

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.

f04a4679e21f721830660be1aacf4e0cde44ac2624704f3823235d8c2b4524bb

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

THE PICTOGRAM AND SIGNAGE SYSTEM DESIGN FOR WAT THEPTHIDARAM WORAWIHAN

Panuwad Kalip

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

Email: Panuwad.ka@ssru.ac.th

ABSTRACT

The design of symbols and sign systems within Wat Thepdida Ram Worawiharn is a prototype design of symbol and sign systems that are designed to communicate and present information that reflects the identity, uniqueness, and image of the area. This research presents various information about Wat Thepdida Ram Worawiharn to help promote cultural tourism and conservation. The objectives of this research are to study and collect information about the identity, uniqueness, and floor plan of Wat Thepdida Ram Worawiharn, and to study the design process of symbols and sign systems to create innovative tourism information communication. The research involved collecting data and studying information for design, then summarizing the results to find design guidelines, designing, and evaluating the effectiveness with samples and experts.

From gathering data to find design directions, the conclusion of the design concept is under the concept of "The Goddess Labyrinth", inspired by the uniqueness of painting, sculpture, and architecture of Wat Thepdida Ram Worawiharn, which is a fusion of Thai and Chinese art. It is conveyed through symbols that show the identity of Wat Thepdida Ram Worawiharn through the design of a prototype symbol and sign system to communicate with the target group, a total of 1 prototype.

The population used in the research consists of experts, students, graduates, designers, and tourists. The sample group was selected at 100 people. The research tools are questionnaires and satisfaction surveys. The results of the evaluation were summarized, analyzed, and found by calculating the mean, percentage, standard deviation, and discussed the results.

From the summary of the research findings, the design of symbols and sign systems within Wat Thepdida Ram Worawiharn is at a high level of satisfaction, which can present and communicate the image and identity of the organization.

Keywords : Design, Pictogram, Signage System, Wat Thepthidaram Worawihan

INTRODUCTION

The use of crisis communication concepts and theories as one of the innovations in facing warfare to fight against risk situations is consistent with the concepts of mass psychology and communication work from many academic schools that reflect perspectives for implementation as follows: "Using communication strategies and public relations is a way to lead to the acceptance of practices to spread widely and continuously with the objective of wanting the target group to change attitudes and behaviors until they lead to cooperation for solving problems in the crisis that they are facing.)

Wat Thepdida Ram was built in 1836 by King Nangklao Chaoyuhua to honor Princess Wilas. It is located at 70 Mahachai Road, Samranrat Subdistrict, Phra Nakhon District, Bangkok. It is a royal temple of the third class, the type of Worawihan. It was originally called Wat Ban Phraya Krai Suan Luang and was also the temple where Sunthorn Phu was ordained and ordained at Wat Thepdida Ram in 1839-1842. During that time, he composed many

poems, but the story that is most related to Wat Thepdida Ram is "Ramphanaphilap", which describes the beauty of the scenery, as well as the adornments of the monastery and various sacred objects. Currently, the temple has named the former residence as "Kuttikul Sunthorn Phu" and cast a statue of Sunthorn Phu in the kuti as a memorial. (Ratanakosin Island Information Center, 2015)

The UNESCO Asia-Pacific region announced the 9th Asia-Pacific Cultural Heritage Conservation Award in 2011. As a result, 3 cultural heritages of Thailand received the award. One of them is the "Tripitaka Hall" of Wat Thepdida Ram, Bangkok (Nong Lukthung, 2011), which received the Outstanding Conservation Award. The important architecture of the temple, such as the main hall, the vihara, the assembly hall, the cloister, and the prang, is from the art of the 3rd reign, which was influenced by Chinese art. Since the society at that time had a lot of trade with China, it accepted Chinese culture into Thai architecture. The architectural style is a building without a gable and a gable like other temples.

Young people are born in a condition with a digital ecology system around them. There are digital items to see from toys, video games, online games, smartphones, tablets, laptops, etc. They are familiar with using the internet, communicating information in a variety of formats, both text, images, and video clips. Use new social media. It is used in a new normal lifestyle, such as online activities, using money, online learning, ordering goods, and many more.

