

Research Title	Font and Clip Art Design in Lao Song Style
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The objectives of the research on the design of font and clip art in Lao Song style were 1) to analyses the design procedure of the cultural-style font and clip art in Lao Song arts, 2) to find Lao Song style font and clip art for printing used to promote lifestyle, culture and traditional tourism 3) to study the perception on use of Lao Song style font in printing of four studied groups including Lao Song ethnics, government officers, media designers and students, in SuphanBuri province. Results of the study showed that differences in familiarity with Lao Song culture and traditions as well as the background knowledge in font and clip art design of sample groups provided divert information and attitudes, making it difficult to draw the conclusion regarding the appropriateness of the works. For experts who have different expertise, e.g. textile design, culture and traditions, design and use of font and clip art, their opinions were predominantly based on their special skills. Therefore, the researchers found that a clear objective detailed for utilization is necessary for this type of study. Recommendations from an advisor and experts help the researchers to present the font and clip art which can contemporarily portray culture and traditions. When used, the works can effectively depict Lao Song culture.