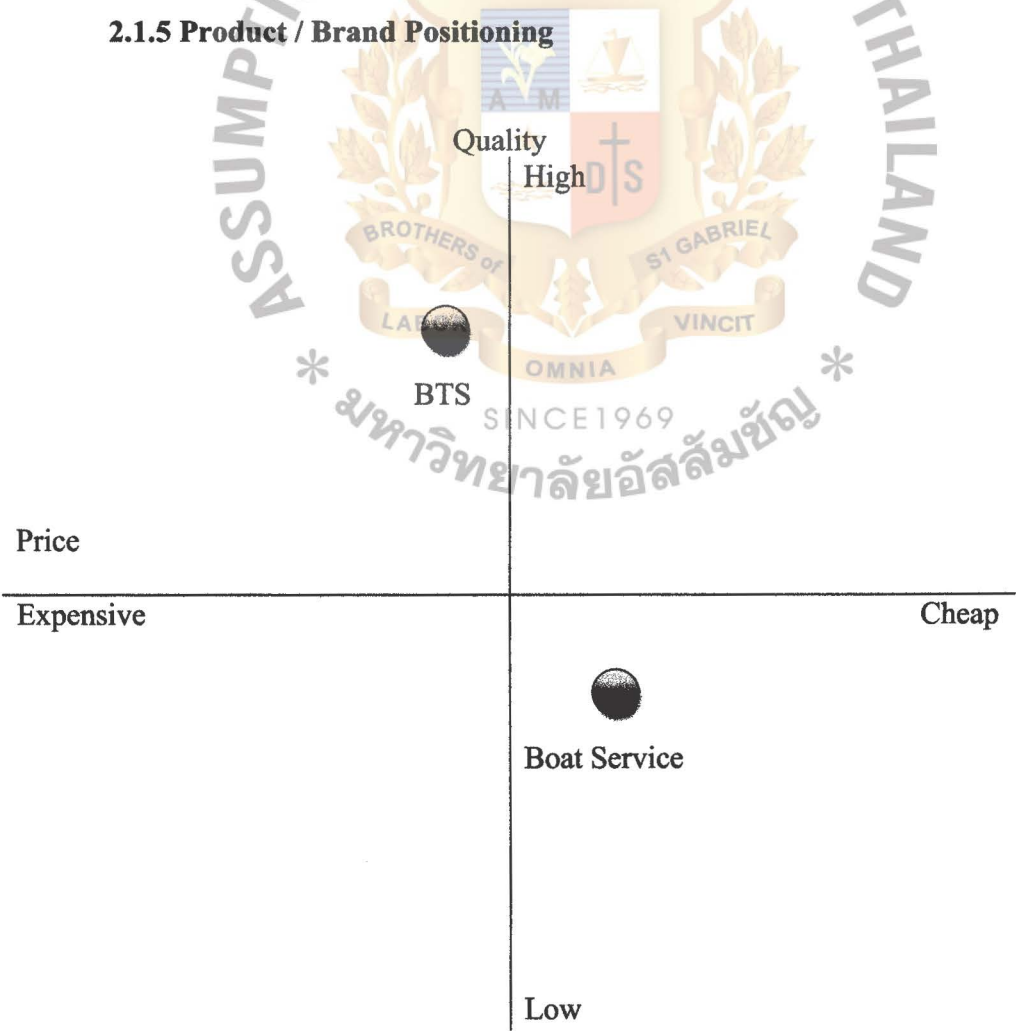


<b>Psychographic</b>	Presons who like traveling and love to view scenes along canals or other local areas. They like to sit on the boat and enjoy the wind blowing on their face. They mainly focus on urban life are easy - going and positively minded people. They like observe and study culture, art and history. These types prefer to move fast and save money as much as they can.
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#### 2.1.4 Unique Selling Point

The price of the Sean Seab Canal boat service is cheaper and faster than the competitor's. As such, passengers save time especially those who want to go faster during rush hour. Futhermore, the path of the boat service courses through the middle of the city, and it passes many places such as condominiums, schools, universities, and similar major dwellings. Moreover, it allows for connections to other means of public transportation.

#### 2.1.5 Product / Brand Positioning



**Position Statement:** The boat service offers cheaper prices but quite low quality. On the other hand, traveling by BTS is for more expensive although quality is high.

### 2.1.6 Product / Brand Personality

This brand is like a man aged around 46 years old who is strong willed and steadfast. Therefore, he is quite old fashioned and does not care to update himself. He is not highly educated and does not like things that are high-tech.

### 2.1.7 Other Related Topics

1. Type of signage
2. Wayfinding
3. Pictograms
4. Sign shape
5. Universal design
6. News
  - report from Bangkok Post
7. How to make a model
8. Light box

#### 2.1.7.1 Types of signage :

1. Persuasive Signage



Persuasive signage influences consumer behavior through convincing

language or attractive imagery. These signs can advertise a particular product or promotion. Persuasive signs or displays can influence customer flow and improve interactivity with otherwise unnoticed products. Signs that showcase a particular type of product offer an opportunity for retailers to communicate specific details of new, seasonal, or featured items.

Using persuasive signage allows products or brands to more effectively communicate with customers. These displays can turn an otherwise ordinary product into a popular 'hidden gem'. Effective persuasive messaging can also create a higher perceived value for products, increase brand awareness, and improve retail sales.

While persuasive sales signs should be eye-catching and witty, they are not the main attraction. The most effective signs draw the customers to the product or service.

## 2. ADA (Americans with Disabilities Act) Compliant Signage



Making customers feel welcomed means all customers. Offering accessibility by way of parking, entrances/exits, restrooms, cashier stations, fitting rooms, and elevators will make disabled patrons' experience more comfortable and enjoyable. If your location offers accessible features but does not make them known, you are doing your customers a serious disservice.



If your store uses a portable ramp with a doorbell or intercom, you will need to install an appropriate sign letting customers know that they can request an employee to bring the ramp to the door. If your store's accessible entrance is not the same as the main entry way, a sign at the main entrance must indicate where to find the accessible entrance.

Any permanent interior signs indicating bathrooms, elevators, entrances and exits also have to include Braille and tactile characters in legible fonts and contrasting colors, and they must be mounted at specific heights (typically 40 to 60 inches from the ground) for consistency and access.

### 3. Mats



Mats can also be used as signs, in fact, they are actually the most versatile signage of all. Mats serve not only safety and cleanliness needs, but also promotional and informational purposes.

You may choose to use mats for branding purposes, or feature something as simple as your company's logo. Mats can be used for directional wayfinding within the store, in places where hanging signage is not as viable, or to lead the customer to products on sale. Mats also keep stores cleaner during extreme weather. Lastly, mats ease the stress employees impose on their bodies by standing for long periods of time. Ergonomic, cushioned mats help workers feel



rejuvenated, as if their shift just started.

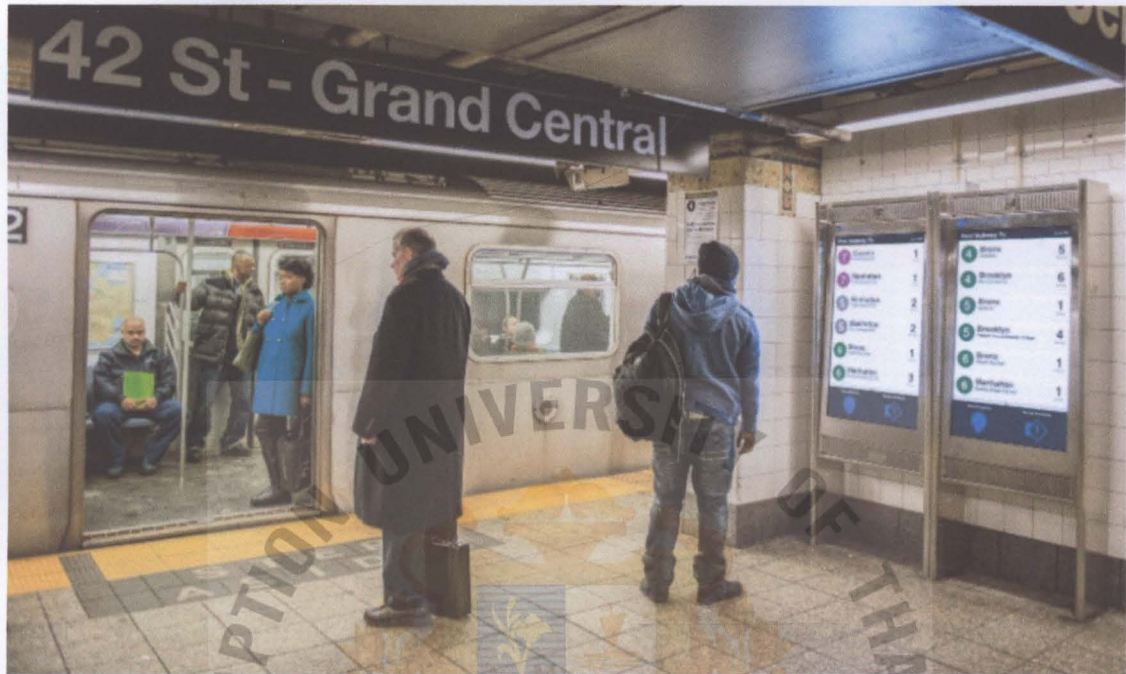
When investing in any of these five signage types, try to analyze them with fresh eyes. Imagine entering your store as a new customer. Be honest with yourself about what is clear and what may be perplexing. Establish a consistent brand and use it across your business, from outdoor signage to your website. If you managed to do just that, you will be well on your way to leveraging signage to your retail advantage and cashing in while you are at it.

#### 2.7.1.2 Wayfindings:



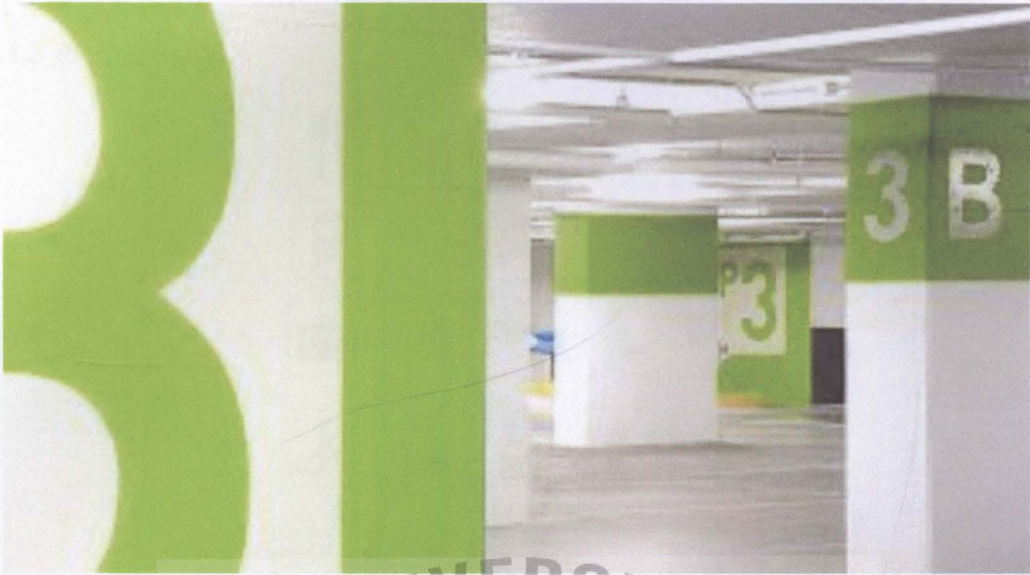
When creating a signage system for an area, building or architectural structure it is essential to develop a strategic wayfinding scheme. With this step you are able to develop a modular wayfinding system that will adapt to the built environment and the human expectations for orientation and navigation purposes. Research is an important step to understand the built environment and where information is needed to maximize legibility of the wayfinding system.

