

SIGNAGE SYSTEM DESIGN
FOR
PHOTHARAM 100 YEARS OLD MARKET

BY
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2015

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ABSTRACT

As my father started to conserve Photharam 100 years old market and made it to be a tourist place. In the past, Photharam was the commercial center. And when Photharam had a fire at the central market, people got out of Photharam and made it silent than before. But Photharam still has an identity in itself. So, I would like to put out the identity of Photharam.

I have realized how to solve this problem in order to help people clearly understand and find the direction that they want to go. The concept was inspired by Puand-Ma-Hoat. It is a craft that use for auspicious ceremony. Photharam use Puang-Ma-Hoat to be an identity to decorate the market. I would like to make it friendly and make people feel good when they to see a good scenery, the signage is one thing that help Photharam redevelopment places.

Lastly, Photharam 100 years old market that has the perfect old house. Therefore, the signage design that is necessary for everyone. Photharam has its long history, architecture, art, and culture. The new look will make this place unique and necessary for everyone.



ACKNOWLEDGMENT

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Chapter 1

Introduction

1. Background and significance

The Photharam 100 years old market is at Photharam district, Ratchaburi. Photharam old market has many stories in part of has many races and cultures; there are Thai, Chinese, Mons, and Laos. Due to, Photharam 100 years old market was an important trade on the Mae-Klong River. It had a witnessed assure that Photharam has a worth in itself. There are many old houses and old buildings, which is beautiful and attractive around the Photharam 100 years old market. There are many Non-profit organizations, Government organizations, and Educational institutions come to study about the background and history of Photharam. Early period, Photharam 100 years old market has Chinese people live around the market for more than 30,000 people. Photharam was a very big city; it was bigger than MuangRatchaburi. It is a big industry by folk wisdom such as Noodle plant, Rice Vermicelli Noodle, plants make tofu, turnip plants do need, pickled radish. But featured industry is Fish sauce and Bean sprout. In the past, the house in Photharam will has their own jar in every house around 40-50 piece to make a fish sauce and this is the signature of Photharam that they have a big industry about fish sauce by using jars. They featured in fish sauce because Photharam is near the river and they can catch a fish easily. In Photharam 100 years old market, there are many big and small temples around the market. There are 4 main temples and 9 joss houses in Photharam market. Moreover, there is one group of people who would like to recover the Photharam 100 years old market. They establish a club called Yha-Luem...Photharam (อย่าลืม...โพธาราม). This club helps to recover the market and contact with an organization or other social media that would like to come to Photharam 100 years old market.

Now, Tourism Authority of Thailand is interested in Photharam district. They saw that Photharam 100 years old market had potential in nature and art. Photharam 100 years old market has been a town of art and to be announced that Photharam 100 years old market is a lovely town. Everybody think that Photharam is the town that you should not dismiss. Actually, Photharam is not a big town but when compare Photharam with other town or old market, Photharam is bigger than others. One side of Photharam is a river and in other side is a railroad. The market is divided into three parts: the top market, the middle market is fresh markets and the lower market but the points of interest in the Photharam 100 years old market that tourists visit that is the part of the top market, which is the location of the club Ya-luem...Photharam (อย่าลืม...โพธาราม), the famous coffee shop name is Doหม and กาหลาม, including the old movie theater วิทศุทวี and Sai-Ari rak temple. Another point of interest is the middle Market, which is located at the train station and Thong Black tofu taste of deposit in the name of this place and in the morning, it has a fresh market and in the evening has a food market.

2. Study objectives

- 2.1.To make Photharam 100 years old market has more uniqueness.
- 2.2.Reach information easier.
- 2.3.Signage gives benefit to everyone for whom using them.

2.4.To make Photharam 100 years old market's brand image to get more wide range of tourists and memorable.

3. Study process

- 3.1.Research marketing information of Photharam 100 years old market
- 3.2.Research marketing information of competitors
- 3.3.Analysis of their problem to get design brief
- 3.4.Sketch Signage system Design
- 3.5.Comprehensive sketch
- 3.6.Production
- 3.7.Final works

4. Scope of Study

- | | | |
|--------------------------|---|---------|
| 4.1. logo | – | 1 pc. |
| 4.2. Main Entrance Sign | – | 1 pc. |
| 4.3. Identification Sign | – | 17 pcs. |
| 4.4. Directional Sign | – | 2 pcs. |
| 4.5. Information Sign | – | 1 pc. |
| 4.6. Pictogram Set | – | 12 pcs. |
| 4.7. Map | – | 1 pc. |
| 4.8. Manual book | – | 1 pc. |
| 4.9. Model | – | 1 pc. |

5. Expected Results

- 5.1. Photharam 100 years old market will be more consistent and attractive
- 5.2. Photharam will have the way of their own design, to make people can remember the market.
- 5.3. Innovation signage design will help people enjoy the market and not confuse with the direction.
- 5.4. The signage system design will go along with the market.

