

ABSTRACT

Nowadays golf is very popular throughout the world, and has probably grown most rapidly in Japan. Each year many golf tournaments take place in different places around the world.

Golf is a game, which is relaxing, but at the same time it also offers an unlimited scale of different types of challenges and it is an easy game to learn. Golf is flourishing as the 'in-game' in the Buddhist kingdom of Thailand and many aficionados consider that the place will soon become one of Asia's golfing capitals - perhaps the main one outside of Japan - as more and more land is turned over into beautifully manicured fairways.

According to one British tour operator, Thailand has the potential to become one of the leading golf resorts in the world." This is a view echoed by many expatriate business men who say golfing facilities are improving all the time and are probably now among the very best in South East Asia. What is more golf is much cheaper, on the average, than in other emerging golfing destinations.

Golf is rapidly becoming one of the most popular sports for the middle class of Bangkok. Golf is starting to boom in Thailand and many well-traveled golfers reckon that the game is going to get bigger and better in this country. There are beautiful courses in many parts of the world but golfing in Thailand does offer good service, good food, comfortable and inexpensive accommodation and superb ambiance.

To create a concept we have to know a unique selling point and product personality so that we can set up mood & tones of project and control our project in the same direction. Controlling art direction is an important thing and must concern about the project's objective together with designing.

A technique in terms of working has to be defined and planned in advance because there will be some problems occur unexpectedly such as finding appropriate pictures, taking photos in a real location and printing art works. Improvising, timing and circumspectly working are the must.

In doing corporate identity design, many people think that it is an easy work and any graphic designers can do it. But making a good work, a remarkable work or a memorable work is much more difficult. If we can find a new technique that can make a different and interesting work, that will be a rumor and an outstanding work. However if we make a work that follows to desired response and makes a pride to a work holder, that work will be more valuable and hard to be just an ordinary one.