Care must be taken not to show too much information into one sign, this will be easily overlooked; instead use multiple signs to get good wayfinding results.



Wayfinding can be defined as spatial problem solving. It is knowing where you are in a building or an environment, knowing where your desired location is, and knowing how to get there from your present location. The principles of architectural clues, lighting, sight lines, and signage are information support systems to wayfinding. Users rely on these principles when making decisions about how to reach their destination. A good wayfinding system gives strong indicators of where the user is and how to get to her destination from her present location. Wayfinding problems occur when decisions cannot be executed. In a poor wayfinding system, the user does not have enough information to decide his or her course of action.





Ineffective wayfinding systems are very problematic for buildings because of the costs they can incur and the time that users devote to searching for a desired location. In an environment where bad wayfinding systems occur, people rely on the staff of the building to direct them to their destination. Furthermore, users may also become so frustrated with the environment that they will not return. If a building has good wayfinding features, the user should have a positive experience when reaching their destination. Buildings that feature well-designed signage enhance their wayfinding features by looking at the properties and seeing how they can use them to assist individuals with finding their destinations.

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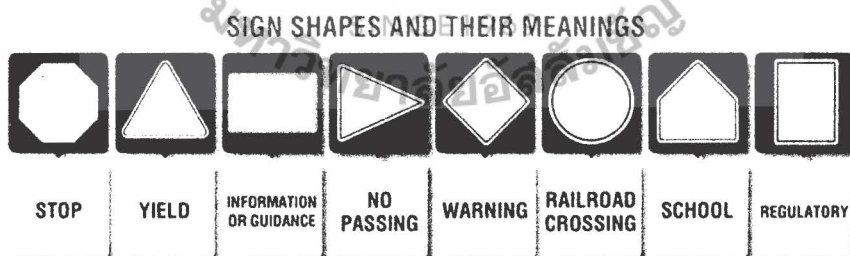
### 2.7.1.3 Pictogram:



Pictograms are widely used today in such places such as international airports, railway stations, or in any other situation where the written word may only be available to a small minority. They are also used widely in situations where space prohibits the fuller text version, such as in the case of computer screen icons, and other similar cases.

Although in some cases the representations are not totally indicative of the message intended, i.e. a sign showing a man or woman at certain entrances, they do however indicate female and male toilets. Sometimes cultural differences present difficulties in the design of a universal solution.

### 2.7.1.4 Sign Shape:



The shape of a sign can help to convey its message. Shape can be brand- or design-based, or can be part of a set of signage conventions used to standardize sign meaning. Usage of particular shapes may vary by country and culture



Some common signage shape conventions are as follows:

- Rectangular signs are often used to portray general information.
- Circular signs often represent an instruction that must be followed, either mandatory or prohibitive.
- Triangular signs are often warning signs, used to convey danger or caution.

#### **2.7.1.5 What is Universal Design ( UD ):**

Universal Design ( UD ) can be applied to any product or environment. For example, a typical service counter in a place of business is not accessible to everyone, including those of short stature, those who use wheelchairs, and those who cannot stand for extended periods of time. Applying UD principles might result in the design of a counter that has multiple heights—the standard height designed for individuals within the average range of height and who use the counter while standing up and a shorter height for those who are shorter than average, use a wheelchair for mobility, or prefer to interact with service staff from a seated position.

Making a product or an environment accessible to people with disabilities often benefits others. For example, automatic door openers not only benefit individuals using walkers and wheelchairs, but also benefit people carrying groceries and holding babies, as well as elderly citizens. Sidewalk curb cuts, designed to make sidewalks and streets accessible to those using wheelchairs, are more often used by kids on skateboards, parents with baby strollers, and delivery staff with carts. When television displays in airports and restaurants are captioned, programming is accessible not only to people who are deaf but also to others who cannot hear the audio in noisy areas.

UD is a goal that puts high values on diversity, equality, and inclusiveness. It is also a process. The following paragraphs summarize the process, principles, and applications of UD.

## The Process of Universal Design:

The process of UD requires a macro view of the application being considered as well as a micro view of subparts of the application. Following is a process that can be used to apply UD:

1. Identify the application. Specify the product or environment to which you wish to apply universal design.
2. Define the universe. Describe the overall population (*e.g.*, users of service), and then describe the diverse characteristics of potential members of the population for which the application is designed (*e.g.*, students, faculty, and staff with diverse characteristics with respect to gender; age; size; ethnicity and race; native language; learning style; and abilities to see, hear, manipulate objects, read, and communicate).
3. Involve consumers. Consider and involve people with diverse characteristics (as identified in Step 2) in all phases of the development, implementation, and evaluation of the application. Also gain perspectives through diversity programs, such as the campus disability services office. Make these processes known with appropriate signage, publications, and websites.
4. Adopt guidelines or standards. Create or select existing universal design guidelines/standards. Integrate them with other best practices within the field of the specific application.
5. Apply guidelines or standards. Apply universal design in concert with best practices within the field, as identified in Step 4, to the overall design of the application, all subcomponents of the application, and all ongoing operations (*e.g.*, procurement processes, staff training) to maximize the benefit of the application to individuals with the wide variety of characteristics identified in Step 2.

6. Plan for accommodations. Develop processes to address accommodation requests (e.g., purchase of assistive technology, arrangement for sign language interpreters) from individuals for whom the design of the application does not automatically provide access.
7. Train and support. Tailor and deliver ongoing training and support to stakeholders (e.g., instructors, computer support staff, procurement officers, volunteers). Share institutional goals with respect to diversity and inclusion and practices to ensure welcoming, accessible, and inclusive experiences for everyone.
8. Evaluate. Include universal design measures in periodic evaluations of the application, evaluate the application with a diverse group of users, and make modifications based on feedback. Provide ways to collect input from users (e.g., through online and printed instruments and communications with staff).

#### Universal Design Principles:

At the CUD, a group of architects, product designers, engineers, and environmental design researchers established seven principles of UD to provide guidance in the design of products and environments. Following are the CUD principles of UD, each followed with an example of its application:

1. Equitable use. The design must be useful and marketable to people with diverse abilities. For example, a website that is designed to be accessible to everyone, including people who are blind and use screen reader technology, employs this principle.
2. Flexibility in Use. The design must accommodate a wide range of individual preferences and abilities. An example is a museum that allows visitors to choose to read or listen to the description of the contents of a display case.



3. Simple and intuitive. Use of the design must be easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level. Science laboratory equipment with clear and intuitive control buttons is an example of an application of this principle.
4. Perceptible information. The design must communicate necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities. An example of this principle is captioned television programming projected in a noisy sports bar.
5. Tolerance for error. The design must minimize hazards and the adverse consequences of accidental or unintended actions. An example of a product applying this principle is software applications that provide guidance when the user makes an inappropriate selection.
6. Low physical effort. The design must enable the user to use it efficiently, comfortably, and with minimum of fatigue. Doors that open automatically for people with a wide variety of physical characteristics demonstrate the application of this principle.
7. Size and space for approach and use. Appropriate size and space must be provided for approach, reach, manipulation, and use regardless of the user's body size, posture, or mobility. A flexible work area designed for use by employees who are left- or right-handed and have a variety of other physical characteristics and abilities is an example of applying this principle.



## Badge facilities for the disabled

### 1. Ramps and elevators

- A sign showing the location or number of floors of the building for the visually impaired. As well as for the elderly who cannot or do not know the meaning must be installed and located on the way up and down the ramp that connects the two floors of the building.
- A sign must be installed next to the disabled in the area of the ramp provided for persons with disabilities and the elderly or infirmed.
- The sign must be installed next to the disabled at the outer door of the elevator, catering to the disabled or infirmed, as well as for senior citizen.

### 2. Staircases

A sign must be installed showing the location or number of floors of the building for the visually impaired and the elderly who cannot or does not know the meaning, located on the way up and down the stairs between floors of the building.

### 3. Parking

An outline depicting a wheel chair painted on the floor of the car park next to the bus, measuring at least 900 mm x 900 mm, and label not less than 300 mm x 300 mm, and is positioned not less than 2,000 mm above the ground.

### 4. Toilet

Signs for the disabled symbol affixed to the front door of the toilet, which is equipped with an alarm button that allows the elderly to call for help from the toilet in case of emergency. Includes keypad or touch

buttons with signaling function, which is also installed for the disabled or handicapped as well as the elderly to use with ease.



White symbol with blue background or blue symbol with white background

Distance	Font size
0 – 7 meter	6 x 6 centimeter
7 – 18 meter	11 x 11 centimeter
18 meter above	20 x 20 centimeter

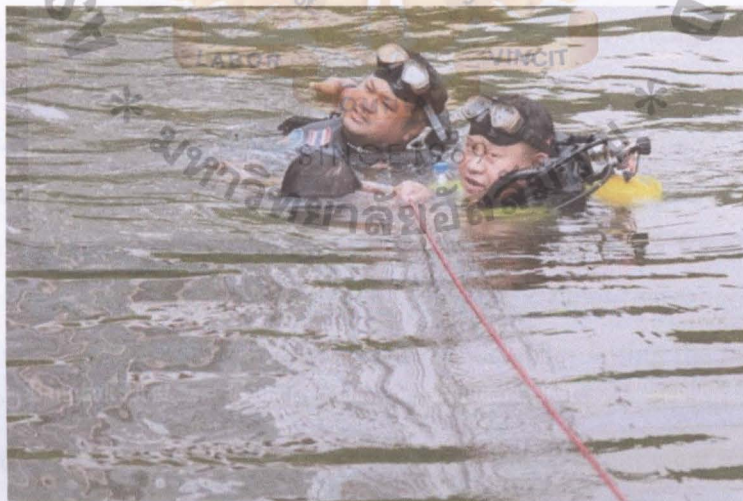
มาตรฐานทางลาด



- Ramps not located next to a wall must have railings or edges not lower than 15 cm from the floor.
- Ramps 250 cm and longer must have handrails on both sides.