The influence of these things makes young people able to do multiple tasks at the same time, such as doing homework, listening to music, opening multiple windows, using Facebook at the same time. The work is quite fast, changing screens back and forth, and does not like to do anything that takes too long, such as watching too long clips. These things affect behavior to have low patience for waiting. Communication with modern technology expresses emotions in a specific way. There is a creation of words, languages, or methods of imitating sounds, such as 555, sending images or stickers with different emotions. The way of life of young people is very different from that of previous generations. (Computer Service Office, Kasetsart University, 2021)

Visual communication is the use of visual elements to convey ideas and information, including but not limited to signals, drawings, graphic design, illustrations, industrial design, advertising, animation, and electronic resources. Humans have used visual communication since prehistory. Within modern culture, there are many types of characteristics when it comes to visual elements. It consists of objects, models, graphs, diagrams, maps, and photographs. Outside of the different types of characteristics and elements, there are seven components of visual communication: color, shape, tone, texture, ground shape, balance, and hierarchy. Each of these characteristics and components plays an important role in everyday life. Visual communication has specific purposes in various areas such as social media, culture, politics, economics, and science. In considering these aspects, the elements of the image present a variety of uses and the transmission of information. Whether it is advertising, teaching and learning, or speeches and presentations. These all involve visual aids that communicate messages. In reference to audiovisual media, the following are the most common: blackboard or whiteboard, poster board, annotation documents, video clips, projection devices, and computer-assisted presentations. (Rothwell, J. Dan, 2010)

From the above reasons and principles, it is considered that the design of a set of pictograms and signage systems plays a role in reflecting social status, politics, and cultural traditions. Ethnicity and religion, etc. The important role of the work will show its identity symbolically. (Tuenta Pornmuttawarong, 2022) the communication of information that shows the identity and image of the area. By this research, it is to present information about Wat Thepdida Ram Worawihan to help promote cultural tourism and conservation. It is a temple that is important as it is a third-class royal temple and is also a temple that has received the

Outstanding Conservation Award from the UNESCO Asia-Pacific region. This research will integrate the identity of the temple into the design. It is a promotion of the image for raising communication levels while linking to community tourism public relations that will generate growth in the grassroots economy. The objectives, research methods, development and design, etc. are in the following topics.

From the reasons and principles above Therefore consider that Design of pictograms and signage systems Communication presents information demonstrating the identity, uniqueness, and image of the area. This research presents various information contents. of Wat Thepthidaram Worawihan To help promote

OBJECTIVE

1. To study and research information about the identity, uniqueness, and floor plan of Wat Thepdida Ram Worawihan.
2. To study the format, process of designing symbols and signage systems, to create innovative information communication to promote tourism.
3. To create guidelines for designing a set of symbols and signage systems within Wat Thepdida Ram Worawihan..
4. To evaluate the satisfaction of the prototype design of the set of symbols and signage systems for the target group.

SCOPE OF RESEARCH

1. Scope of the area: The study area is Wat Thepdida Ram Worawihan.
2. Scope of the population and sample: Experts in design, design students, and tourists.
3. Scope of the content: This research is to study, survey, and analyze data on the design of symbols and signage systems to have the appropriate characteristics and effectiveness.
4. Scope of the prototype design of the set of symbols and signage systems: 1 prototype

RESEARCH METHODOLOGY

1. Determination of the population and sample
 - 1.1 Population
 - 1.1.1 Private designers, design entrepreneurs
 - 1.1.2 Design students, Suan Sunandha Rajabhat University
 - 1.1.3 Tourists
 - 1.2 Sample The researcher selected the sample by purposive sampling by selecting from the population. The total sample was 100 people, divided into:
 - 1.2.1 Private designers, design entrepreneurs: 10 people
 - 1.2.2 Design students, Suan Sunandha Rajabhat University: 80 people
 - 1.2.3 Tourists: 10 people

2. Research tools

From the research project "The Pictogram and Signage Systems Design for Wat Thepdida Ram Worawihan", the following research tools were used to collect data:

2.1 Data recording photography: The type of photography is to take pictures to record data for analysis, determine the format of symbols and signage systems within Wat Thepdida Ram Worawihan for communication and design, using with the sample.

