

This file has been cleaned of potential threats.

If you confirm that the file is coming from a trusted source, you can send the following SHA-256 hash value to your admin for the original file.

0bc7dfdbf35d8a6f7153018df4230c494af3519bbf6b34e8a5572bad101ad1e4

To view the reconstructed contents, please SCROLL DOWN to next page.

Media design project to promote and convey the story of silk in the culture of the lower northeastern provinces (Nakhonchai Burin Group)

Taechit Cheuypoung¹ and Tuenta Pornmuttawarong²

^{1,2}Program in Fashion Design Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

E-mail : ¹taechit.ch@ssru.ac.th, ²tuenta.po@ssru.ac.th

Abstract

This project is media design project to promote and convey the story of silk in the culture of the lower northeastern provinces. (Nakhonchai Burin Group), which started from studying information about silk culture in Nakornchai Burin Province. In which the researcher has collected data on the silk weaving process Silk weaving pattern Important tourist attractions and culture of Buriram Province Including products from hand woven fabrics, as a case study at Ban Daeng Yai Weaving Group and Ban Koon weaving group, where the researcher went to the area to explore and found important identity in both patterns and weaving techniques of Mudmee silk that are unique then take the information obtained to analyze to obtain the design elements of the brochure which is a public relations media that is suitable to assist in purchasing decisions of the target group Made out a total of 4 brochures, each brochure is a topic to relate the story of silk in Buriram Province from the manufacturing process to becoming a product that is linked in the culture and traditions of the province.

Keywords: Mudmee silk, Nakornchaiburin, Co-culture, Media Relations

1. Introduction

The development of strong, self-reliant and progressive communities through research and innovation results cannot use the 20-year national strategic plan to create connections in response to technology, wisdom, culture, identity, strategic areas in the spatial part and spatial projects that create benefits in 4 areas: academic, community, social, policy and commercial benefits. Research results and knowledge can be selected for practical use and create maximum benefits for the community, society and the country. (Suwit Sadsunk, Patcha U-Tiswannakul, 2023)

Media design project to promote and convey the story of silk in the culture of the lower northeastern provinces (Nakhonchai Burin Group) is a study of silk history, Silk production, Silk uniqueness and Silk culture in the Nakhonchai Burin group with high cultural costs but also a local cultural cost That may have an underlying shared culture which had to be synthesized and studied in order to extract a common culture of the provinces in the Nakornchai Burin group come to design public relations media about silk from Nakhonchai Burin Group as a supplement to the purchasing decisions of the target audience (Story Telling) to marketing 4.0 in a form that affects sales. And in response to the development and upgrading of the provincial groups Nakornchai Burin according to government policy

1.2 Research Objective

1. Study basic information and products of the silk product of Nakhonchai Burin group to be used as information for media design to promote and convey the story of silkin the culture of the lower northeastern provinces (Nakhonchai Burin Group)
2. Develop products and create public relations media and convey silk stories. Obtained from the study of silk products Nakhonchai Burin Group to create economic value of the community, Community development and provincial group development Nakhonchai Burin is a tourist city.

2. Body of paper

Method of operation

This research uses social science research methodology. Which emphasizes the qualitative research method. This research will use data collection in two ways:

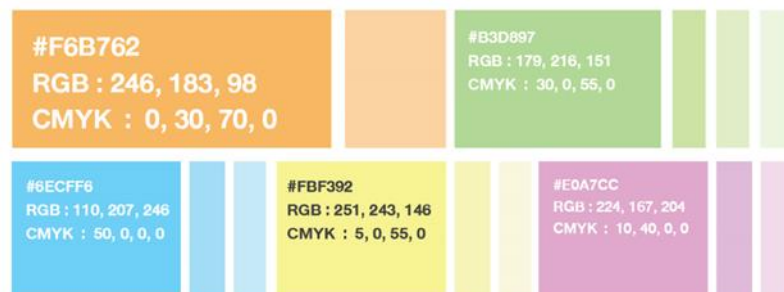
1. Study of related research documents (document data)
2. Field work with in-depth interviews and observation in the study area case study of Nakhonchai Burin Group

