

## **YALA PROVINCE GRAPHIC AND CLIP ART DESIGN**

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### **Abstract**

The objectives of this study is to design clip art that are ready applicable and represent art and cultural of Yala Province and Southern Provinces of Thailand for graphic designer to use in various graphic decoration. Electronic media design, environmental graphic design, textile design and souvenir design all requires picture as to convey the meaning. Some designs still lack of creativity in the picture design and do not precisely and visibly represent the uniqueness of Yala province. The research process consist of studying related document and doing field research analyze and summarize the specific characteristic of art through the use of graphic design and computer. The outcome of this study are 1 set of clip art consisted of 101 pieces of vector graphic file with high resolution; Clip art set of symbol of Yala province such as importance places and social activities which contains of sign plate and famous souvenir and Clip art of pattern design, variation of pattern design such as ancient architecture and cultural pattern.

**Keywords:** Graphic art, clip art, southern border provinces

### **INTRODUCTION**

Thailand's three southern border provinces namely; Yala, Patani and Narathiwat present distinct heritage through coexistence of Thai Buddhist, Chinese and Muslim community that is different from the rest of the country. The region, having Muslim as majority, develops charming and unique identity, from language and believe to tradition and lifestyle, and from costume and art to architecture. The cultural richness of the region with no doubt attracts local and national attention for cultural reproduction and conservation. Thus, graphic art both printing and electronic which presents art and culture of the region seems to be neglected and gains less attention in term of its graphical creativity for visual communication. In consequence, graphic design activity does not represent objectively a clear cultural identity, character and spirit of the region in spite of the fact that graphic design, specifically font and clip art, increasingly plays significant role for today's communication. Representing culture and character of the region through graphic design not only good for cultural promotion, it also gives benefit for commerce. As graphic designers require unique font and clip art for their graphic works, the designed instant font and clip art will prompt them easiness and shorten their work time.

#### **The objective of the creativity**

1. To find the pattern of graphic design that still applicable to present contexts representing the southern border provinces.
2. To design graphic font and clip art for graphic design related to art and culture of the southern border provinces by using computer for various media use.

#### **The expected outcomes of the creativity**

1. A set of designed font that include letter, tone mark and number both English and Thai.
2. A set of designed clip art that represent local art and culture.

#### **Scope of study**

1. The three southern border provinces; Yala, Pattani and Narathiwat are selected for the study.
2. The designed works are graphic media for various graphic design works.

### Study steps

1. Conducting research from related literatures
2. Conducting field research
3. Analyzing data
4. Designing
5. Testing for validity
6. Making correction and adjustment
7. Checking and evaluating by expert
8. Making conclusion

### Technical terms used in the creativity

1. Graphic art (or in Thai เลขศิลป์, Lekh-Na-Silp) means a branch of arts using letter, picture or pattern for decoration or convey meaning
2. Style means unique character identifying identity of a specific thing or group.
3. Font means alphabet, consonants, vowel, tone marks and number designed by using computer processing and available on keyboard for graphic design works.
4. Clip art means small instant pictures designed by using computer and can be easily added to a document to make text or message more interesting.
5. Southern border provinces means three southern most provinces of Thailand i.e. Yala, Pattani and Narathiwat.

### METHOD

This study is creativity designing research. The research started from data collection and data analysis. Researcher then explained the concept and technique to research team for creativity designing.

- Conducting research on related literatures
- Collecting field data
- Analyzing data
- Designing
- Evaluation.

### Documentary research

1. To study the style and pattern of the identity of the southern border province
2. To study the graphic design, fonts and clip art.

### Documentary data analysis

Documentary data analysis focuses on how creativity works found in the region to represents its identity and what technique are used in graphic design, font and clip art design.

### Field research

Field data were collected by conducting field research in order find creative identity and design works in various places in the southern border province. Data were recorded by camera and note.

### Designing process

After having result from data analysis, designing process was conducted following these steps; planning, preproduction, design sketching, production and publication.

1. Planning: The planning step was taken after data were analyzed. Plan designing was done in order to meet the objective and concept of fonts and clip art for actual use.
2. Preproduction: After planning step was taken, the next step was preproduction. This step was to reproduce by design sketching based on data analyzed. The detail of computer program which applicable for the designed fonts and clip art was studied to prevent any interruption.
3. Production: This step was to produce fonts and clip art by using computer program. During this step, testing the fonts and clip art by putting on printing media was also conducted.

