



กองทุนพัฒนาบุคลากร
มหาวิทยาลัยราชภัฏสกลนคร
แบบสรุปผลการนำเสนองานวิจัย

1. ชื่อ – สกุล... นางสาวสุภัทรา ลูกรักษ์ ตำแหน่งทางวิชาการ ... อาจารย์ ...
2. สาขาวิชา ... การออกแบบกราฟิกและมัลติมีเดีย สังกัด ... คณะเทคโนโลยีอุตสาหกรรม ...
3. ประเภทบุคลากร ... สายวิชาการ ... เบอร์โทร... 081-904-7663
4. ขอสรุปรูปการขอรับเงินสนับสนุนการนำเสนอผลงานวิจัย
ชื่อเรื่อง (ภาษาไทย) ... แนวทางการออกแบบสัตว์สัญลักษณ์สำหรับประเทศไทย ...
ชื่อเรื่อง (ภาษาอังกฤษ) ...DESIGN GUIDELINES FOR MASCOT OF NORTHEAST OF THAILAND...
5. ระหว่างวันที่ 18-24 มีนาคม 2560 รวม - เดือน 7 วัน
6. สถานที่ The Partridge Inn Wallingford ประเทศอังกฤษ

สรุปสาระสำคัญ

ตามที่ข้าพเจ้าได้รับงบประมาณเพื่อเดินทางไปนำเสนอผลงานวิจัย Oral Presentation เรื่อง Solar Water Pumps for Agriculture ในการประชุมระดับนานาชาติ The IRES 161th International Conference, International Conferences on Economics and Social Sciences (ICESS) จัดโดย The Institute of Research Engineers and Scientists (The IRES) ณ เมืองอ็อกฟอร์ด ประเทศอังกฤษ ในระหว่างวันที่ 19-20 มีนาคม 2560 รวม 2 วัน โดยได้รับงบประมาณสนับสนุนงานวิจัยตามประกาศมหาวิทยาลัยราชภัฏสกลนคร เรื่อง หลักเกณฑ์และวิธีการจัดสรรเงินสนับสนุนบุคลากรเพื่อเสนอผลงานวิจัย ภายในประเทศหรือต่างประเทศ โดยเบิกจ่ายค่าลงทะเบียน เบิกจ่ายตามจริง จำนวนเงินไม่เกิน 10,000 บาท และค่าเดินทางโดยสารเครื่องบินไป-กลับ ค่าที่พัก ค่าเบี้ยเลี้ยง จำนวนเงินไม่เกิน 30,000 บาท รวมจำนวนเงินทั้งสิ้น 40,000 บาท (สี่หมื่นบาทถ้วน)

การเดินทางไปนำเสนอผลงานวิจัยในครั้งนี้ได้สำเร็จลุล่วงไปด้วยดี และบรรลุตามวัตถุประสงค์ทุกประการ

บทความที่นำเสนอในงานประชุมนี้มีคณะกรรมการในการอ่าน (Peer Review) โดยได้ตีพิมพ์ใน Proceeding of The IRES 161th International Conference (ISBN-978-93-86291-88-2) และเผยแพร่ในวารสารที่อยู่ในฐานข้อมูลดังต่อไปนี้