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CHAPTER 2

MARKETING & DESIGN INFORMATION ANALYSIS



Chapter 2

Marketing and Design Information Analysis

1. Marketing Information Analysis

1.1 Marketing Mix

	Photharam 100 years old market	(Name of its direct competitor, only one)
Product	<p>Photharam 100 years old market featured in culture and art. There are many temples, joss houses and old houses that still has the old feeling. When people come to Photharam 100 years old market will see the real living of Photharam's people, it does not change from the past. Souvenir: Shirts, Dolls</p> <p>Food: Thai Style Noodles, Fried Noodles, Dessert, Coffee shops, Black Tofu □ Otop: Dolls, Nongpho Milk, Chinese sausages, Salted Turnips</p> <p>Resting place: Hostel, Homestay Entertainment: Rent a bicycle to see around the old market. □ Parking area : 200 cars □ Total shop: 200-300 shops</p>	<p>Amphawa floating market featured in selling food. When people come to Amphawa floating market, they will come to enjoy eating. The scenery of Amphawa in nowadays has change, the old house has make up. It looks old house but old house for the new generation.</p> <p>Souvenir: Shirts, Skirts, Bags, Key Rings, □ Food: Seafood, Noodles, Fried Noodles Thai style, Dessert, Water, Popcorns □ Otop: Thai desserts, Tie dye fabrics, Dried fish, Coconut shells □ Resting place: Hostel, Resort, Homestay Entertainment: Boat trip to see fireflies and see around Amphawa □ Parking area : 400 cars □ Total shop: 200 shops</p>
Price	<p>Souvenir: Shirt 250 baht, Black tofu 20 bath Food: Noodle 20 baht □ Resting place: around 800-1,500 baht Entertainment: rent a bycycle 40baht per bikes. Parking: Free</p>	<p>Souvenir: shirt 200 baht □ Food: noodle 20 baht □ Resting place: around 800-5,000 baht Entertainment: boat trip to see fireflies 600 baht per vessel □ Parking: 40 baht</p>
Place	Ban Photharam, Ratchaburi,	Amphawa, Amphawa, Samutsongkhram 75110

	Thailand 70120	Thailand
Promotion	Social Media: Facebook, Website□Print: Magazines, TV programmes,□Radio spot, News paper, event□ex: 89.0 chill FM, The rising sun series, ตลาดสดสนามเป□า , Series สุดแค□ินแสนรัก, The guest house on the road TV program	Social Media: Facebook, Website□Print: Magazines, TV programmes, Radio spot, News paper□ex: Thairath newspaper, ครั้วคุณต□อย

1.2 Target Group

	Target Group
Demographic	Sex: Both genders Age: 18 years old and up Status: All Income: Low class - Middle class Occupation: All
Geographic	- Living in Bangkok - Local area - The place near Photharam 100 years old market - Foreigners
Psychographic	A person who like peaceful and do not like the place that has many people or too crowded. They like to walk to see the old market. They focus on scenery of the market. They like to travel and like to collect old and vintage things. They are easy going and positive person. They like to study about the culture, art and history. They like vintage car and their style and dress up like they are ready to go everywhere. They are agile people.

1.3 Comparative Analysis

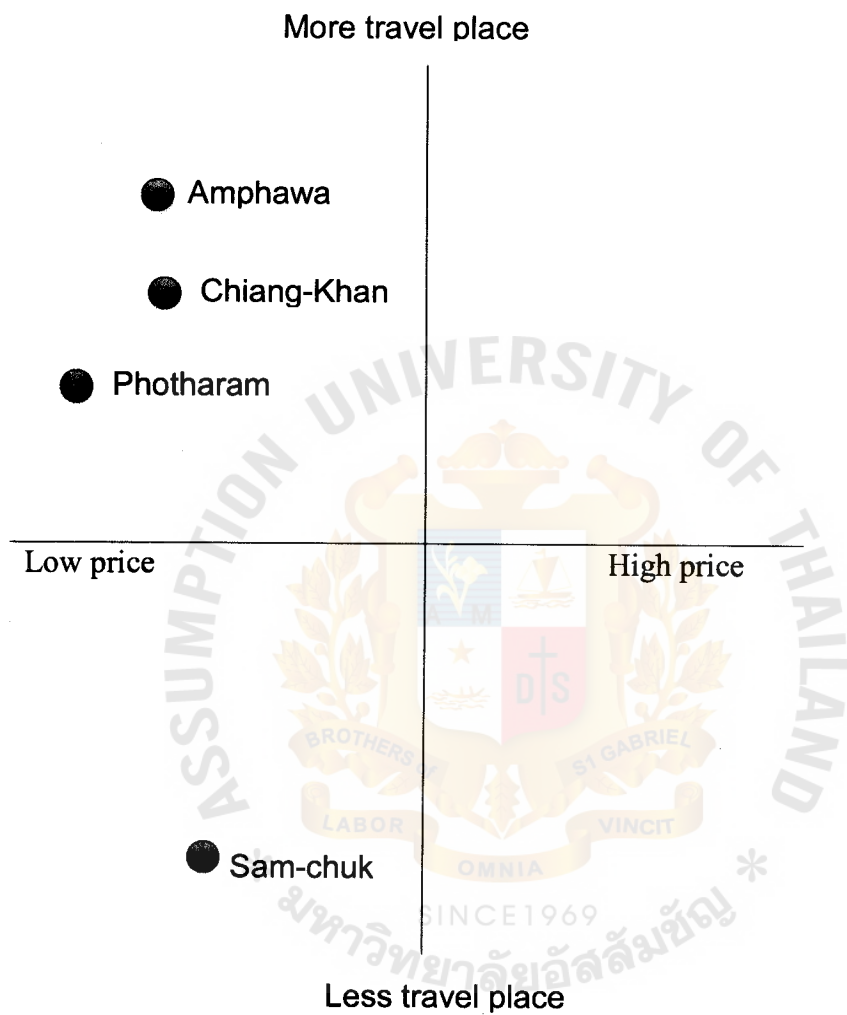
	Advantages	Disadvantages
Photharam 100 years old market	Photharam 100 years old market is a big size of old market. The main point of Photharam market is temple, old house, and urban community. They still have the scenery of the old house, not much dressed up. People come to see the real of old style of the old market. Photharam 100	Photharam is a big size of old market that will make the management is not cover all the market. The scenery of the market is too wide and the travel place spread, it is not in the same zone.