4. Work recording and publication: The last step was to record the creativity work with graphic file format that will be available for graphic designer to use.

#### Designing work evaluation

Researcher conducted designing work presentation to the target group and experts to evaluate the functionality and their effectiveness. The evaluation is also collect feedback from graphic designers and expert for further development and correction and to prevent from interruption.

#### Creative work analysis

This creative work was completed from studying various sources of data, data analysis and creative production of font and clip art for graphic design.

#### The result of data analysis

The clip art design for Yala province was the designing result based on social and cultural fact about Yala province as following details;

1. Social characteristic includes its geography, landscape, natural resources, provincial symbol, famous places, lifestyle, tools, animal and provincial attractive products.
2. Cultural characteristic includes ancient sites, antique and ancient items, tradition, culture and pattern and motif.

#### Designing result

This final designing result of clip art is ready for use for general graphic design. This set of clip art consist of 101 clip art in the form of high pixel vector format for graphic design. There two categories as follow;

1. Symbol clip art that present Yala province,
2. Motif and pattern clip art.

**Figure1. Categories symbol clip art that present Yala province, Design by Saringkharn Kitiwinit (2016)**

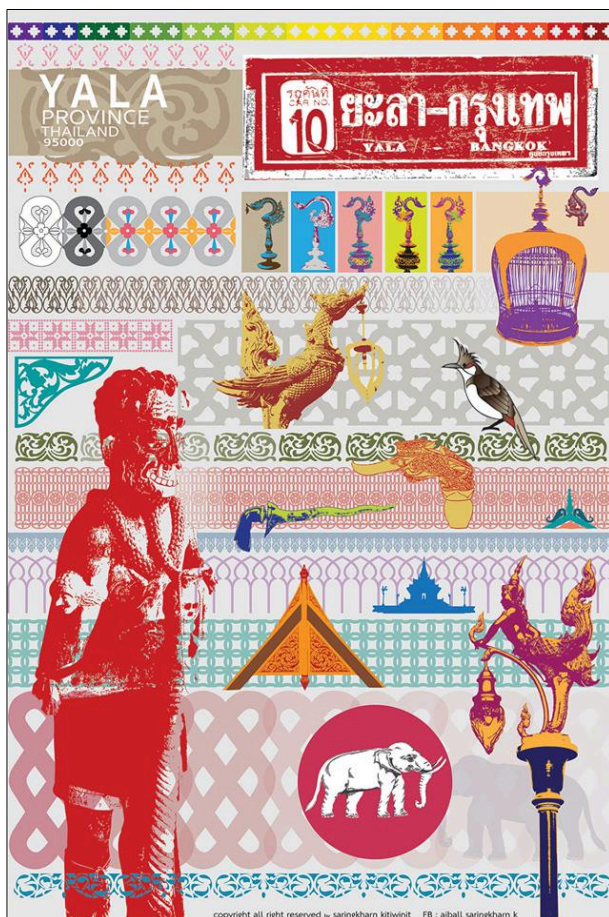


Figure2. Categories motif and pattern clip art, Design by Saringkharn Kitiwinit (2016)



## CONCLUSIONS AND SUGGESTIONS

The creative design project provides interesting topic for further study and discussion that will be useful for graphic design activity specifically clip art designing that representing Yala province.

### Conclusion

This clip art design project, as the result of documentary and field data collection, data analysis and production, provides satisfied result of two set of clip art as follow;

1. Symbolic clip art that represents Yala province such as places and signboards and social events,
2. Motif and pattern clip art such as cultural and architectural motifs that derived from various places and building and designed for graphic design work.

### Suggestions

To design clip art that represent art and culture of a particular region, it is necessary for designers to work hard on research on art and culture of the region. Art and culture of a specific region or specific group of people have their own uniqueness and complexity which illustrate the local wisdom, creativity and beauty. It is not only an attempt to conserve art and culture as regional heritages, but to design clip art that represent locality of the region is also to create a value add to local enterprises by turning art and culture of the region to cultural capital. Therefore, this kind of graphic design should be encouraged by all parties. It is recommended that art designers, specifically, who do not have any skill computer graphic should take course on computer graphic and field research to field data. Thailand's southern border province have richness of their cultural assets and it is for creative designer to turn these assets to mobilize economy and make art and culture and to be dynamic.

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