

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.

03de1c502753b7beb15043f7f07c7c0454a397c2abf53d3ee2aa5de8c8dc6ecd

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

Innovative Learning Knowledge of Wat Thepthidaram Worawihan from Electronic Print Media Design

Nawaporn Srisarankullawong

Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail : Nawaporn.sr@ssru.ac.th

Abstract

The research on the design of electronic printed media for the knowledge of Wat Thep Thida Ram Worawihan is a combination of printed media and technology in present. It presents content that the identity and image of Wat Thep Thida Ram Worawihan as an important cultural tourism.

The aim of this research is to study and gather information related to the history of Wat Thep Thida Ram Worawihan and to design forms and processes of electronic printed media, leading to the creation of innovative communication methods to promote tourism. This field research collects data and studies various pieces of information for design purposes, then summarizing the results to find design guidelines and evaluate the outcomes.

The analysis of the collected data shows that electronic learning media plays a significant role in both classroom learning and lifelong education. The design concept is inspired by the colors of deities, based on the unique characteristics of the paintings, sculptures, and architecture of Wat Thep Thida Ram Worawihan and minimal art. This is carried out through the design of a prototype electronic printed media knowledge book consisting of one e-book.

The conclusion of the research indicates that the design of electronic printed media knowledge for Wat Thep Thida Ram Worawihan is at a high level of satisfaction, effectively presenting knowledge communication that reflects the identity and image of the organization.

Keywords: Design, Electronic, Print Media, Wat Thepthidaram Worawihan

1. Introduction

The Third National Tourism Development Plan emphasizes the importance of preparing for changes and risks in all forms, while being ready for sustainable growth, including strengthening from within. It focuses on promoting domestic tourism, modernizing tourism through the use of digital technologies and innovations, and enhancing the quality of personnel and entrepreneurs in the tourism industry, enabling them to understand and adapt to the new normal, especially in recovery from the COVID-19 pandemic. The plan also highlights the importance of cooperation among all sectors, including the government, private sector, local authorities, and the public (Siam Rath Online, 2021).

Wat Thepthidaram, built in 1836 by King Nangklao (Rama III) to honor Princess Wilat, It is a third-class royal temple, originally named Wat Ban Phra Ya Krai Suan Luang. This temple is also famous for being the place where the poet Sunthorn Phu was ordained and spent time as

a monk from 1839 to 1842. During this period, he composed many poems, including the famous "Ramphan Philap," which describes the beauty of the temple and its surrounding features. Today, the temple has named the building where Sunthorn Phu stayed as "Suntorn Phu's barrack" and has a statue of him as a memorial (Rattanakosin Island Information Center, 2015).

In 2011, UNESCO's Asia-Pacific Regional Office awarded Thailand three cultural heritage preservation awards, one of which was for the "Phra Phutthatharma" Hall at Wat Thepthidaram (Num Luk Thung, 2011), recognizing outstanding preservation efforts. Notable architectural features of the temple, such as the ordination hall, vihara, sermon hall, and prang, reflect art from the reign of King Rama III, influenced by Chinese art due to the strong trade relations with China during that time. The architectural style does not feature spires or decorative elements typical of other temples.

The concept of learning through electronic media has become an important part of daily life, especially in education. Electronic media-based learning allows students to learn independently, aided by the rapid development of technology. This has led to widespread use of electronic media in education, making it easier for teachers, students, and visitors to access educational content. As a result, electronic media has become an essential educational tool today and in the future (Somchai Muangmun, 2020).

The creation of technological media can promote learning and awareness to reach the target group and can be developed to promote use in designing future learning, both in the classroom and lifelong learning. (Panuwad Kalip, 2022)

The meaning of e-Learning refers to learning through electronic media or e-Learning, which includes Technology-Based Learning that encompasses various learning methods, such as Computer-Based Learning, Web-Based Learning, and Virtual Classrooms. Learners can access electronic media of all types, such as the Internet, Intranet, Extranet, satellite broadcasting, audio/video tapes, television, interactive TV, and CD-ROMs (Kriangsak Charoenwongsak, 2000).

In the 21st century, with advancements in innovation and technology, communication occurs rapidly, leading to new tools and processes for communication through various methods and channels. These are crucial for daily life, communication among groups, and public communication to a wider society (Apichat Puksawat, 2021). Communication is a fundamental tool for participation, helping to engage the public at national, social, and community levels. It also aids in developing communities into Smart Users through knowledge of communication and the application of mass media, community media, and digital media, serving as an innovative tool for participatory communication aimed at sustainable community development (Creative Social Innovation Foundation, 2021).