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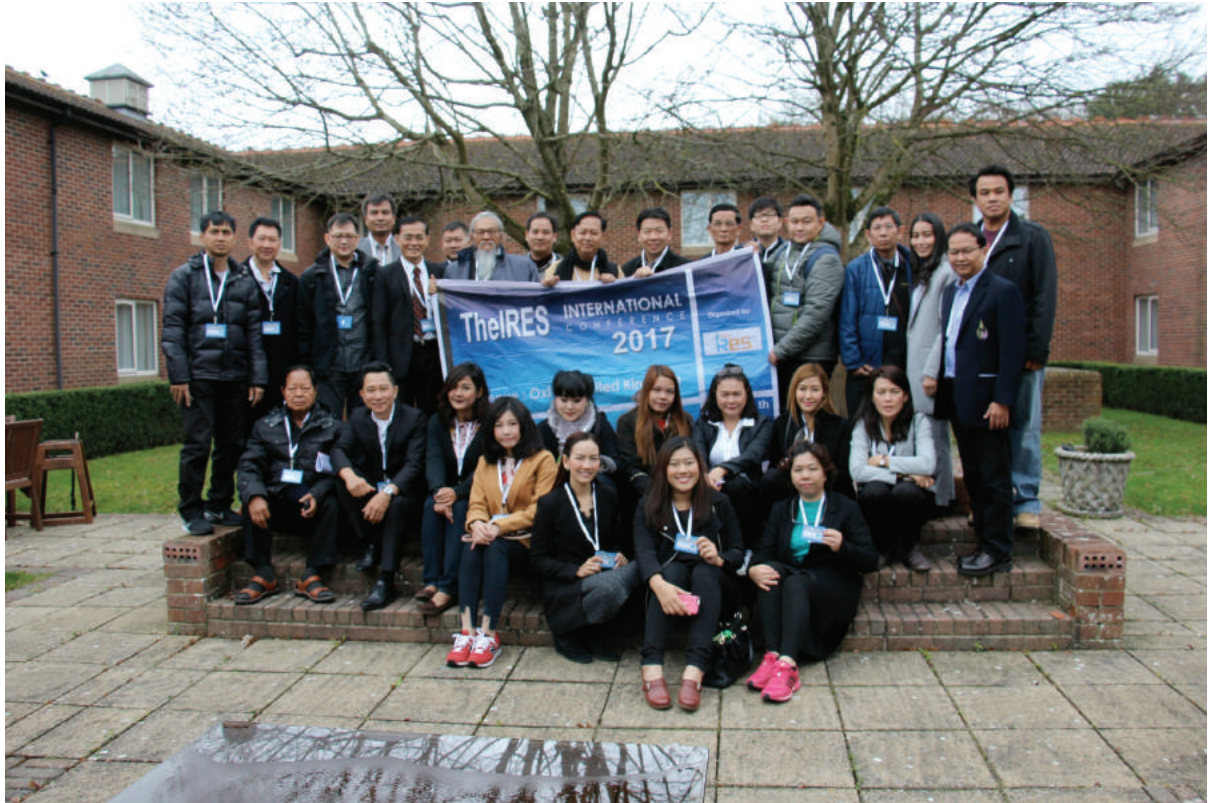
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ประโยชน์ที่ได้รับจากการนำเสนอผลงานวิจัยในครั้งนี้ มีดังนี้

1. ได้พัฒนาการเขียนบทความเป็นภาษาอังกฤษ
2. ได้ประสบการณ์ในการนำเสนองานวิจัย Oral Presentation เป็นภาษาอังกฤษ
3. ได้แลกเปลี่ยนประสบการณ์ในการวิจัยกับนักวิจัยจากประเทศต่าง ๆ
4. ได้รับประสบการณ์ในการนำเสนองานวิจัยในต่างประเทศ
5. ได้เผยแพร่ผลงานวิจัยในระดับนานาชาติ

ภาพกิจกรรมการนำเสนอผลงานวิจัย





ข้อเสนอแนะเพื่อการพัฒนาการเรียนการสอน หรือเกี่ยวข้องกับวิชาชีพที่ปฏิบัติงาน

การเดินทางไปนำเสนอผลงานวิจัยในครั้งนี้มีประโยชน์อย่างยิ่งนอกจากเป็นการเผยแพร่ผลงานวิจัยแล้วยังได้ข้อเสนอแนะในการปรับปรุง เพิ่มเติมผลการวิจัย การวิเคราะห์ผลการวิจัย ให้มีความสมบูรณ์มากขึ้นและได้แนวคิดในการพัฒนาเพื่อทำงานงานวิจัยครั้งต่อไป รวมถึงได้มีโอกาสในการพัฒนาการใช้ภาษาอังกฤษเพื่อการสื่อสาร ซึ่งสามารถนำมาใช้ในการพัฒนาการเรียนการสอนนักศึกษาให้มีคุณภาพยิ่งขึ้นได้

ลงชื่อ

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EVENT ACCEPTANCE LETTER

Dear **SUPATRA LOOKRAKS,**

We are happy to inform you that your paper has been selected for **ICISS** on **19th- 20th March, 2017** at **Oxford, United Kingdom** after peer review process which will be organized by **IRES** and in association with **PET** for presentation (oral presentation/ poster presentation) at the Conference. Registered papers will get Conference Proceeding having ISBN (*International Standard Book Number*) and certificates of paper presentation.