2.7.1.6 News: Report from Bangkok Post

Title: Boat passenger falls into Saen Saep canal, drowns



Divers retrieve the body of Theerapong Silalit, 50, from Khlong Saen Saep, bringing it ashore at Nanachat pier in Watthana district, Bangkok on Thursday. (Photo by Somchai Poomlard)

A passenger drowned after falling from a commuter boat on Khlong Saen Saep in Watthana district while attempting to jump onto a pier before mooring was completed. The man tried to disembark at Nanachat pier, behind Saint



Dominic School at Soi Sukhumvit 15 around 6:10 am, said Chwalit Methayaprapart, manager of Family Transport Co, which operates boats on the canal. "The passenger jumped on to the pier before the boat was properly moored, but missed his footing", he said. "The driver stopped the boat and waited near the pier, but there was no sign of the missing man emerging from the water", Mr Chawalit said. "Divers found his body at about 10:30 am, 100 metres from the pier where he fell in", the Amarin radio centre, run by the Bangkok Metropolitan Administration reported. The dead man was later identified as Theerapong Silalit, 50, a driver. He sustained injuries to his neck and shoulder area during the fall. Video footage showed he was swept under the stern of the boat. Boat driver Wichian Thammamor and conductor Pornchai Sae Yang later made statements about the accident to Makkasan police. Mr. Pornchai, 35, said the boat left Wat Sri Bunruang pier at 5:30 am, arriving at Nanachat around 6:00 am. Before he had the chance to tie the boat to a mooring pole, one passenger jumped onto the pier, preventing him from completing the task. He shouted at the passengers, asking them not to jump before the boat was properly moored. Then a second passenger jumped onto the pier, but missed his footing and fell into the canal. Mr. Pornchai said he called out that someone had tumbled into the water and asked the driver to move the boat away for fear the propeller would hit the passenger. The scene became disorganized as the other passengers tried to see what had happened. He asked them to stay calm and to sit down, the fare collector said. He then phoned the boat company to inform them of what happened and asked the firm to alert emergency services to help rescue the missing passenger. The boat remained moored nearby for about 30 minutes but there was no sign of the missing passenger. Other passengers began asking to be taken to a pier so they could go to work. After letting the passengers alight, Mr. Pornchai and the driver returned the vessel to the company mooring before reporting to the police. "I felt bad, sorry and guilty about what happened. I never thought such an incident could occur. In my five years of working on the boat I have never come across anything like this. I tried in vain to ask passengers not to jump onto the pier, but nobody paid attention," he said. "I had met the victim on several occasions as he was a regular passenger and often boarded the first trip. I collected the fare from him this morning. I felt bad because he travelled with us, and he lost his life," Pronchai said. Mr Chawalit, the boat operator, said the firm



would cover funeral rite expenses. His boat was insured. "We are at fault for allowing passengers to stand on a boat's gunwale before it arrives at the pier. A campaign was launched earlier asking passengers not to stand on the gunwale when the boat is not moored, but we found we could not control them. "We are awaiting the investigation result and will accept the outcome," the boat operator said. Thai media reported that the victim, Theerapong, was one of the people on board a commuter boat that exploded on Saen Saep canal on March 5 this year near Wat Thep Leela pier, injuring 67 passengers.

Conclusion : In this case, the boat service did not have a sign for warning people to wait until the boat is properly moored and stable, by which time they can alight. I think there should have been some sign or something to warn them.

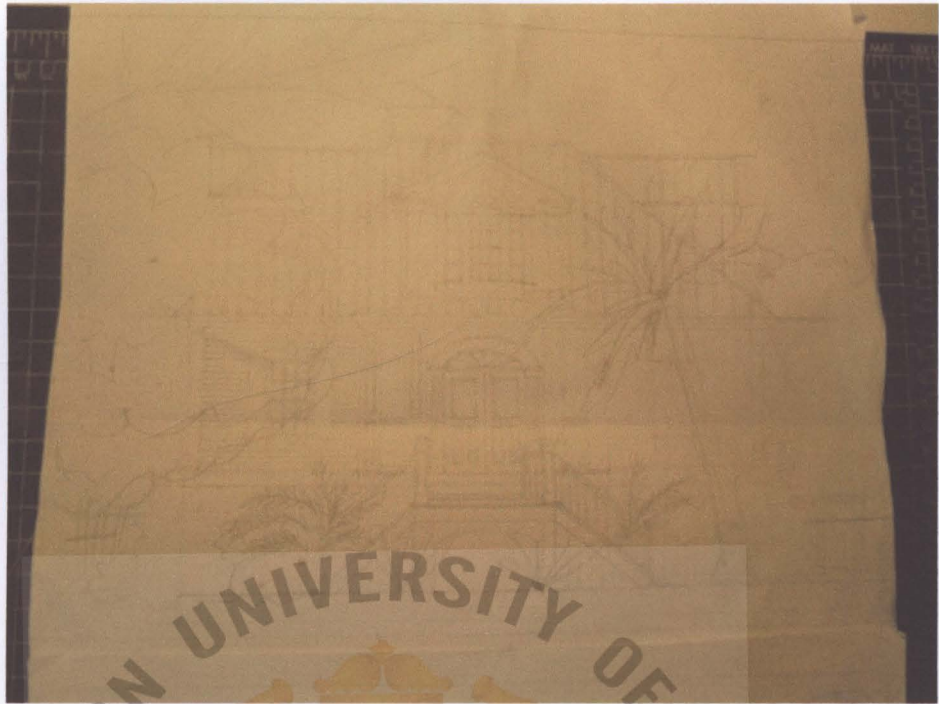
#### **2.1.7.7 How to make a model:**

Artise: John Duncan

Inspiration: This model house by John Duncan was inspired by the architectural style in Southport, North Carolina, where he lives. The state is famous for its unique architectural identity, the style of which is no longer being built. The materials and equipment used in making the model house were only cardboard and a craft knife.

This model measures 16 x 20 inches and 250 hours was spent carrying out all the work. He has created models of churches, landmarks and other historical government buildings.

Below are the steps:



1. Start with a sketch on paper to get an idea and overview.



2. Cut out the parts piece by piece.

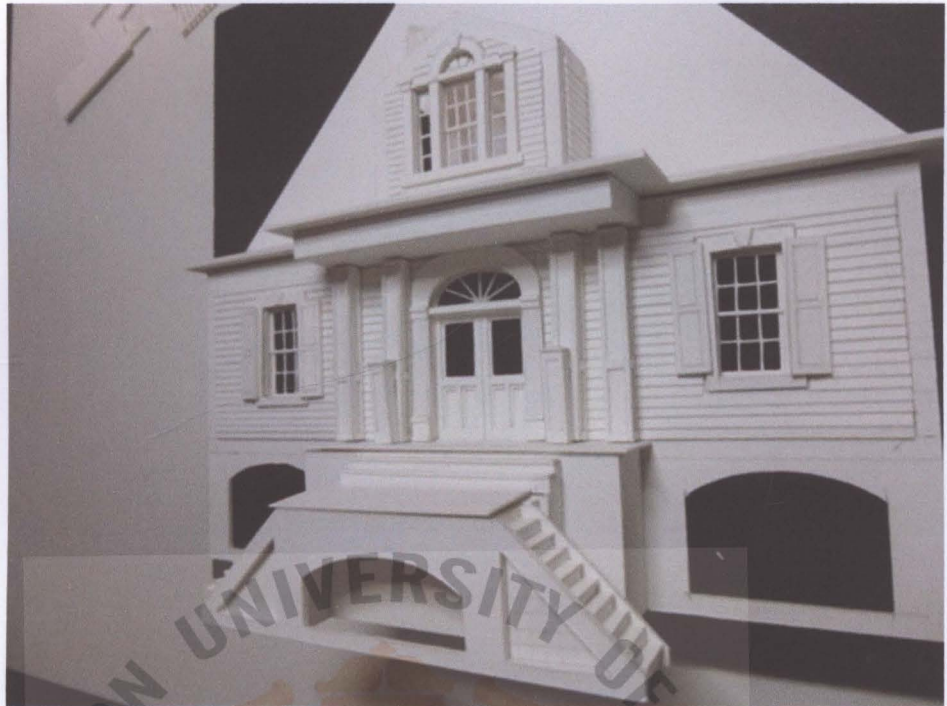




3. Glue the main parts together.



4. Attach the ladder to the front of the house.



5. Assemble the pieces and apply paint.



6. Create trees by using paper.





7. Paint the tree, and create leaves by using color-ed paper.

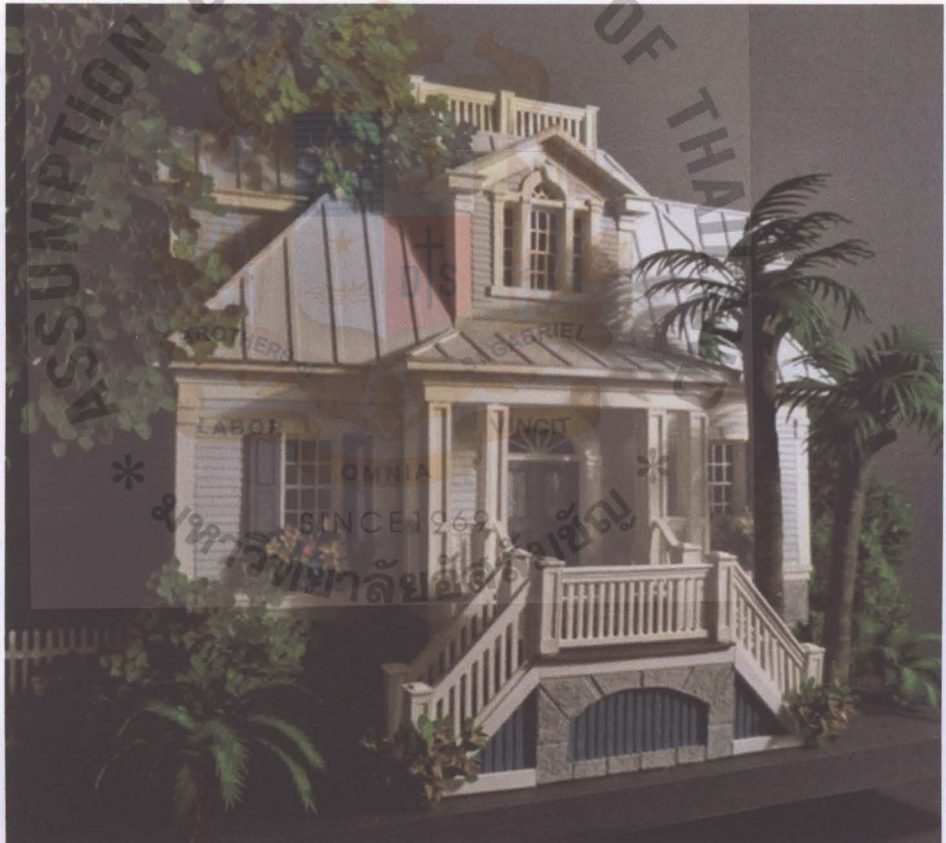


8. Make some shrubs or flowers for decoration.

10. Finish with more trees and flowers



9. Position the trees around the house.



10. Finish with more trees and flowers.



#### 2.1.7.8 Lightbox:

Signs or banners, light boxes, light box (Lightbox).

Lightbox (light boxes, light box) are composed of different parts. Frame light box or cabinet lights often used aluminum. Due to its light weight, it is suitable for mounting at the front of the building or department stores. In addition, other materials can also be used, such as metal, painted or stainless steel to prevent rust. Also, there are quite a lot of suitable weights for installation companies or stores to use, in order for them not to fall or crash it if there was wind or other disturbance.

Backplate light boxes often use acrylic and translucent vinyl (Vinyl Frontlit) since these are light weight materials that are ideal for light boxes. It is resistant to heat generated from lamps inside. (Stickers) of text, logos, other graphic elements are then cut and overlay mounted onto the acrylic or translucent vinyl.

As for power consumption, always use 18 watt or 36 watt fluorescent lamps to provide light. The number and size of the bulbs used. Should take into account the size of the fire. It will affect the box label. If the number of lamps are not enough the light box will not prominent enough. Install too many lamps and the light box will be unnecessarily too bright and consumes too much electricity.