	years old market is still has traditional of real 100 years old market, it does not intervene by the marketing while Amphawa floating market has make over the market that feel like it is not an old market anymore. It makes up to make it look like an old market.	
Amphawa floating market	The main point of Amphawa floating market is food and floating boats. The main thing that people come to Amphawa is to buy some food and to eat. There are many activities such as music contest and performance. It will make people interested in the market and enjoy with it.	Amphawa floating market is a small size market. They focus on the food and make up the market to look like old market but it is not feeling like old market any more. They do not focus on the old house, culture or background. Now, it is a new generation of old market.

1.4 Unique Selling Proposition(s) of the product or company:

Photaram 100 years old market is a market of culture and art. It is a small and peaceful district. Around the district has a big and small temple. It is old market that uncrowned. Travellers can rent a bicycle to go around the district, they can enjoy with it. The simple life without embellishment and full of feeling in the past. The market still has the original old houses.

1.5 Product Positioning:



1.6 Product Personality

A person who is 50 years old would like to make over him self. He is an adult who has many experiences. He is a kind and welcoming person. He is good at cooking. He is peaceful, he does not like disorder.

2. Design Information Analysis

2.1 The Existing Design of Photharam 100 years old market



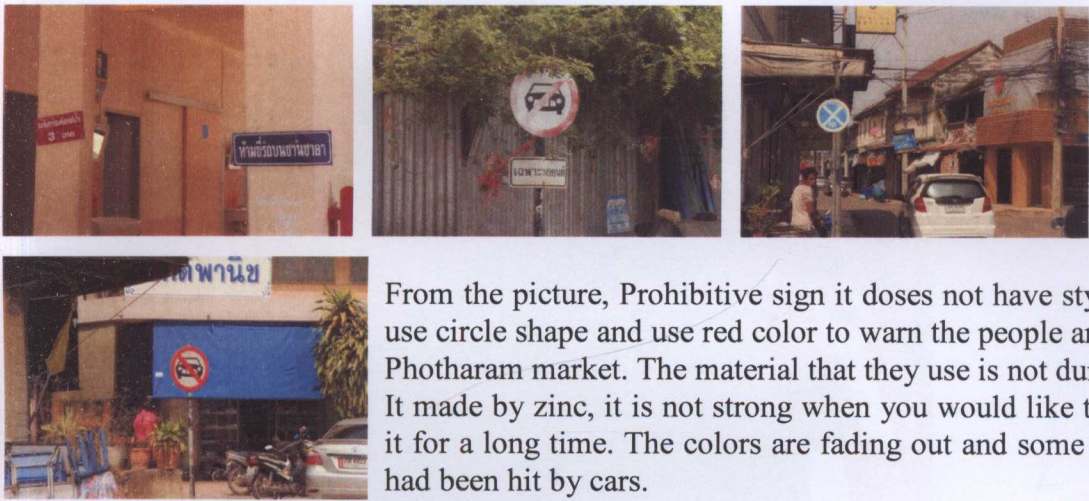
- 1. Form – The sign is not consistent and not unique, the signage use geometric shape and form. Some signage is same as the official signage of other province around Thailand. It does not has their own style.
- 2. Content – The sigange is not attracting the eyes. The material is not go along with the market. It has only Thai language for some signs.
- 3. Response – People do not look at the sign because it is not interesting and some sign is too old.

Directional Sign



This image is a symbol that is located around Photharam. All symbols are not consistency. The form of design, materials and typeface are different. All the designs are from the government and they would like to renew a the signage but when they do the new one it is different from other and it is not go along with the market. They use blue and yellow colors and use geometric form. The new design is at the train station, it is too modern to be a signage for the old market.

Prohibitive Sign



From the picture, Prohibitive sign it does not have style. It use circle shape and use red color to warn the people around Photharam market. The material that they use is not durable. It made by zinc, it is not strong when you would like to use it for a long time. The colors are fading out and some signs had been hit by cars.

Identification Sign



From the signs, a symbol which is located around Photharam market. It is clear that the design of each style is not consistent and it use difference materials also difference colors and style. The train station sign if people do not observe people will not see the sign because it is too small and trees conceal it.

Informational Sign



The information signs are design by the government that make the sign is not beautiful and this 2 information sign is not the same. It is different color, typeface and design. And the information is too much that makes people do not know where is to focus, that make people confuse and not trust the information. It does not have focus point.

2.2 The Design of Competitors,Amphawa floating market



1. Form – The signage is not consistent, there are many style of signages. They use inefficiency material, it is not strong. The sign is not official, it is handmade. The shape and form is too simple. All the color is not the same and not consistent.
2. Content – The information is not clear and not attract the eye. Some siganges look dirty and not beautiful.
3. Response – People do not interesting in the sign and some sign is in the place that people cannot see.

Directional Sign



These image is a symbol that is located in Photaram. The label on the Traders, merchants, most have to do with each other only in Thailand. And some labels in the municipality to take over the label (though a minority), the label is not consistent sign, Dierent material, using ine-ciency material, deferent typeface and not o-cial sign.



This signage is different from the other one. They use wood to make it look more old but it is look too stiff. The information of the directional sign is too much that people cannot focus on the information.