Paper Title: DESIGN GUIDELINES FOR MASCOT OF NORTHEAST OF THAILAND

Author's Name: SUPATRA LOOKRAKS

Co-author's Name:

Paper ID: IRES-ICISSOXFRD-19037-3390

Kindly confirm your Registration and Event Participation by following links.

Official Page of event: <http://theires.org/Conference2017/UK/3/ICISS/>

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Note: Kindly send us the details regarding payment and Registration form to the official mail Id of the Event before last date of registration.

All Selected and registered papers will also be forwarded for publication in any one of the following International Journals after the conference.

Journal Name	Indexing and Impact factor
International Journal of Business and Management Science	Impact Factor: 0.200 Indexing :Yes/ Scopus/Google Scholar
Gadjah Mada International Journal of Business	Impact Factor: 0.149 Indexing :Yes/ Scopus/Google Scholar
International Journal of Advances in Soft Computing and its Applications	Impact Factor: 0.547 Indexing :Yes/ Scopus/Google Scholar
International Journal of Clinical Pharmacology Research	Impact Factor: 0.672 Indexing :Yes/ Scopus/Google Scholar
Journal of Huazhong University of Science and Technology	Impact Factor: 0.344 Indexing :Yes/ Scopus/Google Scholar
ActaPolytechnicaScandinavica, Applied Physics Series	Impact Factor: 0.399 Indexing :Yes/ Scopus/Google Scholar
Aquaculture, Economics and Management	Impact Factor: 0.45 Indexing :Yes/ Scopus/Google Scholar
International Journal of Environmental Research	Impact Factor: 0.415 Indexing :Yes/ Scopus/Google Scholar
International Journal of Advanced Research in Electrical, Electronics and Instrumentation Engineering (IJAREEIE)	Impact Factor : 1.686 Indexing : Yes/Google Scholar
International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET)	Impact Factor : 1.672 Indexing : Yes/Google Scholar
International Journal of Innovative Research in Computer and Communication Engineering (IJIRCCE)	Impact Factor : 1.386 Indexing : Yes/Google Scholar
Mechanical Engineering Series, Springer	Indexing : Yes/Google Scholar
International Journal of Innovative Research and Development (IJIRD)	Impact Factor : 6.19 Indexing : Yes/Google Scholar
International Journal of Applied Engineering Research and Development (IJAERD)	Impact Factor: 1.6842 Indexing : Yes/Google Scholar
International Journal of Civil, Structural, Environmental and Infrastructure Engineering Research and Development (IJCSEIERD)	Impact Factor: 5.7179 Indexing : Yes/Google Scholar
International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)	Impact Factor: 5.3403 Indexing : Yes/Google Scholar
International Journal of Robotics Research and Development (IJRRD)	Impact Factor: 1.5422 Indexing : Yes/Google Scholar
International Journal of Computer Networking, Wireless and Mobile Communications (IJCNWMC)	Impact Factor: 5.3963 Indexing : Yes/Google Scholar
International Journal of Mechanical and Production Engineering (IJMPE)	Impact Factor: 3.05 Indexing : Yes/Google Scholar
International Journal of Electrical, Electronics and Data Communication (IJEEDC),	Impact Factor: 3.46 Indexing : Yes/Google Scholar
International Journal of Advances in Science, Engineering and Technology (IJASEAT)	Impact Factor: 3.05 Indexing : Yes/Google Scholar
International Journal of Industrial Electronics and Electrical Engineering(IJIEEE)	Impact Factor: 2.51 Indexing : Yes/Google Scholar

Note: This is the officially letter for your paper Acceptance only. You need to confirm your registration and event participation by paying the registration fees before the last date of Registration.

Important Note: Above mentioned conference dates will be adjust to single day conference based on the availability of space in the hotel and numbers of participants which will reassured to the participants a week before the conference date. There will be No refund for making room reservations or flight tickets before the final confirmations.

Those who wanted to make a request for Halal or vegetarian food should inform earlier. There will be no refund for having food from outside the provided Menu.

Thank you.

Regards

PRIYANKA YADAV

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Design Guidelines for Mascot of Northeast of Thailand.