Any size and shape may be manufactured, depending on the budget and needs to fit the space according to the creativity of the artist, and may turn out to be of outstanding beauty and will look different from other boxes which appear typical and ordinary.

The following are the steps:





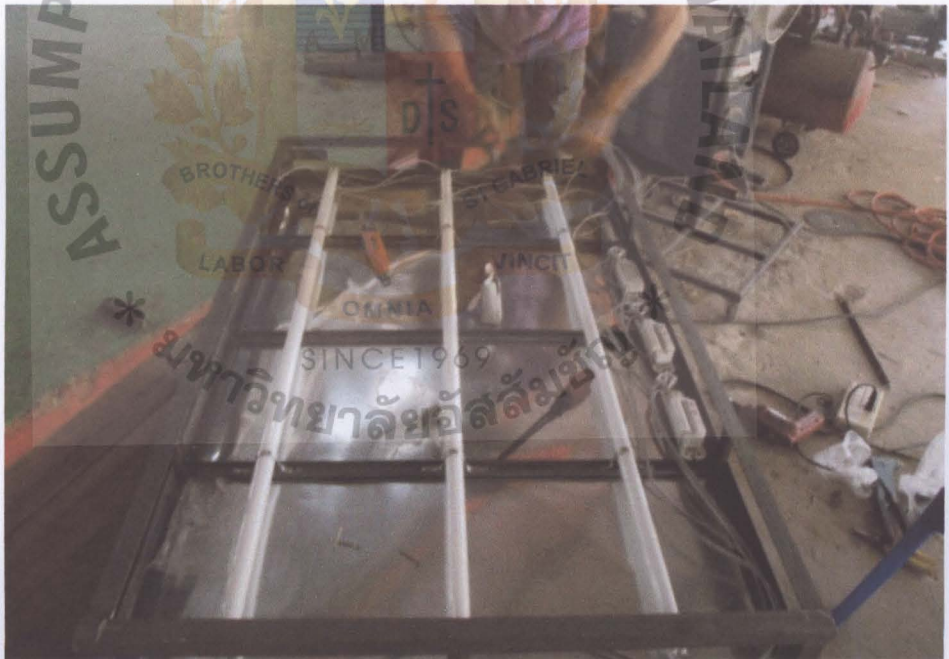
1. Construct the metal frame.



2. Measure before installing the lighting system.

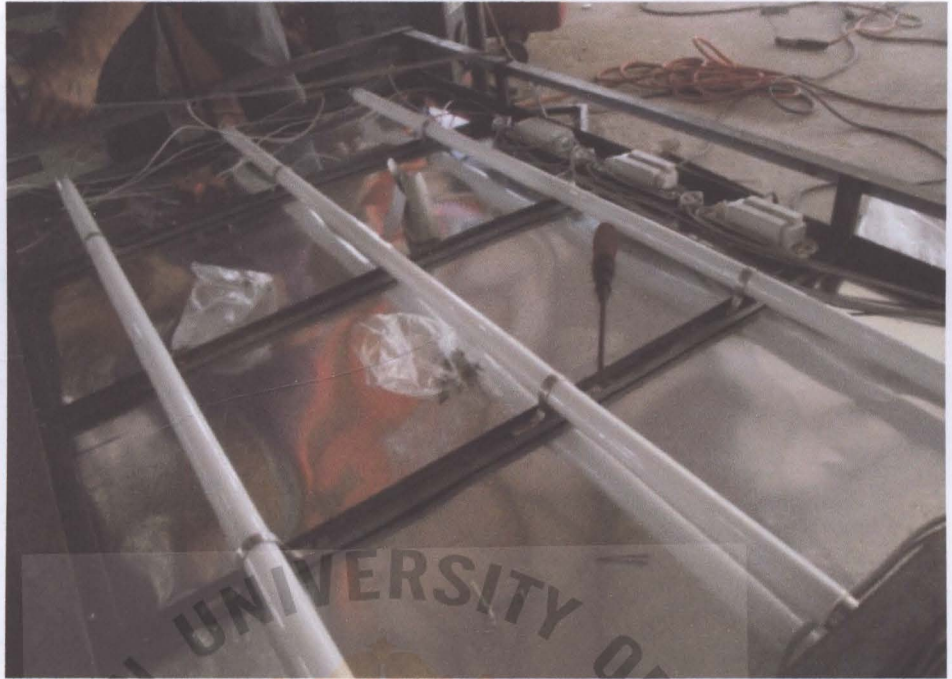


3. Install the electrical system.



4. Install the fluorescent lamps.





5. Fasten lamps with braces and ensure that all systems work perfectly.



Note: A properly constructed light box is an effective identification sign.



## **2.2 Data Analysis**

### **2.3.1 Questions**

- Do you think the sign installed is enough to communicate with customers?
- Do you think your signage design is easy to understand and communicates well?
- Do you think your signage and wayfinding system is accessible for everyone including disabled people ?

### **2.3.2 Gathering Data**

1. Interview, of signage designer ( 1 person )
2. Interview, of customers who use Sean Seab Canal boat service.
  - First time passenger (1 person )
  - Regular passenger ( 1 person )
3. Questionnaire for, customers who use Sean Seab Canal boat service.
  - 20 persons

### **2.3.3 Conclusion**

Based on the information gathered from the questionnaire, it can be concluded that most of the signage were not consistent and not effective in communicating with people. The signage does not attract people's attention and the material is of very low quality. In fact, some of them were hand-made. Most of people who did the questionnaire , want the company to improve the signage.

Concerning the design of the signage, the size of the font used was too small, making it difficult to read and understand what the sign wanted to convey. Moreover, some of the signage have too much information and this annoyed people, as they also do not want to read a lot of information.

Another important thing is location, as most of the signs were positioned where they were difficult to see or find. Many sign were put close to each other which appeared very messy, and people do not know which is the sign they should first focus on.

- **Interview 1: Mr.Tanapong Bhukaswan (Design Expert)**

Mr.Tanapong Bhukaswan, signage system designer and managing director. He feels that the overall look was basic, and does not have any cohesive design concept. If one wants a system-wide design, one needs to look at other countries that have a good design system in place. In addition, compare with the BTS, while both provide services along a single linear route, the BTS has more space and, everything is compact within that space. One needs to scrutinize their system and adopt its design. For the communitng public, visuals are important because they could not and should not remain in one place for longer than necessary, but they need to see and know instantly where they need to go. With this in mind, one can create an original design that will work with this project. At the same time, one could develop rules and guidelines to keep commuters moving smoothy and under control. Regarding signage on the pier, passengers have to know where they need to go before queueing at the platform. Arriving passengers need a quick and clear confirmation to know that they have disembarked at their intended destination, a sign that is big enough to see easily and clearly is absolutely necessary. For regulatory signs, one needs to observe, then adopt what the BTS has installed. To think of a universal design is not easy but doable. One only needs to think of how to move disabled people around and how to assist them. The operator may need to renovate some part of the boat to render it handicapped-friendly. Another matter is concept. Having a back story to one's concept, will show that your design has some bit of relevant history and significance.

- **Interview 2: Ms.Sukchaporn Vongchansilp (first time passenger)**

Ms.Sukchaporn Vongchansilp , student and online owner shop. It was her first time using the boat service. She felt that the overall atmosphere and conditions were very bad. For instance, she pointed out the malodorous canal water and deafening roar of the boat's engine. She also dislikes the fact that one get sprayed with dirty canal water as the boat cruises along. Moreover, overall most of the signs looked old, they were hard to see, and

she could not understand the content in some boards. They were not effective in communicating with people much. Finally, the location where the signs were posted were wrong because no one could see them. They should also be renovated because the old ones were hard to see as well as hard to understand. She hopes that they would be better after refurbishment.

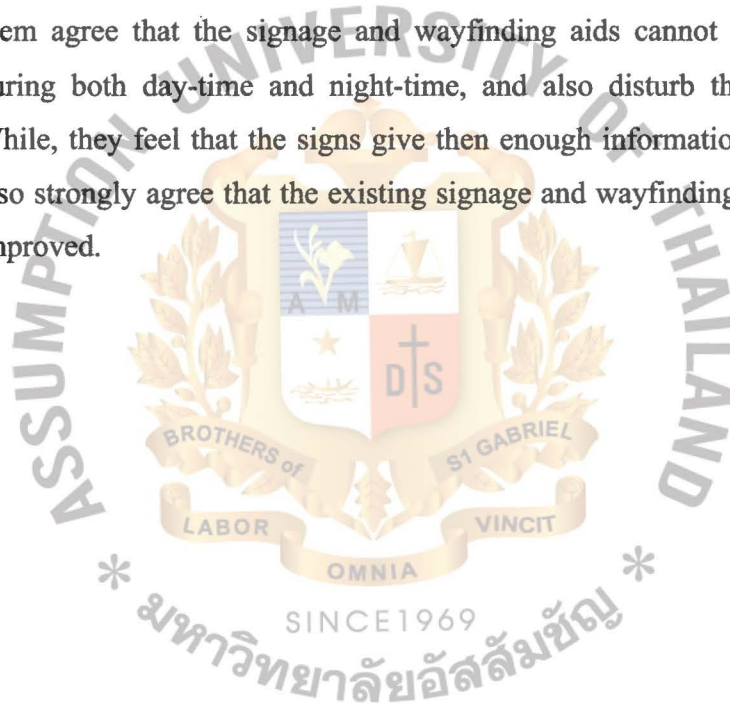
- **Interview 3: Ms.Ancharee Jangsawang (regularly passenger)**

Ms.Ancharee Jangsawang, accountant . She regularly uses the boat service in her daily life. She admitted that she does not feel save anymore. She has been using this boat service for a long time, but everything is has remained the same the operator has not changed anything even there had been some sad news about a customer falling from the boat and drowning. The negative conditions faced when taking a trip by the boat has not lessened. The quality of the boat have not improved, such as the sound of the engine is still too loud which irritated her a lot and, as well as the bad smell of canal water. Moreover, canal water splashed onto the passengers at times when the boat is in transit, and the dirty water canal comes in contact with her face everyday, which unfortunately had make her face look unhealthy. Futhermore, the signage system does not help her find out the station she needed to go down because it was hard to see and understand. Some of them were posted in the wrong loction such that people could not see them. She could only recognize the pier based on the environment around that pier. If it could be renovated, it would be better interms of being able to effectively communicate with the passengers. Moreover, the position of the signs is also important if they could be adjucted to make them more visible.



- **Questionnaire**

Based on the information gathered using the questionnaires, it can be summarized that among the people who use the boat service, most of them are women, aged 18 or more to 25 years old. They are well educated, at least a bachelor's degree holder or higher. They are mostly students, followed by office workers and business owners, with average income of THB 10,001-20,000. For the signage and wayfinding design of the boat service, most of them wanted bigger fonts that can be seen clearly and also cared about signage location. Some of signage are hard to see and also hard to understand. They did not care much about the shape of the signs. Most of them agree that the signage and wayfinding aids cannot be seen clearly during both day-time and night-time, and also disturb the environment. While, they feel that the signs give them enough information to them, they also strongly agree that the existing signage and wayfinding aids should be improved.