Based on the reasons and principles above, it is considered that the design of electronic printed media for the knowledge of Wat Thepthidaram Worawihan blends printed media with modern technology to enhance the presentation of content, information, history, and culture. This demonstrates the identity, uniqueness, and image of Wat Thepthidaram Worawihan, an important cultural tourism site in Rattanakosin. The research presents knowledge content from the temple to provide education, information, and public relations, while promoting cultural tourism and conservation through the design of electronic printed media, which is shared on various social media platforms. This enables the target audience to independently learn and

enhances communication, linking it to community tourism, which will foster growth in the local economy.

1.1 Research Objective

1. To study and gather information about the history and knowledge of Wat Thepthidaram Worawihan.
2. To study the design process and model for creating electronic printed media as an innovative communication tool to promote tourism.
3. To create a design prototype for the electronic printed media of Wat Thepthidaram Worawihan.
4. To assess the satisfaction with the design of the prototype for the electronic printed media of Wat Thepthidaram Worawihan.

2. Scope of the Research

1. The study area is Wat Thepthidaram Worawihan.
2. Population and Sample Groups: Designers and design entrepreneurs, Design students from Suan Sunandha Rajabhat University and Tourists
3. The study focuses on exploring and analyzing the context of the area, the physical characteristics of Wat Thepthidaram Worawihan, its history, and the knowledge found within the temple.
4. The research focuses on the design prototype of the electronic printed media for the knowledge of Wat Thepthidaram Worawihan.

3. Research Methodology

3.1 Defining the Population and Sample Groups

3.1.1 Population: Private designers and design entrepreneurs, Design students at Suan Sunandha Rajabhat University and Tourists.

3.1.2 Sample Selection: The researcher selected a sample group using purposive sampling, choosing 100 participants in total, divided into the following groups: Private designers and design entrepreneurs: 10 people, Design students from Suan Sunandha Rajabhat University: 80 people and Tourists: 10 people.

3.2 Research Instruments

3.2.1 Photographic Recording: Photographs were taken to record data for analysis and to define the design format of the electronic printed media for communication and design.

3.2.2 Satisfaction Survey: A questionnaire was used to assess the satisfaction with the design of the electronic printed media, focusing on aspects such as communication, graphic design, and usability. The survey was divided into two parts

Part 1: General information of the respondents.

Part 2: Evaluation of the design of the electronic printed media, divided into the following areas: Presentation of communication, Design and content information, Design and artistic elements and Potential for further development.

The evaluation in this research used descriptive statistics, including percentage, mean, and standard deviation, with criteria for interpretation as follows (Boonchom Srisaat, 2000: 100):

4.51 – 5.00: Very high satisfaction.

3.51 – 4.50: High satisfaction.

2.51 – 3.50: Moderate satisfaction.

1.51 – 2.50: Low satisfaction.

1.00 – 1.50: Very low satisfaction.

3.3 Data Collection

3.3.1 Study of Information from Wat Thepthidaram Worawihan: The researcher studied the connections, history, and knowledge associated with the temple, including its cultural assets, art, and wisdom, to create a design concept for the electronic printed media that would communicate knowledge and promote public relations. This involved gathering information from the target audience and design experts to determine suitable production methods that align with the characteristics and needs of the target group.

3.3.2 Methods of Data Collection: Interviews: In-depth interviews and group interviews with target groups and design experts. Observations: Observing the area and surrounding locations of Wat Thepthidaram Worawihan. Analysis of Related Design Theories: Studying and analyzing design concepts, theories, and media production techniques relevant to the project.

3.4 Design Development

This research focuses on the design of electronic printed media for the knowledge of Wat Thepthidaram Worawihan, blending traditional print media with modern technology to present content related to the history, culture, and identity of the temple. The aim is to highlight the unique characteristics and image of Wat Thepthidaram Worawihan, which is an important cultural tourist destination in Rattanakosin. The research will involve the design of the following:

1. A prototype of the electronic printed media for the knowledge of Wat Thepthidaram Worawihan.

3.5 Evaluation of the Design

This research will evaluate the satisfaction with the design of the electronic printed media for the knowledge of Wat Thepthidaram Worawihan. The evaluation is divided into two sections: general information of the respondents and the evaluation of the design of the electronic printed media. The survey will involve 100 participants, including private designers, design students from Suan Sunandha Rajabhat University, and tourists.

