

ABSTRACT

The purpose of this Thesis project is to prepare Thai students for their study exchange program to New Zealand by designing a study guide book. Moving to a new country can often be challenging. In order for these students to feel secure and confident it is good for them to have a guide book where they can find specific information that are useful accordingly to their situation.

Unfortunately, due to the fact that New Zealand is a common country for Thai students to study, there are plenty of general information online. Moreover, it was a challenge to find non repetitive information about New Zealand. As a result, interviewing past exchange students to New Zealand was a better method in terms of collecting personal data by receiving their opinions and perspectives on the topic. After analyzing the data there were repetitive trends that were found such as, difficulties in the language barrier between Thai students and New Zealand native speakers and also the issue with Thai students not being able to adapt themselves quickly to the environment. In addition, there were also lack of information that are especially for these Thai students such as the lifestyle of people who are around their age.

Moreover, making a study guide book for a certain age group can be very difficult because there are a lot of factors that you as an author have to consider. This includes the semantics of the text language that you write and also how to keep the readers engaged with your contents. Lastly, the aesthetic part is the major key to bring out the personality of the book by designing something that is age appropriate and also outstanding from other guide book designs.