2.2 Satisfaction survey form: To be used to evaluate the satisfaction of the design of symbols and signage systems in terms of communication, graphics, and usability from the sample and experts. The questionnaire is divided into 2 parts:

Part 1: General information of the questionnaire
Part 2: Symbol and Signage System Design Assessment Form

1. Design and Art Elements
2. Perception and Communication
3. Function, Benefits, and Ease of Use
4. Potential for Improvement

3. Data Collection

Data collection for this research The researcher has collected the following information:

3.1 Study information from the area of Wat Thepthidaram Worawihan. connection History Various knowledge Cultural capital, art, wisdom, highlights, and diagrams are used to create guidelines for designing a set of pictograms and a prototype sign system for communication and public relations from what appears to the target group. and experts in media design To obtain information about application guidelines in production appropriate to the qualifications and target group

3.2 Collection of various data is as follows.

- Interview (Interview Method) by conducting in-depth interviews (In-depth Interview) and small group discussions (Group Interview) of the target group. and design experts

- Observation (Observation Method), both observing in the area and various locations Around Wat Thepthidaram Worawihan

4. Design and development

The research is to design a set of symbols and signage systems that are integrated with current technologies and communication to present information that reflects the identity, uniqueness, and image of the area. The research is to present information about Wat Thepdida Ram Worawihan to help promote cultural tourism and conservation. The design of the research includes the following:

1. Prototype set of pictograms and signage system

5. Design evaluation

The research will evaluate the satisfaction of the design of the symbols and signage systems through virtual reality technology. The evaluation will be divided into two parts: general information of the questionnaire; Symbol and Signage System Design Assessment Form From a sample of 100 people, including private designers, design students from Suan Sunandha Rajabhat University, and tourists.

RESULT

Data analysis

From the collection of data from the document, the field work, and various inquiries to find a way to create the design of symbols and signage systems within Wat Thepdida Ram Worawihan, the analysis results are that people born in the digital ecology system (DES) are surrounded by a variety of information communication formats, including text, images, videos, and new social media. These formats are used in new normal lifestyles, such as online banking, online learning, and online shopping. Graphic symbols are a communication format that can be used to create interest and can be presented in a variety of ways, including images, text, videos, and graphics through smartphones, tablets, and laptops. This research uses graphic symbols to communicate information that shows the identity, uniqueness, and image of the area. It presents information about Wat Thepdida Ram Worawihan to help promote cultural tourism and conservation. The design concept is based on the "Goddess Labyrinth" idea, inspired by the unique features of the painting, sculpture, and architecture of Wat

Thepdida Ram Worawihan, which is a fusion of Thai and Chinese art. The graphic symbols are used to show the uniqueness of Wat Thepdida Ram Worawihan.

Design work

From the analysis of data to find a design direction, the researcher designed a prototype of symbols and signage systems that can be scanned with virtual reality technology through a smartphone, with one prototype. The symbols and signage systems present symbols representing places and points within the temple area. They are presented in the form of signage systems and virtual reality technology to communicate tourism information under the concept of the "Goddess Labyrinth". This concept was inspired by the unique features of the painting, sculpture, and architecture of Wat Thepdida Ram Worawihan, which is a fusion of Thai and Chinese art.

The symbols and signage systems are designed to be minimalist in style, with a modern look that is simple but elegant, with a focus on the illustrations that represent the identity of Wat Thepdida Ram Worawihan. The illustrations are in the form of line drawings that capture the beauty of the place. The design works have the following formats.

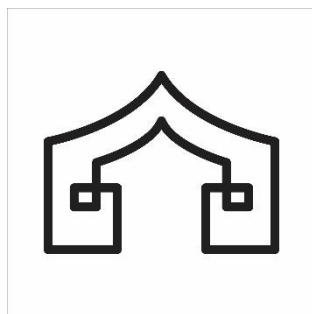


Figure 4.1 : Pictogram of the chapel.
hall.

Source : Panuwad Kalip

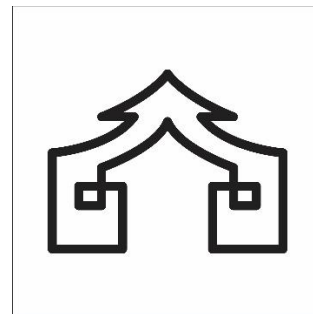


Figure 4.2 : Pictogram of the sermon

Source : Panuwad Kalip

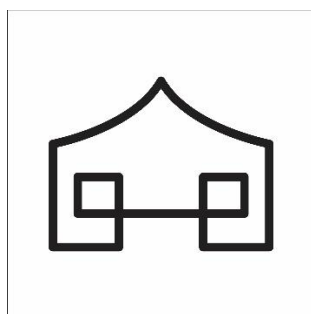


Figure 4.3 : Pictogram of Ho Trai.

Source : Panuwad Kalip

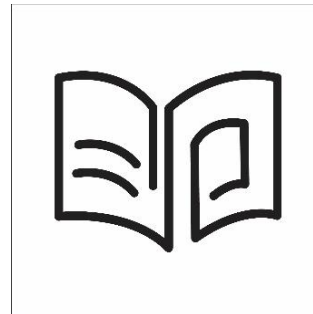


Figure 4.4 : Pictogram of Kuti Sunthon Phu.

