

ABSTRACT

This thesis project had objectives to collect and organize The Thai's believe that has been scattered in our daily life into the categories and also reserve the Thai ancient wisdom which is the one of Thai heritage "Book Design for Thai's Believe"

"Thai's Believe" is the wisdom and intellectual that has been create from the care and honest intention of an ancient people for their lineage's safety in life and assets, and also passing from generation to generation. Moreover, at present in the technology era, most of the new generation thinks that is the trivial matter and not related with their daily life. If any curious things cannot prove by science, they will not believe, do not realize of the importance and pay more attention. Some of Thai's believe is hard to understand and ambiguity for them, lack of the explanation because the ancient people who has knowledge do not record or collect it officially.

According to those problem, I realized the importance and value of Thai's believe so I started to research the information in many sources such as books, internet, questionnaire, and interview from people who has knowledge. After that, I rearrange all of the information and divided into 4 categories which are The Born, The Youth, The Old and The Dead for easier to telling story and obvious. The content of each book also has its own corporate colors and description, for more understanding and attractiveness, adding the pop up technique can make more impact on the audience.

Conclusion, I hope this book will benefit and inspire who interested and make new generation realize the value of our ancient wisdom that is very necessary to fulfill the meaning of life. Finally, I hope it become the valuable book in the near future.