Research results

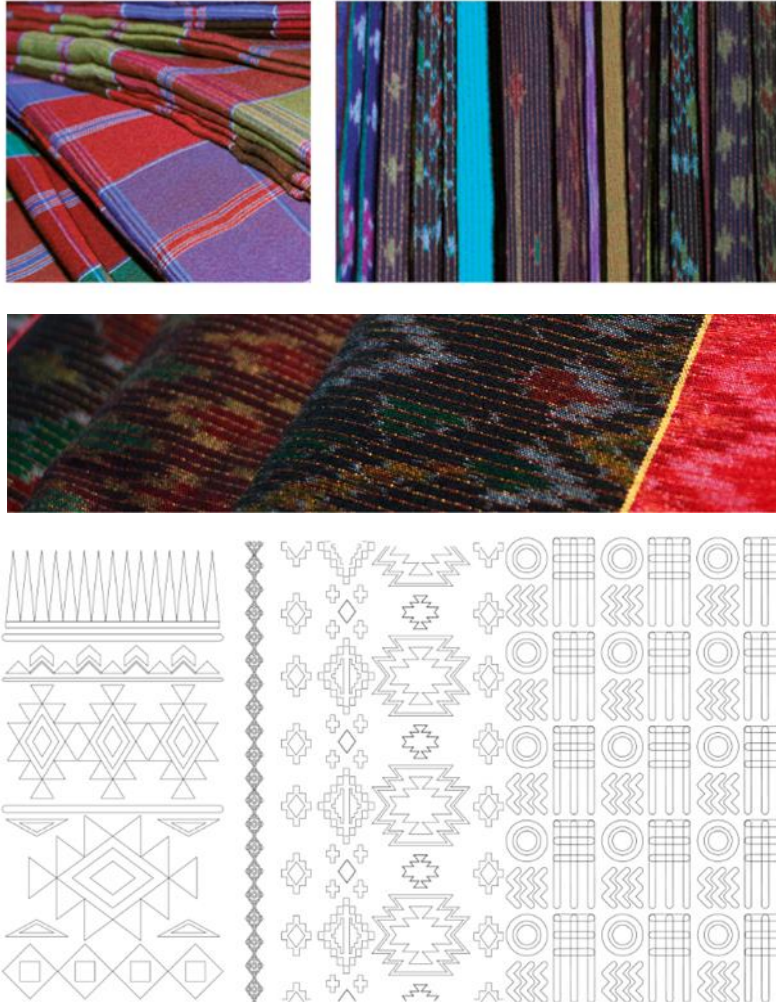
This research is a media design research in the form of brochures to promote and convey the story of silk in the culture of the lower northeastern provinces. (Nakhonchai Burin Group) by selecting a case study of cotton and silk weaving group, Ban Koon, Village Moo. 7, Buriram Province Which has a unique pattern of weaving mudmee fabric is consistent with the culture and traditions of the province

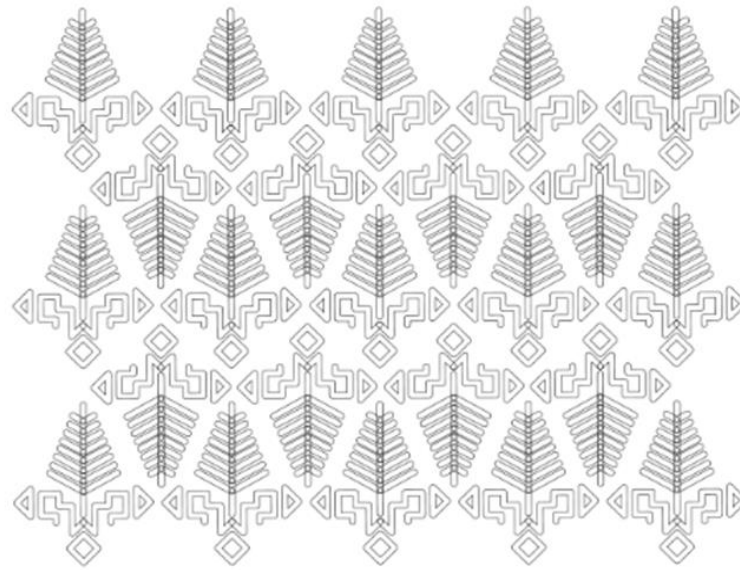
The concept of the design is "path on the fabric" is to tell the story of Buriram's local fabric that represents art and culture. Silk weaving process Unique pattern Silk products Including tourist attractions and traditions of Buriram Province which is like a path that has been lined up until the Buriram handwoven

The selected colors are used in tones of bright, lively Modern and Intellectual. This is the original color tone from Buriram's handwoven silk to make it brighter and brighter to create new modern mindset and able to reach more target groups than before



The pattern selected appears in a graphic line pattern, cut from the nature of the fabric pattern and the silk thread pattern in the weaving. It is the use of silk patterns or patterns on the local woven cloth of Buriram Province to cut down or use photos from the local identity to show the beauty including the making public relations media that is modern using images and graphics for harmony, Soft, dynamic, appealing to combine with graphic design.





Character appearance in this project was typography to create a new style to create a unique memorable communication by using the word "Nakornchai Burin" in the design of the characters that are the main theme in the design work. In addition, there are two types of characters used for the text: DB Moment X, which is a headless font. Quite round shape Feel modern and comfortable with TH SarabunPSK, a font that is easy to read.