Source : Panuwad Kalip

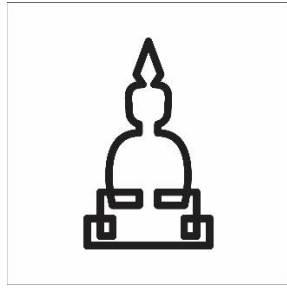


Figure 4.5: Pictogram of a temple.
Source : Panuwad Kalip

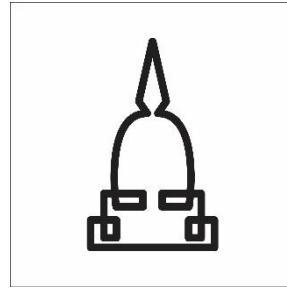


Figure 4.6: Pictogram of a pagoda.
Source : Panuwad Kalip

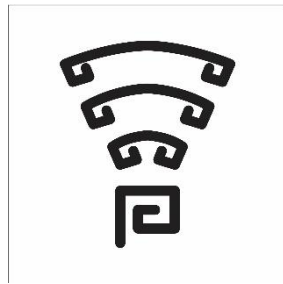


Figure 4.7 : Pictogram of Wi-Fi.

point.

Source : Panuwad Kalip

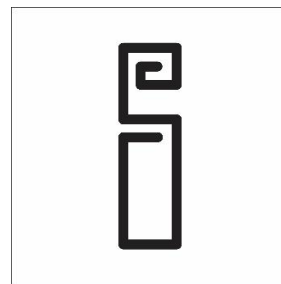


Figure 4.8 : Pictogram of Information

Source : Panuwad Kalip

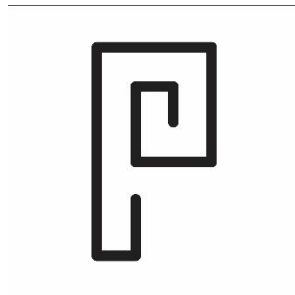


Figure 4.9 : Pictogram of parking.

restroom.

Source : Panuwad Kalip

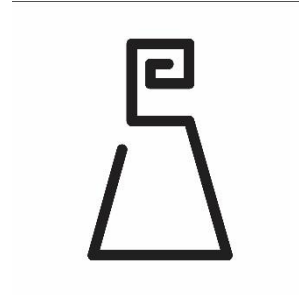


Figure 4.10 : Pictogram of women's

Source : Panuwad Kalip

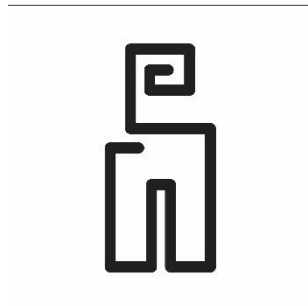
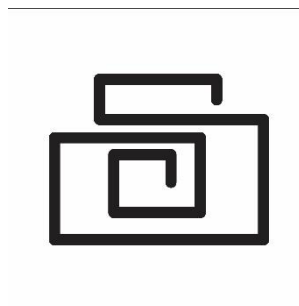


Figure 4.11 : Pictogram of men's restroom. **Figure 4.12 :** Pictogram of photography spot.



Source : Panuwad Kalip

Source : Panuwad Kalip



Figure 4.13 : Signage system prototype (1).

Source : Panuwad Kalip

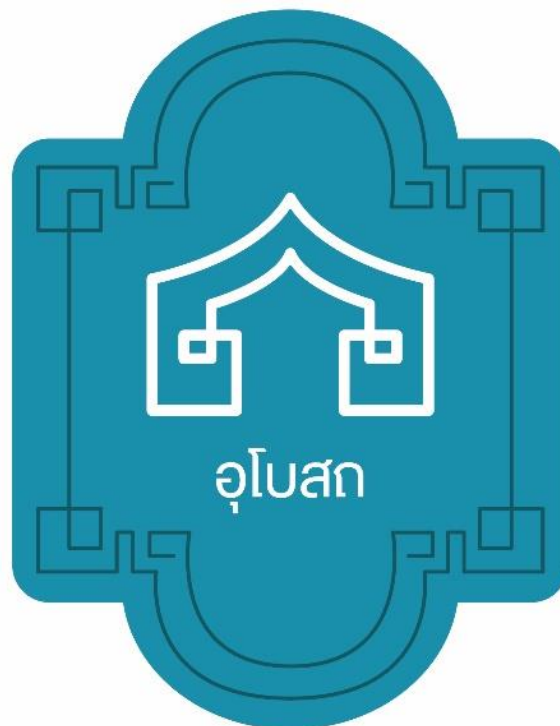


Figure 4.14 : Signage system prototype (2).