Prohibitive Sign



In the picture, these are signs, which had made by the villagers. It is not official, Not interesting, Different materials, Using inefficiency material and different typeface and it has only Thai language. It should have 2 languages for foreigners. The typeface made by hand it is hard to understand.

Identification Sign



The sign is made from the villagers, it is not strong, not beautiful and hard to understand. They use blue and red for the main color, therefore they would like to make an attractive to the people but the material that they use and the design is not beautiful that made people overlook at the sign. The signs have only Thai language that the sign should have at least 2 languages.

Informational Sign



The sign made from material that easy to find. They choose yellow color therefore to attract the other eyes but people do not see the sign because it is at the corner that people ignore its. The white sign is has only Thai language and they put the sign lower than the eyes. Sometime has many people around the sign and it will other people do not see the sign.

3. Design Brief

3.1 ProblemStatement

Photharam 100 years old market does not have their own style of signages. All the signages are not out standing, some sign it is too old. They are harmony with the environment, so people spend more time to find signs. The materials of some sign are not durable. Signs have too many typefaces, colors and materials.

3.2 Communication Objectives

- To make Photharam 100 years old market consistent and more attractive.
- Reach information easier.
- Signage gives benefit to everyone for whom using them.
- To make Photharam 100 years old market's brand image to get more wide range of tourist s and memorable.

3.3 Concept

“The ordinary of Puang-Ma-Hoat”

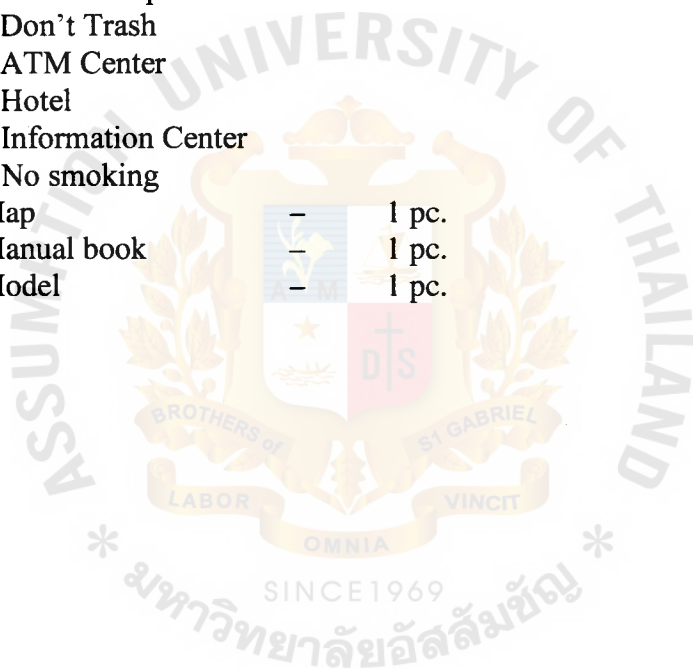
Mood & Tone: Vintage, Classic, Cultured

Support: The concept was inspired by Puang-Ma-Hoat. It is a craft that use for auspicious ceremony. Photharam use Puang-Ma-Hoat to be an identity to decorate the market until it is an identity of Photharam.

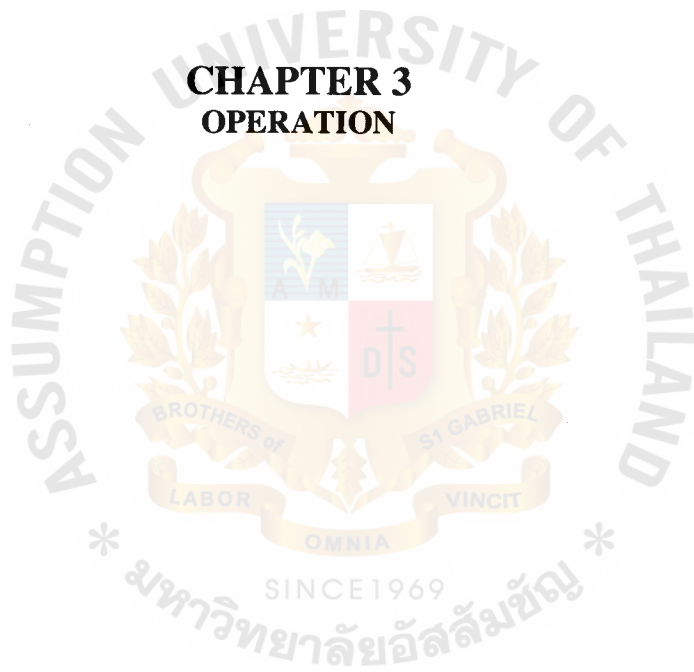
3.4 Scope of study

- 3.4.1 Logo – 1 pc.
- 3.4.2 Main Entrance Sign – 1 pc.
- 3.4.3 Identification Sign – 17 pcs.
 - Identification Sign for Main Zone / Road
 - North Market
 - Central Market
 - South Market
 - Fresh-food Market
 - Top-Dam Road
 - Lower-Dam Road
 - Mae-Klong River
 - River Point
 - Identification Sign for Area
 - Train station
 - Temple
 - Joss house
 - Information Center
 - Parking
 - Identification Sign on wall
 - Toilet Men
 - Toilet women

- ATM
- Coffee shop
- Hotel
- 3.4.4 Directional Sign – 2 pcs.
 - Main Directional Sign
 - Minor Directional Sign
- 3.4.5 Information Sign – 1 pc.
 - Information for market
- 3.4.6 Pictogram Set – 12 pcs.
 - Toilet Men
 - Toilet Women
 - Car park
 - Train Station
 - Temple
 - Joss house
 - Coffee Shop
 - Don't Trash
 - ATM Center
 - Hotel
 - Information Center
 - No smoking
- 3.4.7 Map – 1 pc.
- 3.4.8 Manual book – 1 pc.
- 3.4.9 Model – 1 pc.



