

ABSTRACT

This project is basically to remind and impress people of the Bangkok Design Week which is a design festival exhibited around the Bangkok area, facing many limitations from the pandemic of Covid-19. With the expectation of Bangkok Design Week 2023 being a grand return, a refreshing theme and visual could raise awareness and encourage more participants to join the festival. Moreover, to show the significance of the festival effectively along with the digitalization, the online platform will be involved, enhancing both creative and innovative potential on a global scale.

After experiencing the previous Bangkok Design Week festival, there is the opportunity to talk and observe the environment and the participants in the festival. Many problems have been analyzed along with comparing with other international festivals. Furthermore, for more effectiveness, the managers of Bangkok Design Week and the designer from Cadson Demak have been interviewed. The purposes and concerns of the festival have been collected. Also, this information is used to consider the design trend.

As a result of the data analysis, it could be interpreted in many aspects. In 2023, there is an expectation that it might be the end of covid-19; therefore, the elements relating to the return or recovery are considered. In order to serve online platforms, motion graphics could draw more attention. Importantly, to specify each district, the characteristics of each location will be focused on. For a better long-term image of the festival, the visuals have to make people notice that the festival is for everyone, not only the designers.

In conclusion, this project could be a motivation encouraging people to join the festival along with refreshments and happiness. The characters and fun motion graphics could relieve the stress. With a well-designed visual, it could raise the number of participants in the festival. Not only for the festival to get better feedback, but also to lead and drive locals and the society toward civilization, enhancing the economy. Therefore, investigating and interviewing more locals and the design studios are highly recommended, leading to the highest effectiveness of the solution.