កខឃគងឡាចឌឍណញដូត្តលុលុព
ពកនបបឋជឃឈមរសវកេផអោច
០១២៣៤៥៦៧៨៩

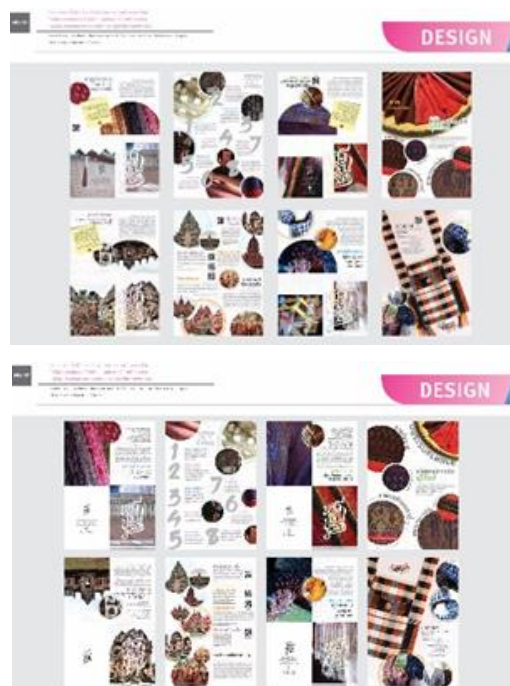
ก ข ฃ ค ฅ ฆ ง จ ฉ ช ซ ฌ ญ ฎ ฏ ฐ ท
 ฒ ณ ด ต ถ ท ธ น บ ป ผ ฝ พ ฟ ภ ม
 ย ร ล ว ศ ษ ส ห ฬ อ ฮ
 ๐ ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙

Design portfolio

The design work consists of 4 public relations media topics:

1. Public relations material (brochure) about the silk weaving process
2. Public relations media (brochure) about hand-woven fabric patterns
3. Public relations media (brochure) about tourist attractions, traditions and culture
4. Public relations media (brochure) about products from hand woven fabrics

In this regard, the researcher has tested all 3 designs and then selected the best one to be the actual work.





The work of brochure design to promote and convey the story of silk in the culture of the lower northeastern provinces (Nakhonchai Burin Group) by selecting a case study of cotton and silk weaving group, Ban Koon, Village Moo. 7, Buriram Province



about the silk weaving process



about hand-woven fabric patterns



About tourist attractions, traditions and culture



Design overview

4. Suggestion

In this project, the researcher selects the product identity of the case study to formulate design concepts that are aligned with local cultural attractions and pagos. Which in the next project design the researcher may structure the story in a different direction, such as spiritualism. Drill into details of different types of patterns or choose to design a case study of ethnic minorities in the area To continue creating new ways

5. Acknowledgment

This research was supported by a research grant from Suan Sunandha Rajabhat University. We would like to thank the Research and Development Institute, Suan Sunandha Rajabhat University for their support and coordination until the completion of this research.

References

- Amornprapha, P. (2010, April 26). *Understanding the origins of Thai art*. Learning Visual Arts at the Secondary Education Level. <https://phaiboorn01.wordpress.com>
- BrandAnything. (2011). *Y&Rchetypes (Archetype) - 13 brand identity*. <http://www.brandanything.biz/wordpress/?p=1502>
- Buriram Province. (n.d.). *Basic information of Buriram Province*. P.O. Buriram Province. <http://www.buriram.go.th/bru/>
- Bureau of Conservation and Inspection of Mulberry Standard, Department of Silk Mulberry, Ministry of Agriculture and Cooperatives. (n.d.). *Hol fabric*. Silk Conservation Center Information System. https://www.qsds.go.th/silkcotton/k_1.php
- City Pillar Shrine, Buriram Province. (n.d.). *P.O. Buriram Historical and Cultural Tourism Site*. Retrieved from <http://www.abcr.bru.ac.th/?fls=dmlld3MvdG91cmIzbS9kZXRhaWw=&id=13>
- Koh Kaew Temple Thudong Sathan (Rahan Temple). (n.d.). *P.O. Buriram Historical and Cultural Tourism Site*. <http://www.abcr.bru.ac.th/?fls=dmlld3MvdG91cmIzbS9kZXRhaWw=&id=12>
- Local fabric development projects in every province of the country. (2000). *Local woven fabrics in the northeast region*. Bangkok: Silpakorn University.
- Lotus. (2010, August 15). *Car-J personality theory*. Lotus's Blog. <http://lotus062.wordpress.com/2010/08/15/car-j-personality-theory/>
- Moullong, T. (2001). *Study and development of Thai Songdam dress to community business: A case study of Suphanburi Province*. Graduate School, Srinakharinwirot University.
- Patamasiriwat, D. (2014). Social and cultural capital in modern economy and management. In Articles from the Bangkok Academic Conference 2014.
- Rerk Pinkaeo, K. (2011). Creative economy, capital, culture and business opportunities. *Executive Journal*, 31, 32-37.

- Silpakorn University. (2000). *Project to develop fabrics and local fabric products throughout the country to promote production and exports: Patterns and colors on local woven fabrics*. Bangkok: Silpakorn University.
- Suwit Sadsunk, Patcha U-Tiswannakul. (2023). *Hemp Textile Innovation With BCG. CONCEPT*. Art Pritas Jural, 11(2), 33-p4. (TCI Q2)
- Tangpornprasert, T. (2015). *Elements of Arts 1*. Bangkok.
- Y&R. (2009). *Strategies for building and managing a successful brand*. <http://www.brandanything.biz/wordpress/?p=643>