CHAPTER 3 OPERATION



Chapter 3

Operation

1. Table of working process

No	Processing	Week number														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Research	✓	✓													
2	Marketing			✓	✓											
3	Design Research					✓	✓									
4	Concept Development							✓								
5	Sketches								✓							
6	Roughs									✓						
7	Comprehensive										✓	✓				
8	Pre-production												✓	✓		
9	On-Press														✓	
10	Final															✓

2. Concept Presentation

2.1 Concept I

“The ordinary of Puang-Ma-Hoat”

Mood & Tone: Vintage, Classic, And Cultured

Support : The concept was inspired by Puang-Ma-Hoat. It is a craft that use for auspicious ceremony. Photharam use Puang-Ma-Hoat to be an identity to decorate the market until it is an identity of Photharam.

Image Board



Sketch Design



Type:Signage Design
Detail:1 logo, 5 sign, 1 map
Technique: Illustration

Problem & committee's suggestion

For this concept, the committee's suggest that the colors is too light, white color on light green is too hard too see. And it is easy to fade out when put outdoor. The logo is to rigid, make the logo more gentle inside the letter O and the big letter "I" is too big make it smaller. Pictogram is not attractive and not consistent.

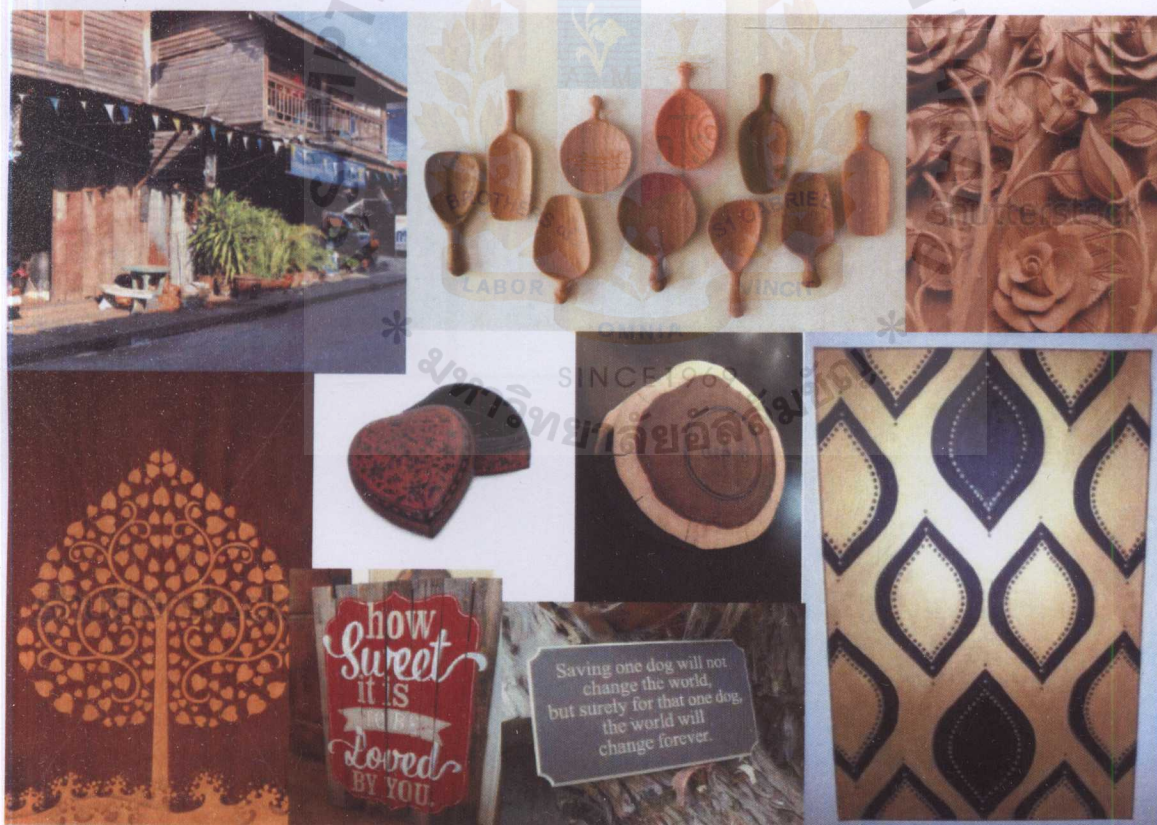
2.2 Concept II

"Bai-Pho"