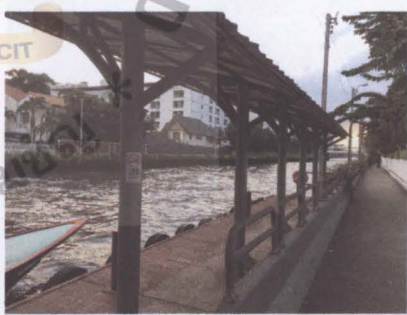


2.3 Design Analysis

2.3.1 Existing Design

	Signage	Location
2.3.1.1 Directional Sign	 <p>2.3.1.1.1 :Wayfinding sign</p>	
2.3.1.2 Information Sign	 <p>2.3.1.2.1 :Warning sign</p>  <p>2.3.1.2.2 :Schedule of service</p>  <p>2.3.1.2.3 :Price chart</p>	  



		
	<p>2.3.1.2.4 :Regulations during Loy Krathong festival</p>	
<p>2.3.1.3 Identification Sign</p>		
	<p>2.3.1.3.1 :Name of the pier</p>	
<p>2.3.1.4 Regulation Sign</p>		
	<p>2.3.1.4.1 :Not smoking in sign</p>	

1. Form –The signs are not consistent and not unique, the signage used various geometric shapes and forms. They do not have their own style.
2. Content –The signage are not attracting people’s attention. The information do not reflect the actual boat service. Some of the signs are only in Thai language.
3. Response – People do not look at the signs because they are not interesting and are hard to understand.



2.3.2 Competitor's Design

	Signage	Location
2.3.2.1 Directional Sign	 <p>2.3.2.1.1 : wayfinding sign</p>	
	 <p>2.3.2.1.2 :Wayfinding sign</p>	
	 <p>2.3.2.1.3 :Mapping sign</p>	
	 <p>2.3.2.1.4 :This way to elevator sign</p>	



2.3.2.2.1 :Mapping sign




### 2.3.2.2 Information Sign



2.3.2.2.2 :Prices chart





<p>2.3.2.3 Identification Sign</p>	 <p>2.3.2.3.1: Name of the station</p>  <p>2.3.2.3.2 : Name of the station</p>	
<p>2.3.2.4 Regulation Sign</p>	 <p>2.3.2.4.1 : Signs that tell people what they cannot do or bring</p>  <p>2.3.2.4.2 : Signs that tell people what they cannot do or bring</p>	

Form – The signage is consistent, most of them go along together. They use efficient materials and are strong. The signs appear formal and official. The shapes and forms are simple and there are not too many color.

Content – The signage gives clear information and attract peoples' attention. They are easy to read and understand.

Response – People are interesting and understanding in the sign and do not confuse when they see the sign.



## 2.3.3 Design Reference

### 2.3.3.1



Kit Walton, Onetwosix.design. Sundre signage and wayfinding. Retrieved November 20, 2016, from: <http://onetwosix.design/sundre-wayfinding/>

- Form** –Based on the design principle. The design is very stands out by using hierarchy and a particular set of colors. The signage have unity, most of them feel like part of a set. They use efficienct materials, that are strong and beautiful. The design appears formal and official. The shape and form is simple, using the rectangle as a basic to make the signs.
- Content** –Based on communication theory. The signage gives clear information and attracts people’s attention. Easy to understand, with simple design and variety. It is a very interesting design that is able to convey information to the people. People will instantly know where to go for certain activities.
- Response** –Based on viewer’s reaction. They think that the signs are not confusing. The signs give a feeling of travel. People read the information and know exactly which way they must go.

### 2.3.3.2



Source : L&H Sign Company. ( 2016 ). Wayfinding design. Retrieved November 10, 2016, from : <http://www.lhsigns.com/signage/wayfinding-signage-design.html>

- Form** – Based on the design principle. The design stands out very prominently. The signage uses good material that is strong enough. The shape has curves to show movement. The signage has a variety of colors, that attract people's attention. But the font and logo are quite big to be of the same size. This may make people not know what they should focus on first. On the other hand, the use of large fonts is good so that it could be seen from far away.
- Content** – Based on communication theory. The signage provides clear information and is easy to understand. The design is playful and use attractive colors. It seems to motivate people to be active and on the go. The sign tells people which way they need to go.
- Response** – Based on viewer's reaction. They are interested and understand the sign. They feel the need to be active when they see the sign because of the color. The size of the font is big enough so people can see the words clearly even from far away. The curve in the graphic gives some feeling of water movement. People look at the sign and are able to understand instantly, as such, they can proceed faster and save time, especially during rush hour.



### 2.3.3.3



City of Bel Aire, RUGGLES & BOHM. Signage and wayfinding design. Retrieved November 20, 2016, from : <http://rbkansas.com/2014/07/branding-your-community-with-signage-and-wayfinding/>

**Form** – Based on the design principle. The design is very prominent and stands out, with interesting shapes and forms. The shape has some curve to impart a sense of movement. It is in monotone and is able to attract people's attention. The levels and heights of the signs vary according to the importance of the information on the sign. The design concept is more modern.

**Content** – Based on communication theory. The signage gives clear information and is easy to understand, with interesting design and the use of attractive colors. They want to catch the customer's attention by using unique shape of signage. The intention was to convey that its brand position have quality. The signage are simple and reliable.

**Response** – Based on viewer's reaction. They are interested and understand the information, and they feel cool and calm when they see the signs because of the color scheme. The signs can attract people, who can see them clearly from a distance. The curved graphic element conveys a feeling of water movement. People look at the sign and are able to understand instantly, as such they can proceed faster and save time, especially during rush hour.





### CHAPTER 3

#### Design Implementation

## Chapter 3

### Design Implementations

#### 3.1 Communication Objectives:

1. To create a unified signage system for Sean Saeb Canal boat service.
2. To raise the image of Sean Seab Canal boat service to international level through a modern and cohesive signage system.
3. To attract both foreigners and Thai people to use the service.

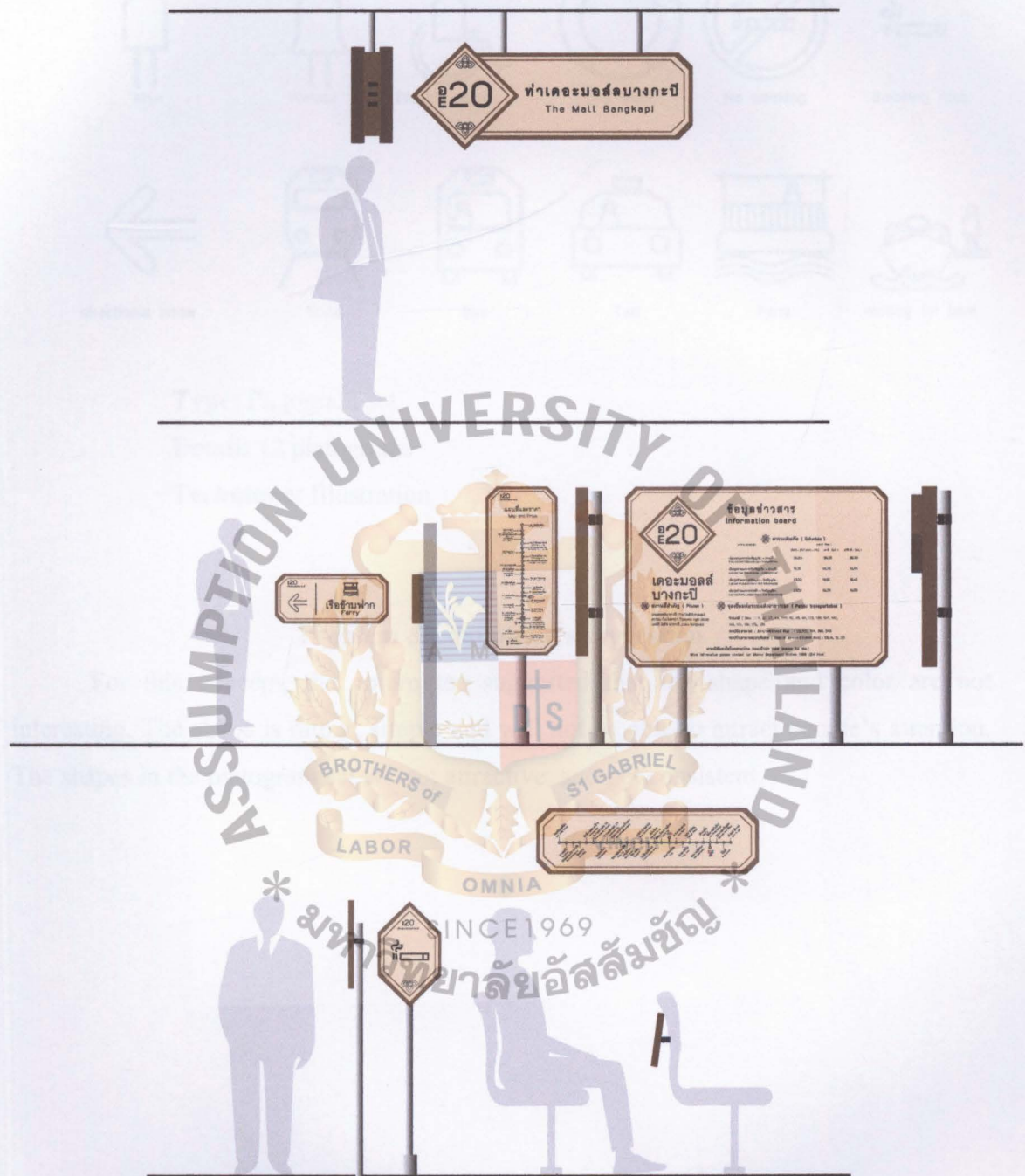
#### 3.2 Concept I: Thai Descent

- Mood & Tone: simple, classic and cultured
- Support: This major canal is a signature of Bangkok a landmark; a lot of people have to take the boat service to go to work or connect to other public transportation systems in the city. In addition, the experience of using the canal boat service imparts some sense of Thai classic style with a distinct odor. The people who use this boat service they will not easily forget it a moment that is very Thai.

#### Image Board

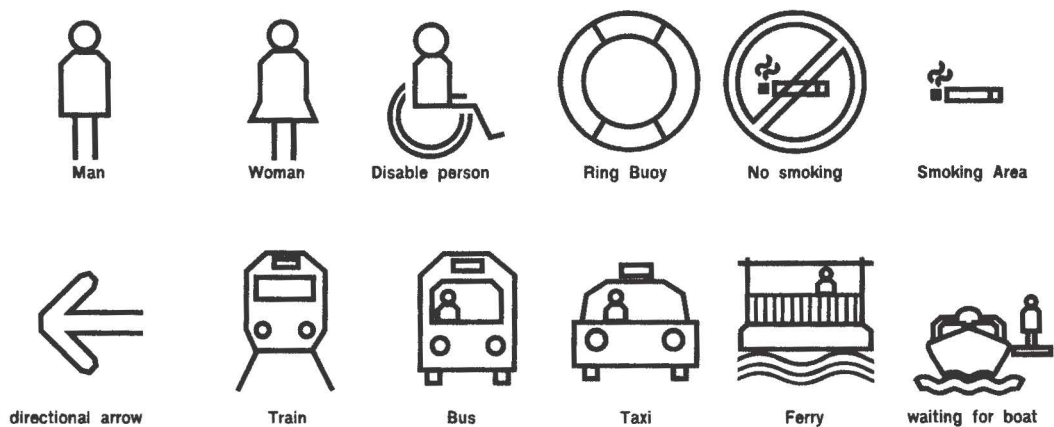


## Sketch Design



**Type:** Signage Design  
**Detail:** 6 signs  
**Technique:** Illustration





**Type:** Pictogram set

**Detail:** 12 pictograms

**Technique:** Illustration

### Problem & committee's suggestion

For this concept, the committee suggested that the shape and color are not interesting. The shape is rather, simple and will not be able to attract people's attention. The shapes in the pictogram set are not attractive and not consistent.