4. Results of Data Analysis and Design

The data collected through document review, fieldwork, and interviews indicated that electronic learning media plays a significant role in both classroom learning and lifelong education. Based on this, the researcher designed electronic printed media in the form of an e-book, which is an accessible medium suitable for the technological age. The design is aimed at creating an engaging learning experience and can be applied in various contexts.

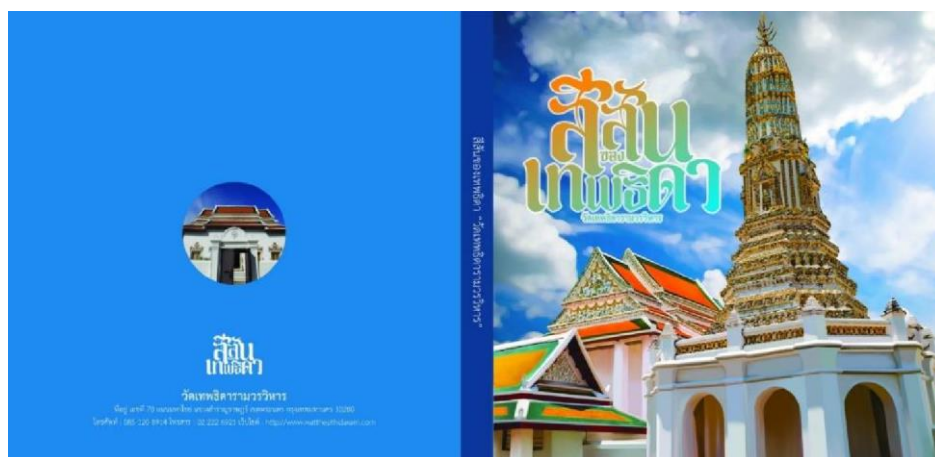
The design concept is based on the theme "Colors of the Goddess," inspired by the unique characteristics of Wat Thepthidaram Worawihan's art, including painting, sculpture, and architecture, blended with minimalist art. The e-book features content such as the history, architecture, and information about various buildings within the temple, presented through text and photographs showcasing the knowledge and beauty of Wat Thepthidaram Worawihan.

4.1 Design Work

After analyzing the data to determine the design approach, the researcher developed a prototype of the electronic printed media for the knowledge of Wat Thepthidaram Worawihan. The e-book is designed as a learning medium that conveys the temple's history and related content in a format that allows users to learn on their own. The design, based on the concept of "Colors of the Goddess," integrates elements from the temple's painting, sculpture, and architecture, resulting in a contemporary, minimalist design that evokes the beauty of Thai culture and heritage.

The e-book is visually appealing, with photographs of the temple's locations enhancing its aesthetic. The design is characterized by its simplicity yet effectiveness in conveying the temple's identity. The following design layouts are included in the prototype.

Figure 1: Cover design of the e-book.



Source: Nawaporn Srisarankullawong, Panuwad Kalip

Figure 2: Layout design of the first page of the e-book.



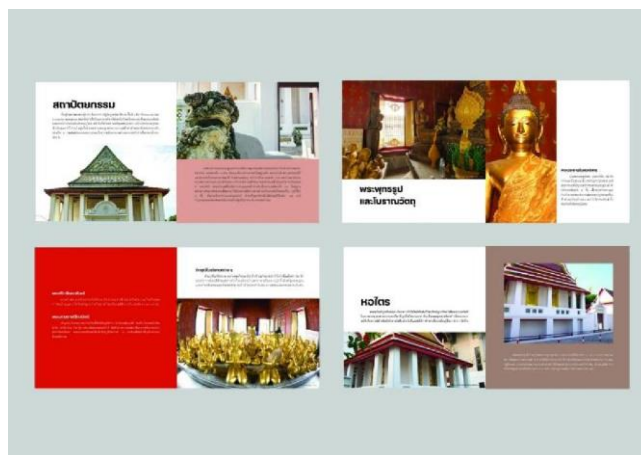
Source: Nawaporn Srisarankullawong, Panuwad Kalip

Figure 3: Layout design of the second page of the e-book.



Source: Nawaporn Srisarankullawong, Panuwad Kalip

Figure 4: Layout design of the third page of the e-book.



