

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการการวิจัยแห่งชาติ



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RECORDING OF THAI SUB CULTURE HISTORY
THROUGH CONTEMPORARY DOLL

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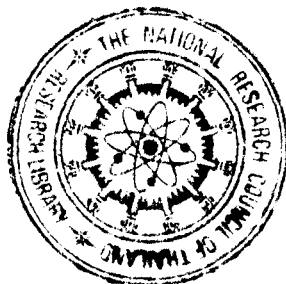
A PROJECT SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF SCIENCE (DESIGN AND PLANNING)
SCHOOL OF ARCHITECTURE AND DESIGN
KING MONCKUT'S UNIVERSITY OF TECHNOLOGY THONBURI

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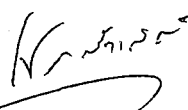


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THROUGH CONTEMPORARY DOLL**




Ms. July Wongvisuthirat B.A (Business English)


A Project Submitted in Partial Fulfillment of
The Requirements for
The Degree of Master of Science (Design and Planning)
School of Architecture and Design
King Mongkut's University of Technology Thonburi
2010

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Abstract

When people ally in a group, the culture of each nation was created. In each culture, there are different legends or stories which has been told in the past and recorded in several ways depending on people in that society; for example, in literature, picture, painting, art work to transfer the histories to people in the next generation.

Due to the change of communication culture, the receiving of history information via the written document is not the interesting way for new generation, especially about Thai history. In the aspect of the researcher, to transfer the Thai sub culture history to the new generation, the new media, which is contemporary doll, is selected to be the media to convey the Thai sub culture to new generation.

The aim of this project is to record the One Baht Cartoon, which is Thai sub culture story, via contemporary doll in order to convey this sub culture to the new generation. The methodology in this study consists of three sections which are; 1) the interview with One Baht cartoonists to receive reliable information to use for design the characteristic. 2) Design Framework and Design Strategy used to determine the design discipline of One Baht Cartoon characteristic to be the perfect scheme. 3) User study is conducted to find out the good representative of One Baht Cartoon.

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The result of the project is to designing the contemporary Thai sub culture doll of One Baht Cartoon characteristic, which need to record the entire appearance of One Baht Cartoon including paintbrush line, unique handwriting, and cover layout.

Keywords : Communication Culture / Thai Sub Culture / Thai Cartoon / Contemporary Doll

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