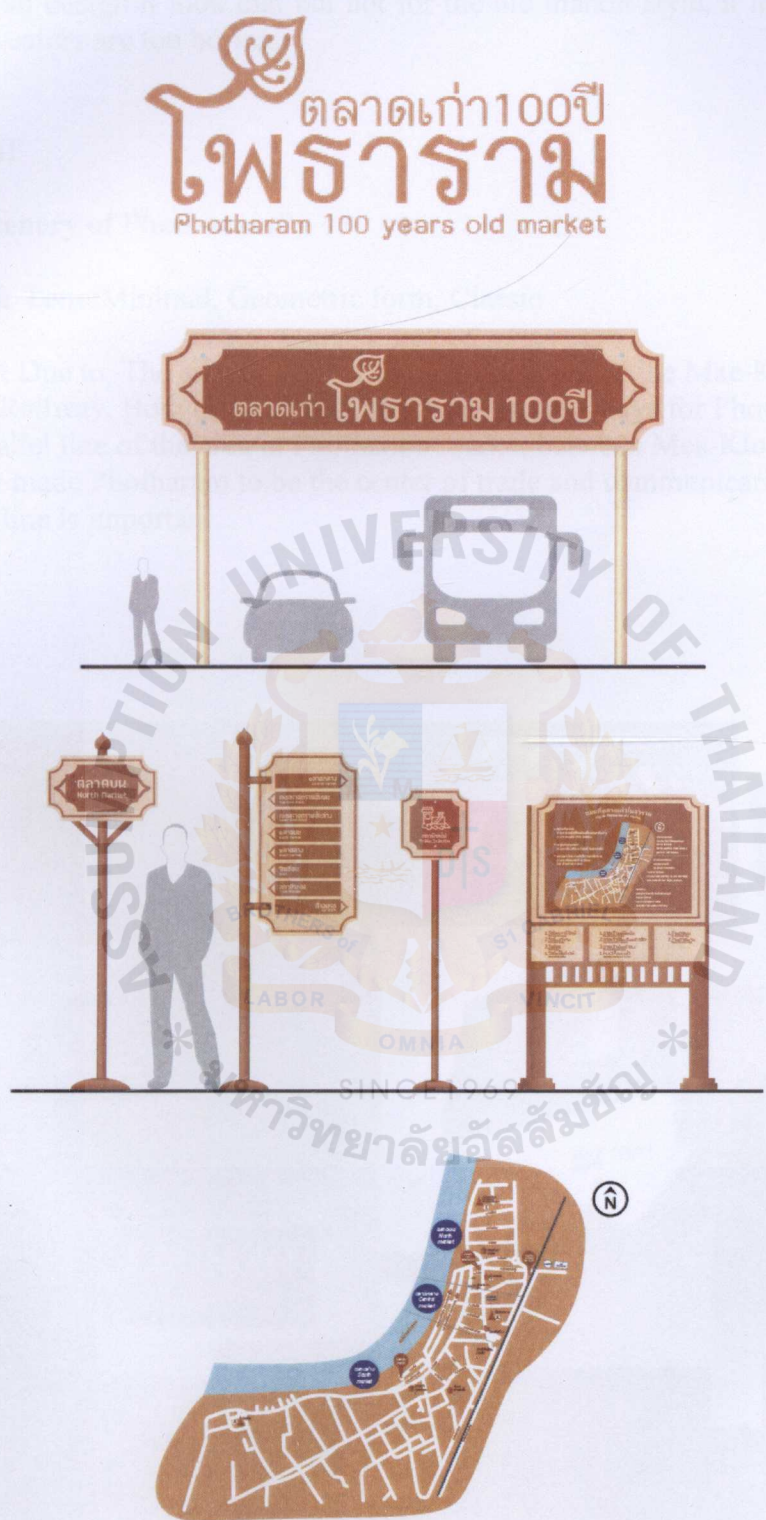
Mood & Tone:Traditional, Friendly, Wooden

Support:The concept was inspired by the name of market is Photharam. It comes from "Pho"+"A-ram". In front of Photharam market, it has a Pho tree. People always worship this Pho tree.

Image Board



Sketch Design



Type:Signage Design
Detail:1 logo, 5 sign, 1 map
Technique: Illustration)

Problem & committee's suggestion

For this concept, the signs are too rigid. The design of Pho leaf does not look like Pho leaf. Over all design it look thai but not for the old market style, it look like for the Thai hotel. The colors are too boring.

2.3. Concept III

“The scenery of Photharam”

Mood & Tone: Minimal, Geometric form, Classic

Support: Due to, The area of Photharam market brace by the Mae-Klong River and the Railway. Both of these two ways is important ways for Photharam market. The parallel line of the area in Photharam market between Mea-Klong River and Railway made Photharam to be the center of trade and communication. This parallel line is important.

Image Board



Sketch Design



Type: Signage Design
Detail: 1 logo, 5 sign, 1 map
Technique: Illustration

Problem & committee's suggestion

For this concept, the design is not consistent. The logo pictogram and signs does not go along together. The curve and the line in the design is not the same. The colors are too dark. It is not show feeling of Photharam old market.

3.Final Presentation

4.1 The final concept

“The ordinary of Puang-Ma-Hoat”

Mood & Tone: Vintage, Classic, Cultured

Support : The concept was inspired by Puang-Ma-Hoat. It is a craft that use for auspicious ceremony. Photharam use Puang-Ma-Hoat to be an identity to decorate the market until it is an identity of Photharam.