## Concept II: Boat parts

- Mood & Tone: modern, cool and bright
- Support: The commuter boats are the most important feature of this canal. A lot of people who use the boat service find them the most easily recognizable. Without these boats, there would be not boat service too. As such, it is important to design signs inspired by boat parts.

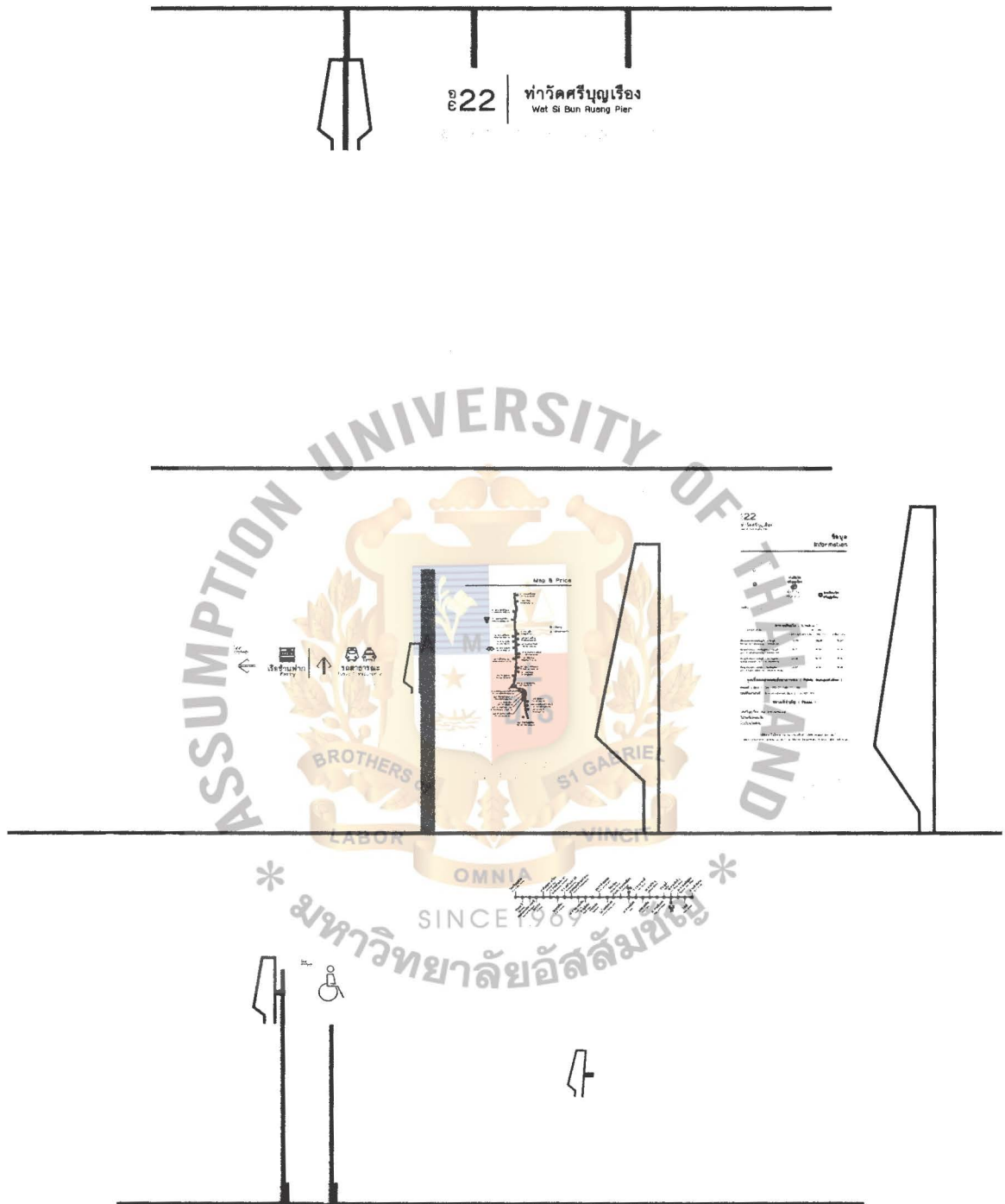
## Image Board



มหาวิทยาลัยอัสสัมชัญ  
SINCE 1969

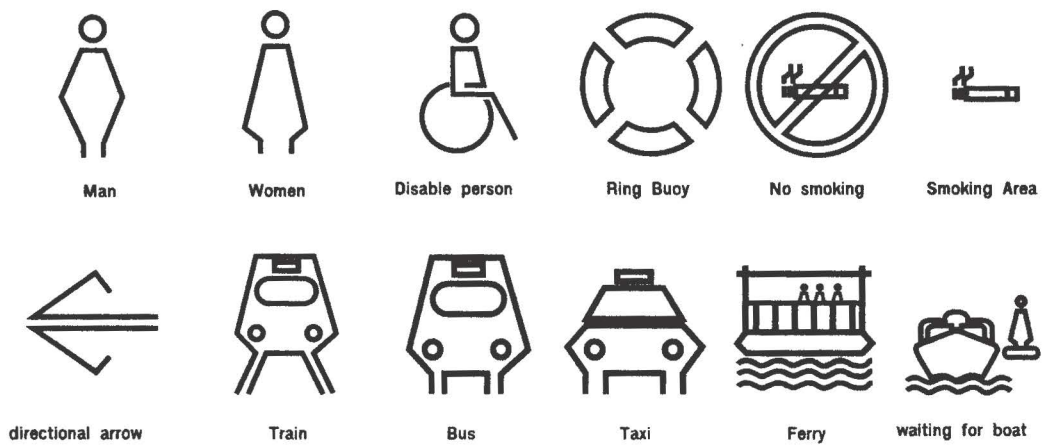
Type: Signage Design  
Detail: Color  
Technique: Illustration

### Sketch Design



**Type:** Signage Design  
**Detail:** 6 signs  
**Technique:** Illustration





**Type:** Pictogram set

**Detail:** 12 pictograms

**Technique:** Illustration

### **Problem & committee's suggestions**

For this concept, the designs are not consistent. The pictogram and signs are not cohesive. The font details are too delicate. The colors are too bright and everything blends into the white background. Finally, the design does not reflect Sean Seab Canal.

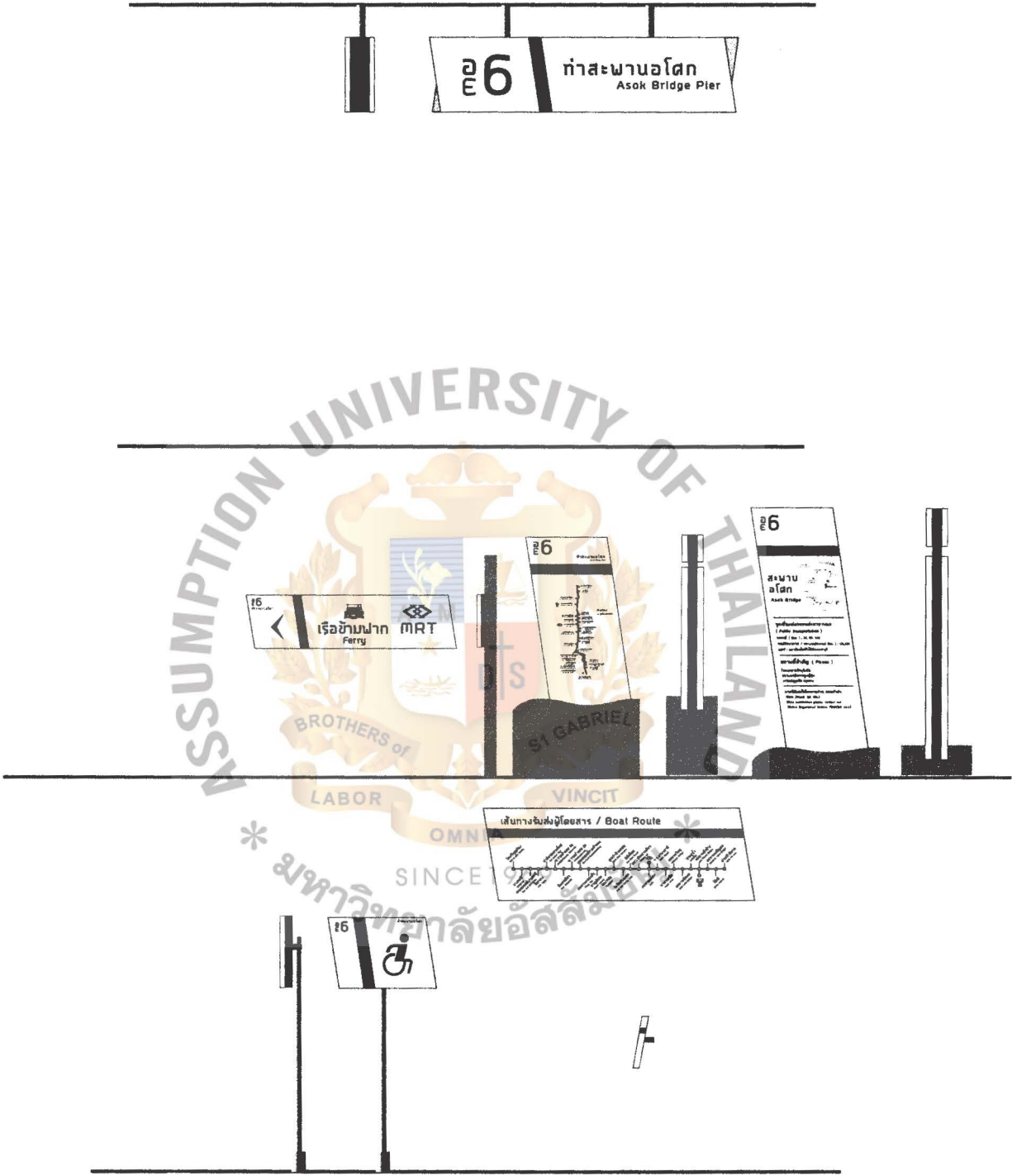
### 3.3 Concept III: Catch up and be on time

- Mood & Tone: movement, fast and Accelerating movement
- Support: A lot of workers in Bangkok need to go to work on time. So, they opted to use Sean Seab Canal boat service. Even, though they really know that taking a boat is rather precarious, but it is faster than other forms of public transportation. Most of them have no choice as they need to hurry to be on time for work. This design inspiration is from the concept of being 'stable and continuous'.