Source: Nawaporn Srisarankullawong, Panuwad Kalip

Figure5: Layout design of the fourth page of the e-book.



Source: Nawaporn Srisarankullawong, Panuwad Kalip

Figure 6: Layout design of the fifth page of the e-book.



Source: Nawaporn Srisarankullawong, Panuwad Kalip

Figure 7: Layout design of the sixth page of the e-book.



Source: Nawaporn Srisarankullawong, Panuwad Kalip

Figure 8: Layout design of the seventh page of the e-book.



Source: Nawaporn Srisarankullawong, Panuwad Kalip

4.2 Evaluation of the Design

The researcher evaluated the e-book prototype with a sample of 100 participants, including experts, students, and designers, to assess satisfaction across four areas: 1) Presentation format, 2) Content design, 3) Art and design elements, and 4) Potential for further development. The results are summarized as follows:

4.3 Summary of Evaluation Results

4.3.1 Presentation Format: The e-book format for presenting content is appropriate (average score: 4.28). The communication and understanding of the content are clear, both in design and messaging (average score: 4.34). The format is easy to access and modern (average score: 4.29). Overall average for presentation format: 4.30, with a standard deviation of 0.56.

4.3.2 Content Design: The content communicates clearly and is relevant to the topic (average score: 4.25). The content is consistent and provides knowledge (average score: 4.25). The content promotes the temple's identity and image (average score: 4.29). Overall average for content design: 4.26, with a standard deviation of 0.52.

4.3.3 Art and Design Elements: The illustrations are interesting and match the content (average score: 4.34). The art composition is visually pleasing and appropriate (average score: 4.35). The use of images with text is harmonious (average score: 4.28). The color tone and emotional response are suitable for the content (average score: 4.29). The number of pages is appropriate for the content and educational purposes (average score: 4.30). Overall average for art and design elements: 4.31, with a standard deviation of 0.49.

4.3.4 Potential for Further Development: The e-book design is suitable for educational use (average score: 4.34). The e-book can be further developed into other media (average score: 4.34). Overall average for potential development: 4.34, with a standard deviation of 0.47.

Overall Conclusion: The average score for all four areas of the evaluation is 4.30, with a standard deviation of 0.51, indicating a high level of satisfaction with the design.

5. Conclusion

The research on the design of the electronic printed media for the knowledge of Wat Thepthidaram Worawihan successfully blends print media with modern technology to present content about the temple's history, culture, and identity. The e-book prototype was developed based on this integration, inspired by the temple's unique artistic elements and minimalist design principles. The research aimed to explore the history and knowledge of the temple, study the design process of electronic printed media, and create an innovative communication tool for promoting tourism. The final design was evaluated by a group of experts and stakeholders, achieving a high level of satisfaction, particularly in terms of communication, content, and design.

6. Acknowledgment

The author would like to thank for financial support from the research and development institute, Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University, Bangkok, Thailand. and special thanks to Panuwat Kalip, Head of the Visual Communication Design Department for any suggestions to this research paper.

References

- Apichat Puksawat. (2021). *Participatory Communication Innovation*. Bangkok: Chulalongkorn University.
- Charoensaksak, K. (2000). e-learning: Learning strategies. *Economy*, 1(26), 43.
- Creative Social Innovation Foundation. (2021). *Children and Youth in Developing Communication Innovations for Social Change*. Unicef. <https://www.unicef.org/>.
- Kalip, P. (2022). Creating learning motivations media: The story of Hermit Exercise (Wat Pho) in the form of kiosks motion illustrations with AR system through the application. *Journal of Fine Arts, Faculty of Fine Arts, Suan Sunandha Rajabhat University*, 10(2), 48-56.
- Num Lukthung. (2011). *Unseen "Wat Thepthidaram"... The Beautiful "Library" as a Valuable Cultural Heritage*. MGR Online. <https://mgronline.com/>
- Rattanakosin Island Information Center. (2015). *Wat Thepthidaram Worawihan*. Wang Tha Phra Library. <http://www.resource.lib.su.ac.th/>
- Siam Rath Online. (2021). *Opening the Third National Tourism Development Plan: A Compass for the Thai Tourism Industry*. <https://siamrath.co.th/>
- Somchai Muangmu. (2020). *Learning Through Electronic Media*. PubHTML5. <https://pubhtml5.com/>