Image Board



4.2 Comprehensive Sketch



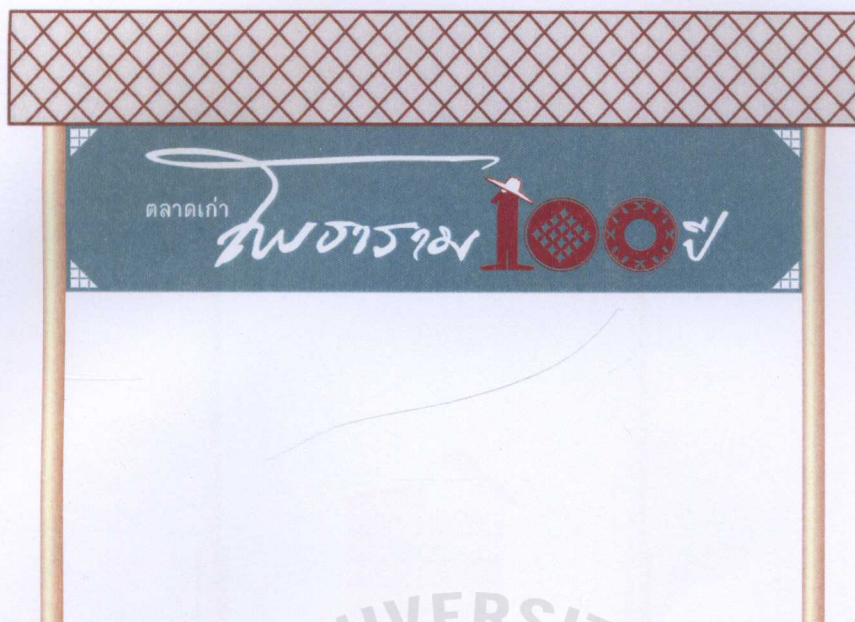
Type:Pictogram set
Detail:13 pictograms
Technique:Illustration



Type: Identification Signs

Detail: 14 signs

Technique: Illustration



Type:Main Entrance Sign

Detail:760cm*550cm

Technique:Illustration



Type:Directional Sign

Detail:Main sign, Minor sign

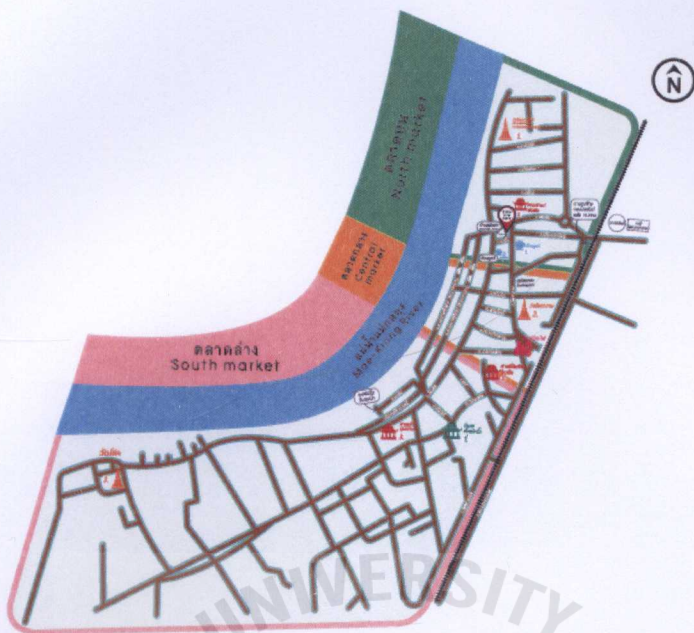
Technique:Illustration



Type: Identification sign
Detail: Main sign, Minor sign, bin
Technique: Illustration



Type: Information sign
Detail: 98cm*200cm
Technique: Illustration



Type:Map

Detail:North market, central market, south market

Technique:Illustration

Problem & committee's suggestion

- Be careful the spelling, check it before printing
- The logo on the Main entrance sign is not the same with the logo.

Solution

- To make the manual logo book for how to use the logo.
- Check the spelling
- Check the color of the sign.