#### Image Board

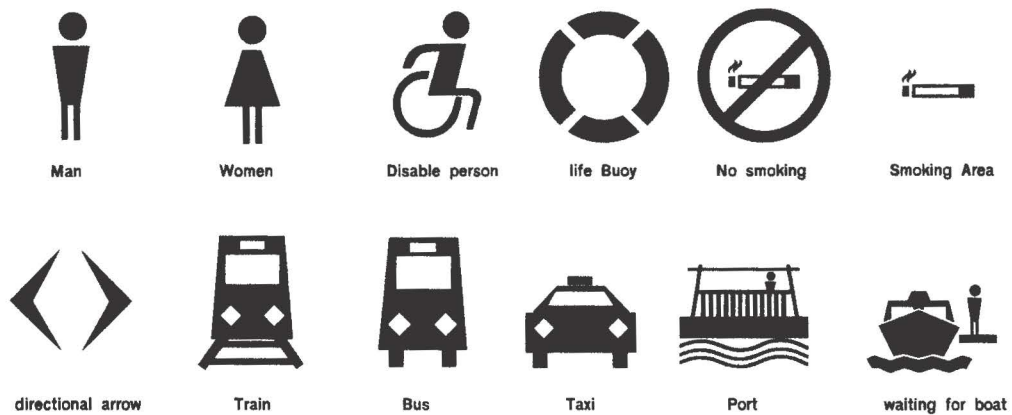


Sketch Design



Type: Signage Design  
Detail: 6 signs  
Technique: Illustration





**Type:** Pictogram set

**Detail:** 12 pictograms

**Technique:** Illustration

### Problem & committee's suggestions

This design concept was chosen by the committee. They liked the shape of a rhomboid that gives the feeling of movement and strength. However, they said the shape and details still need more development. The modern form of the sign should be maintained, and the author must create a new map on his own. In addition, there must be more than 2 colors. Finally, more pictograms have to be created to make the viewer understand the messages more easily.



## CHAPTER 4

### Conclusion & Suggestions

Chapter 4

Conclusion & Suggestions

4.1 Final Design

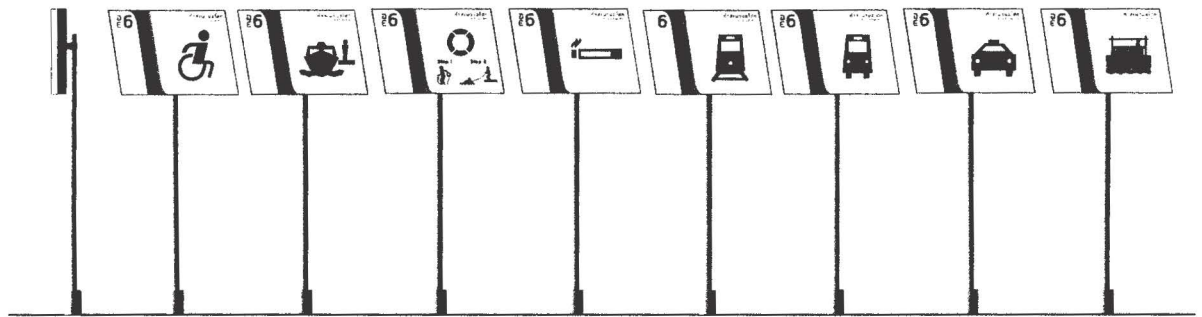


Type: Directional Sign

Size: 30 x 112 cm

Technique: Illustration

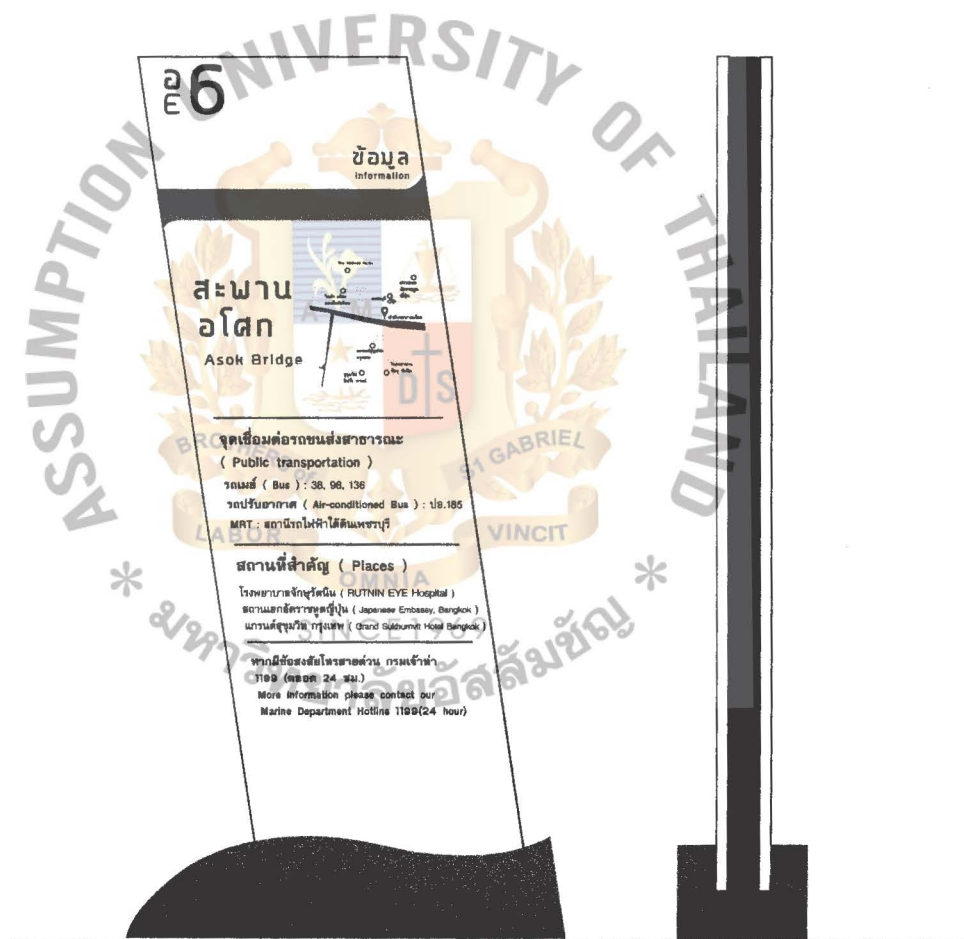




**Type:** Identification Sign

**Size:** 30 x 45 cm, 8 Signs

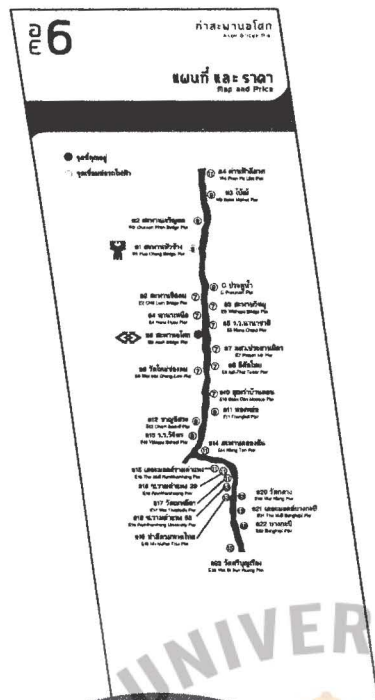
**Technique:** Illustration



**Type:** Information Sign

**Size:** 190 x 95 cm

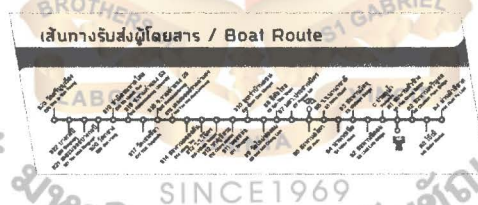
**Technique:** Illustration



**Type:** Information Sign

**Size:** 175 x 85 cm

**Technique:** Illustration



**Type:** Information Sign

**Size:** 25 x 75 cm

**Technique:** Illustration



**Type:** Regulatory Sign

**Size:** 30 x 45 cm

**Technique:** Illustration



**Type:** Pictogram set

**Detail:** 13 pictograms

**Technique:** Illustration





**Type: Identification Sign**



**Type: Regulatory Sign**



Type: Information sign



Type: Information sign



Type: Directional sign





**Type:** Information sign



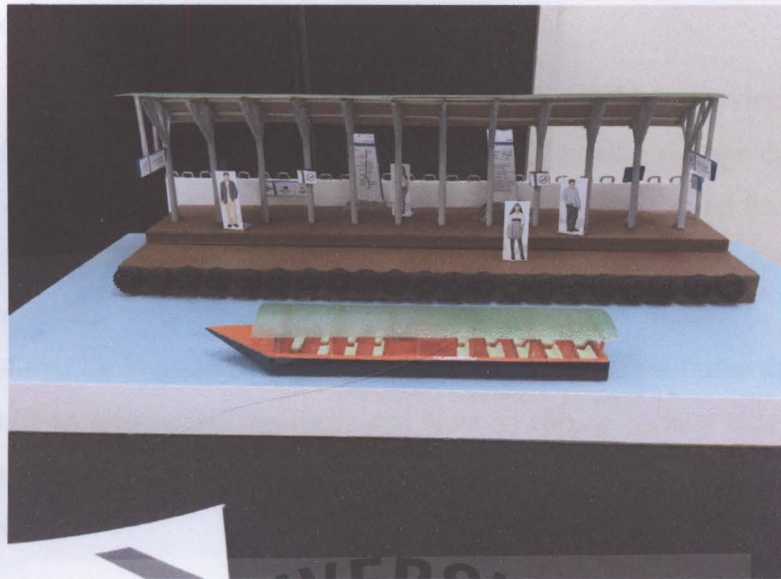
**Type:** Information sign

**Title:** Perspective Image

**Detail:** 7 images

**Technique:** Photoshop





**Type:** Model

**Detail:** Scale 1:25 cm

**Technique:** hand skill, print, spray, acrylic color

**Materials:** stick wood, hard paper, transparent plastic, toy wheels

## 4.2 Conclusion

- Finally, the signage design for Sean Seab canal boat service was designed with the concept 'catch up and be on time'. The existing signage design needs to be more unified and systematic. There is a long history behind Sean Seab canal. A lot of people in Bangkok need to arrive at work on time, so, they choose that commute by Sean Seab Canal boat service, even when, they know that commuting by boat is rather precarious and risky, but it is faster than other form of public transportation. Most of them have no choice because they need to catch up on time. This design inspiration is from the concept of being 'stable and continuous'.

## 4.3 Suggestions for Future Study

- First of all, one needs to go to the actual location to observe and study the problem of the existing signage. As such, one needs to think, plan, and prepare oneself for the task. It may be found that there are so many styles of signs being use and that the materials, colors, and designs are not consistent and cohesive. One needs to think how to re-design and create a signage system that improves the image of the environment around that area.
- The signage designer should take care that the design concept goes along with the environment. More research needs to be carried out concerning the meaning of the shape that are to be used in the signs. It is also important that the details need to be big enough and easy to understand. It is hoped that the newly conceptualized signage system design presented in this project will be helpful and would benefit everyone concerned.