Source : Panuwad Kalip

SUMMARY OF RESEARCH RESULTS

The design of symbols and signage system within Wat Thepdidarom Worawihan is a prototype design that communicates and presents information that reflects the identity, uniqueness, and image of the area. This research aims to present information about Wat Thepdidarom Worawihan to help promote cultural tourism and conservation. The objectives are to study and collect information about the identity, uniqueness, and layout of Wat Thepdidarom Worawihan, and to study the design process of symbols and signage system to create an innovation for promoting tourism. The prototype design of symbols and signage system within Wat Thepdidarom Worawihan was created by collecting data from the field, studying the information, and then summarizing the results to find the design guidelines. The design was then evaluated by a sample group and experts.

From gathering information from documents, field visits, and various inquiries to find creative solutions. From the design of pictograms and signage systems Inside Wat Thepthidaram Worawihan The results of the analysis were obtained that The new generation was born into a digital environment (Digital Ecology System) around them, communicating information in many forms, including text, images, video clips, using new social media, including symbolic media. This is a form of communication that can create interest. The design concept is based on the idea that it is a goddess maze. inspired by From the uniqueness of the paintings, sculptures, and architecture of Wat Thepthidaram Worawihan. which is a combination of Thai and Chinese arts Conveyed through symbolic images showing the uniqueness of Wat Thepthidaram Worawihan.

From the design of pictograms and signage systems Inside Wat Thepthidaram Worawihan The researcher evaluated the design work. From pictograms and signage systems Representing various locations and points within the temple, 1 prototype set, evaluated from a sample group of 100 people, consisting of experts, students/designers. To find results, which consists of 4 aspects as follows: 1. Communication presentation format 2. Content information design 3. Design and artistic elements 4. In terms of further development The evaluation results can be summarized as follows.

Results of evaluation of design work in all 4 areas of the prototype design of pictograms and signage systems within Wat Thepthidaram Worawihan, 1 set. Area 1. Design and artistic elements. There was a total mean of 4.37, a total standard deviation of 0.51, aspect 2. Perception and communication. There is a total mean of 4.41, a total standard deviation of 0.49, aspect 3. Functions, benefits, ease of use. There is a total mean of 4.40, a total standard deviation of 0.49 and aspect 4. The aspect of further development. There is a total mean of 4.40, a total standard deviation of 0.49.

Summarizing the results of the evaluation of all 4 aspects of work, it was found that there was a total mean of 4.40, a total standard deviation of 0.50, which has a high level of satisfaction.

ACKNOWLEDGEMENT

Research on Designing pictograms and signage systems within the temple, Thepthiraram Worawihan. The set objectives were accomplished with great help and support from various agencies. For which the researcher would like to express his gratitude as follows: I would like to thank the Faculty of Fine and Applied Arts. Suan Sunandha Rajabhat University for supporting the budget for this research. Wat Thepthidaram Worawihan Use the location to take photos and collect data. and study groups in support of this research and research and development institutes Suan Sunandha Rajabhat University for providing great support in delivering documents and information regarding research

REFERENCE

- Computer service office Kasetsart University. (2021). *Emotional intelligence and digital communication abilities*. [Online]. From : <https://learningdq-dc.ku.ac.th/>. November 23, 2021.
- Narong Sompong. (1992). *Media for promotional work* (2nd ed.). Bangkok: O.S. Printing House.
- Rattanakosin Island Information Center. (2015). *Wat Thepthidaram Worawihan*. [Online]. From : <http://www.resource.lib.su.ac.th/>. November 23, 2021.
- Ratthaphong Bunyanuwat. (2020). *Communication innovation. with the COVID-19 virus crisis situation*. [Online]. From : <https://www.matichon.co.th/>. November 23, 2021.
- Rothwell, J. Dan. (2010). *Introduction to Communication* (3rd ed.). New York: Oxford University.
- Tuenta Pornmuttawarong.(2022) Fashion Identity Design based on Buddhist philosophy of Wat Phra Chetuphon Wimonmangkalaram Ratchaworamahawihna. *Art Pritas Journal*, 10(2), 77 – 82.