Chapter 4

Design Work



Type:Pictogram set

Detail:13 pictograms

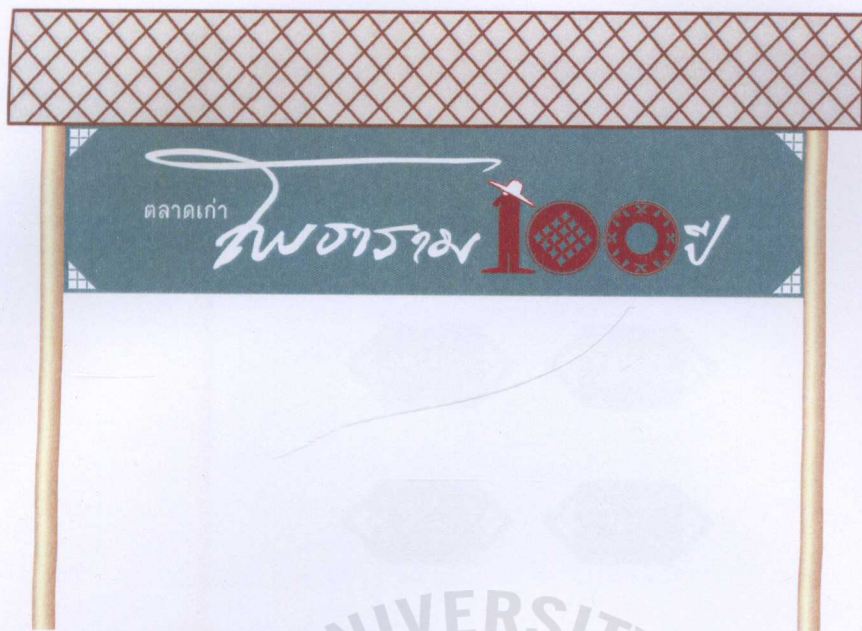
Technique:Illustration



Type: Identification Signs

Detail: 14 signs

Technique: Illustration



Type:Main Entrance Sign

Detail:760cm*550cm

Technique:Illustration



Type:Directional Sign

Detail:Main sign, Minor sign

Technique:Illustration



Type:Identification Sign
Detail:8 Signs
Technique:Illustration



Type:Identification Sign
Detail:8 Signs
Technique:Illustration



Type:Information sign

Detail:98cm*200cm

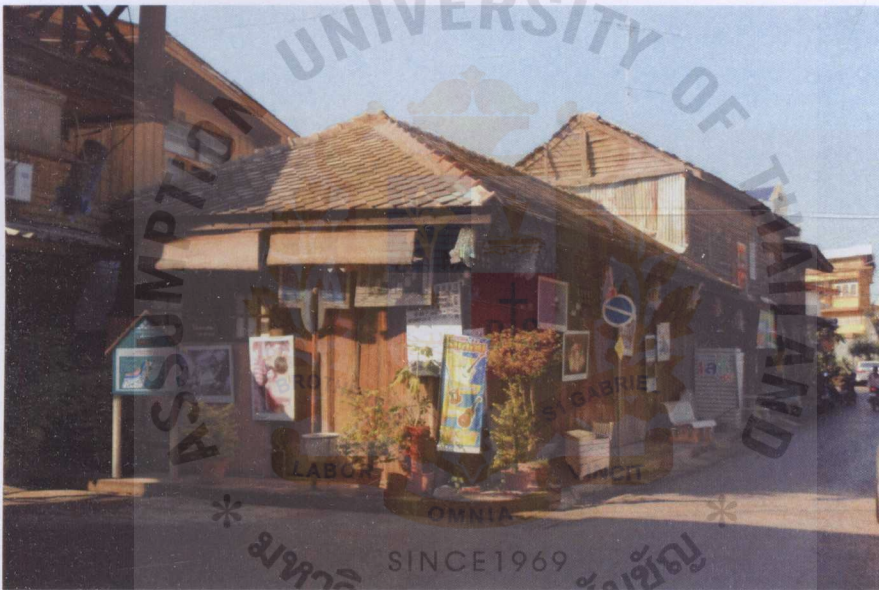
Technique:Illustration



Type:Identification Sign

Detail:60cm*90cm

Technique:Illustration







Type:Signage design manual

Detail:7 chapters

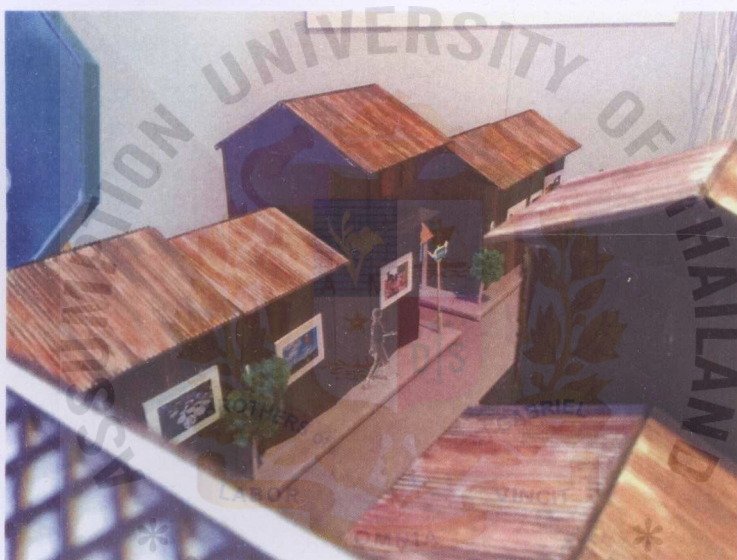
Technique:Photoshop



Type:Model

Detail:Size 1:15

Technique:Laser, Sticker, Print, Spray, Acrylic color, Bagasse



Type:Model

Detail:Size 1:15

Technique:Laser, Sticker, Print, Spray, Acrylic color, Bagasse



CHAPTER 5

CONCLUSION AND SUGGESTIONS

Chapter 5

Conclusion and suggestions

This project started from “How can I make this old market to have their own style”. I researched a lot of information which one is possible, which one is cannot. I screen the problem and analyzed into design.

First of all, I go to see the problem of the signage at this old market. I found that there are so many styles of signs and they use the materials, colors, and designs are not consistent. Some of the sign is very old, broken, and fade away that it hard to see. Then, I tried to design the sign and get an idea from the story of the market such as the scenery of Photharam and even folk wisdom. Lastly, I tried to design the sign that people can easily understand, no fuction but the design will be the design for Photharam.

In conclusion, to design the signage should be careful of the official sign, which one is should be use the official sign or which one you can design more. You have to research more about the meaning of the shape that are used in the sign. Everything has their own meaning. I hope my signage system design will benefit everyone.



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Bibliography

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Academic Recoad:

2006-2010

High School, Horwang School

2010-2015

Bachelor degree of Visual Communication Arts,
Assumption University

Working Experience

August – September2014 : Internship, Brightside company

Skill and Expertise

- Illustration
- Premiere Pro
- Photoshop

Appendix

Expenses

1. Concept Presentation

- Printing cost	450	Baht
- Photo Baord	550	Baht
- Ink	1600	Baht

2. Final Presentation

- Printing cost	400	Baht
- Photo Board	495	Baht
- Manual book	850	Baht
- Ink	1600	Baht
- Model Size 1:1	1,000	Baht

3. Final Works

- Printing cost	400	Baht
- Photo Board	495	Baht
- Manual book	1,500	Baht
- Materials	500	Baht
- Model Size 1:1	1,000	Baht
- Others	2,000	Baht

Total	12,840	Baht
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CD / DVD

Inside CD/DVD

- Sketches
- Final Works
- Book Files