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## Appendix

### Appendix 1: Interview Questions and Answers – Design Experts *Signage design for Saen Seap Canal boat service*

#### Personal information

1. Name & Surname: Mr.Tanapong Bhukaswan
2. Gender & Age: Male, 40+
3. Income & Social status: Signage Designer and Managing Director
4. Education & Profession: 1. Bachelor degree in Architecture Chulalongkorn University.  
2. Master degree of Master Business Administration at Sasin (Chulalongkorn University)
5. Contact information: 3/100-101 Soi Ladprao 31 Chankasem, Jatujak, Bangkok 10900 Thailand Tel. 081-875-0121, E-mail: tor@meanmoremind.com

#### Introduction Questions

6. Do you ever use Sean Seab boat service ?
  - a. Yes, I use it sometimes.
7. How do you feel about it?
  - a. I feel that the overall look is ordinary and has a rustic, provincial, and domestic feel, and there exists no design concept at the pier at all. If you to design a system of signage, you need to look at in other countries that have good design systems, and do more research.
8. How does it compare with the BTS( Sukhumvit line )?
  - a. The BTS(Sukhumvit line) runs along a single one route, similar with the boat service. But the BTS has more space. and, everything is compact in that space. So you need to have a location and price chart to let the people know from where they are arriving and how much is the fare from the current station to another station. As such they can already prepare money to pay for the next trip. Furthermore, the passengers need to know the price before getting on the boat. Currently, a system exists but it is hard to follow and understand. You should think of a better design to make it easier to understand.

## In-depth Questions

9. What should we think of when we design something for the purpose of communicating with the public?
  - a. The first thing is visual impact and effectiveness because people are constantly on the move and should not remain in one place for too long. . They need to see and know instantly where they need to go. For example, when people arrive at a pier, they get confused regarding where to queue up and wait. The BTS's system is not good as people are not evenly spread out. But in Japan, they have a good system to spread people out evenly in any single bogie. You can adopt and implement that system to your design. You can create your own design system that will work with the canal boat service. Moreover, you can also design a system to regulate and control people's movement.
10. What should we think of when we design signage for piers?
  - b. I think you can use the same design system used by the BTS, but you need to create your own design concept. Commuters need to know where they should queue up on the platform. Arriving passengers need to be reminded of the current station. Clear and well-placed signage is absolutely necessary for every pier. They should be big enough so that moving commuters can read them instantly without having to stop. As for regulatory signs, you need to see what the BTS has installed so that you can adopt them.
11. What should we think of when we want to incorporate universal design?
  - a. It is difficult to do but it can still be done. There should be some space on the boat of the same width and level to that on the pier where disabled persons can move in and out easily. It may not be easy when there are many people on the boat, so you need to have an inclined path to help them. It can be manually installed whenever the need arises because not many disabled persons use the boat service. Also, the staff be trained on how to properly assist disabled persons. The lock on wheelchairs, it need to have lock for lock the wheel.



## Closing Questions

12. How can signage be designed to look more interesting ?

- a. First you need to find a story to support your concept. If the concept strong enough, it will help your design have some meaning. It need to to have some movement because project relate with water. For the font, you need to use serif-font. Moreover, the advartising need to adjust a zone for them.



## **Appendix 2: Interview Questions and Answers – first time using the boat service** ***Signage design for Sean Seab Canal boat service***

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### **Personal information**

1. Name & Surname: Ms.Sukchaporn Vongchansilp
2. Gender & Age: Female, 22
3. Income & Social status: Student and online shop owner
4. Education & Profession: Bachelor in Communication Arts, Assumption University
5. Contact information: E-mail: mew—23@hotmail.com

### **Introduction Questions**

6. Have you ever used the Sean Seab canal boat service before ?
  - a. No, I haven't.
7. How many times have you used the boat service ?
  - a. This is my first time.
8. What do you feel when you use the service?
  - a. I don't like the environment. It is terrible. For instance, the canal water smells bad and the sound of the boat's engine is too loud. I also do not like it when dirty water from the canal splashes when the boat is cruising along.

### **In-depth Questions**

9. What do you think of the signage and wayfinding system of the boat service ?
  - a. They look old, difficult to see, and in some boards I don't understand the content. They do not help communicate the information to people that much. In fact, most of the signage are hard to understand and hard to see. Furthermore, the location or position of some of the signage is wrong, as no one can see them.

### **Closing Questions**

10. Do you think the signage and wayfinding system of the boat service should be renovated? and why ?
  - a. Sure, it should be renovated because the old ones are hard to see, etc.

### **Appendix 3: Interview Questions and Answers – regulary using the boat service** *Signage design for Sean Seab Canal boat service*

#### **Personal information**

1. Name & Surname: Ms.Ancharee Jangsawang
2. Gender & Age: Female, 28
3. Income & Social status: Accountant, an office worker
4. Education & Profession: Bachelor degree in Accounting, Nakhon Pathom Rajabhat University
5. Contact information: n/a

#### **Introduction Questions**

6. Have you ever use the Sean Seab canal boat service before ?
  - a. Yes, I have.
7. How many times have you used the boat service ?
  - a. Regularly, I use in my everyday life.
8. What do you feel when you use the service ?
  - a. Most of the time, I do not feel safe. I have been using this boat service for a long time but everything is still the same. The firm does not improve anything even if there were some sad news about a passenger fealling from the boat and drowning. The quality of the boat has not changed the sound of the engine is too loud which annoys me a lot. Also terrible is the bad smell of the canal itself. Moreover, passengers get wet when the water splashes as the boat is cruising, and dirty water comes in contact with my face every day that I take the boat. It had made my face look unhealthy.

#### **In-depth Questions**

9. What do you think of the signage and wayfinding system of the boat service ?
  - a. the signage system does not help me find out what station I need to get off because because it hard to see and understand. Some of them, are positioned in the wrong loction and as such people cannot see them. I only know my destination by remembering the environment around that pier; then I know that what is my intended pier.



## Closing Questions

10. Do you think the signage and wayfinding system of the boat service should be renovated? and why ?

- a. Of course, yes, if it can be renovated, it will be better in terms of communicating with people. Moreover, the location is also important if you can adjust and position them where people can see them clearly, that would be better too.



**Appendix 4: Questionnaire form – people who using the boat service**  
***Signage design for Sean Seab Canal boat service***

**แบบสอบถามความคิดเห็นเกี่ยวกับ ป้ายสัญลักษณ์ และ ป้ายบอกทาง  
ของท่าเรือคลองแสนแสบ ปี 2556**

**คำชี้แจง** แบบประเมินนี้ใช้เป็นเครื่องมือในการเก็บรวบรวมข้อมูลเกี่ยวกับความคิดเห็นของผู้ใช้บริการเรือค่านคลองแสนแสบที่มีต่อป้ายสัญลักษณ์ และป้ายบอกทาง เพื่อดำเนินการออกแบบใหม่

**ตอนที่ 1** ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

**ตอนที่ 2** ข้อมูลที่เกี่ยวกับความคิดเห็นต่อ ป้ายสัญลักษณ์ และป้ายบอกทางของท่าเรือคลองแสนแสบ

โดยขอความกรุณาผู้ตอบแบบสอบถามให้ตอบแบบสอบถามตามความเป็นจริง  
ให้กรอกข้อความและเขียนเครื่องหมาย / ลงในแต่ละช่องของการประเมิน

**ตอนที่ 1** ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ ☐ หญิง ☐ ชาย
2. อายุ ☐ ต่ำกว่า 18 ปี ☐ 18-24 ปี ☐ 25 ปีขึ้นไป
3. ระดับการศึกษา ☐ น้อยกว่ามัธยม ☐ มัธยม  
☐ ปริญญาตรี ☐ มากกว่าปริญญาตรี
4. อาชีพ ☐ นักเรียน / นักศึกษา ☐ พนักงานออฟฟิศ  
☐ ค้าขาย ☐ ธุรกิจส่วนตัว  
☐ รับจ้างทั่วไป
5. รายได้ ☐ น้อยกว่า 10,000 บาท ☐ 10,0001 – 20,000 บาท  
☐ 20,001 – 25,000 บาท ☐ มากกว่า 25,000 บาท

ตอนที่ 2 ข้อมูลที่เกี่ยวกับความคิดเห็นต่อป้าย ป้ายสัญลักษณ์ และ ป้ายบอกทาง  
ของท่าเรือคลองแสนแสบ

1. การใช้งานเรือด่วนคลองแสนแสบ

[ ] ครั้งแรก

[ ] บ่อยครั้ง

[ ] เป็นประจำ

2. ป้ายด้านล่าง มีความสวยงาม สามารถสื่อสารข้อมูล และ  
ตำแหน่งของป้ายมีความเหมาะสมหรือไม่ เพราะอะไร

2.1 ป้ายนำทาง



( ความสวยงาม และ การสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_





(ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_

## 2.2 ป้ายบอกสถานที่



( ความสวยงาม และการสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ความสวยงาม และการสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_

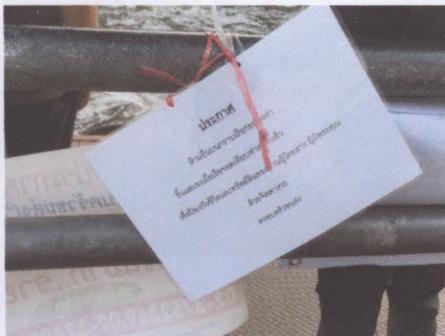


( ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_

### 2.3 ป้ายข้อมูล



( ความสวยงาม และ การสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_





( ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ความสวยงาม และการสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_





( ความสวยงาม และ การสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



(ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ความสวยงาม และ การสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



(ตำแหน่งที่ติดตั้ง)

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ความสวยงาม และการสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



## 2.4 ป้ายห้าม



( ความสวยงาม และ การสื่อสาร )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_



( ตำแหน่งที่ติดตั้ง )

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_

3. ป้าย ณ ปัจจุบัน สามารถอ่านได้ง่ายและเห็นได้ชัดเจนทั้งในเวลา กลางวัน และกลางคืน หรือไม่

[ ] ใช่

[ ] ไม่ใช่



4. ป้าย ณ ปัจจุบัน มีความสวยงามและไม่รบกวนสภาพแวดล้อม ใช่หรือไม่

[ ] ใช่

[ ] ไม่ใช่

5. ป้าย ณ ปัจจุบัน เพียงพอต่อการให้ข้อมูลแก่คุณหรือไม่ เพราะอะไร

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_

6. ป้าย ณ ปัจจุบัน ควรมีการแก้ไข เพื่อให้ดีขึ้นหรือไม่ เพราะอะไร

[ ] ใช่ เพราะ \_\_\_\_\_

[ ] ไม่ใช่ เพราะ \_\_\_\_\_

7. ข้อเสนอแนะอื่นๆ

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ขอขอบคุณเป็นอย่างสูงที่แสดงความคิดเห็นและข้อเสนอแนะข้อมูลทั้งหมดนี้จะนำมาเก็บ  
รวบรวมเพื่อทำการออกแบบป้ายของท่าเรือคลองแสนแสบ

## Personal Data

**Name:** Wattanin Nuanplod

**Gender:** Male

**Address:** 91 Ladprao 117 Kongjun, Bangkapi Bangkok 10240

**Phone number:** 086-387-3393

**E-mail:** load\_of\_mee@hotmail.com

**Date of birth:** 29 December 1993

**Nationality:** Thai

## Academic Record:

2007 – 2012 Assumption College, Senior High School, Art-Design

2013 – 2017 Assumption University, Bachelor's Degree, Graphic Design

## Working Experience

June – July 2016: Art Berry Co, Creative Designer

## Skills and Expertise

- Adobe Illustrator
- Adobe After-Effects
- Adobe Photoshop
- Adobe Indesign
- Google Sketchup
- Drawing
- Painting