[Miss.Supatra Lookraks]

The mascots design in Thailand is still very popular. Because also highlighted the importance and need for support to be used to promote products and tourism to attract consumers. I am therefore, interested in finding ways to design guideline for mascots to promote local products and tourism of Thailand.

The collection of data from communities with different needs questionnaire about mascot design, that will be represented in delivering products and tourism. The results of the data analysis, the design of the target can be used to design the look to build on common interests most is the look of the animal. The story of mascot design from character that makes the hearts and attract the most adventurous companion, who is not a lonely and harmony among friends. The personality traits of character that can create a clear identity. Including pulling the identity of the character fun and outstanding. And when the community or local people are often bound up with food, this is the culture in the northeast of Thailand. As well as the fun of traditional Thailand that can communicate out to the mascot looks bright, naturally and cheerful. Can be used to heat the air natural and spicy test of food presented mascot for Thailand. Which is known both at home and abroad.

Design guideline for this mascots, it can be fun, creative style guidelines and information from the survey needs in that area in Thailand. The mascots with different characteristics in each district, help to further promote their products and travel more. Promoting economic and social strength.

Keywords: Mascot, Character, Attract, Promote, Information, Local Product;

PROGRAM SCHEDULE
THE IRES INTERNATIONAL CONFERENCE
(Oxford , United Kingdom, 20th March, 2017)

 Organized By	 In association with	 World Research Library			Important Information  <ul style="list-style-type: none"> • Timing of Conference: As per Oxford Local Time • Venue: The Partridge Inn Wallingford 32 St Mary's St, Wallingford OX10 0ET, UK
Registration and Reporting time 9.00AM	Inauguration Function 9.15AM	Breakfast 9:30 AM	Expert Lecture & Keynote Speech 10.00AM	Vote of Thanks by Conference Secretary 10.10AM	
Technical Session-1 (10.20AM to 2.30AM)					
SI no.	Paper ID/Reg.ID	Paper Title	Author	Co-authors	Author's Affiliation
1	IRES-ICESOXFRD-19037-02	INTEGRATING RELATIONSHIP OF THE FIVE ELEMENTS IN CREATING PRODUCT DESIGN OF INTERIOR DECORATIVE SOUVENIRS	SOMSAKUL JERASILP	JONG BOONPRACHA	FACULTY OF INDUSTRIAL TECHNOLOGY SUAN SUNANDHA RAJABHAT UNIVERSITY BANGKOK THAILAND
2	IRES-ICESOXFRD-19037-01	THE SUSTAINABLE DEVELOPMENT OF COMMUNITY PRODUCT AND PACKAGING BY CREATIVE ECONOMY FOR ANGTHONG PROVINCE	SURAPHAN RATTANAVADI		DEPARTMENT OF INDUSTRIAL DESIGN, FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHAT UNIVERSITY
3	IRES-ICESOXFRD-19037-3389	DIFFERENTIATION OF AROMA AND MOOD ON PACKING DESIGN	PREECHAYA KRUKASET		FACULTY OF INDUSTRIAL TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND
4	IRES-ICESOXFRD-19037-3390	DESIGN GUIDELINES FOR MASCOT OF NORTHEAST OF THAILAND	SUPATRA LOOKRAKS		FACULTY OF INDUSTRIAL TECHNOLOGY DEPARTMENT SSRU THAILAND
5	IRES-ICESOXFRD-19037-03	STUDY OF PRODUCT DESIGN: PERCEPTION OF PRODUCT USERS IN FUNCTIONALITY AND ABILITY OF PRODUCTS TO CONTROL CALORIES FROM THE ELDERS' MEALS	PATINYA SANG-AROON	PAKINSITTILOETPRASIT	DEPARTMENT OF INDUSTRIAL DESIGN, FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHATUNIVERSITY BANGKOK, THAILAND

6	IRES-ICESOXFRD-19037-04	THE STUDY OF SOUTH EAST ASIAN CARBON-TAPPING TECHNIQUES AND KILN DESIGN ON CONTEMPORARY	JIRAVUT DOUNGIN		DEPARTMENT OF INDUSTRIAL DESIGN, FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHAT UNIVERSITY
7	IRES-ICESOXFRD-19037-05	FACTORS AFFECTING THE LEARNING ACHIEVEMENT MOTIVATION OF 4TH YEAR STUDENTS IN MATHEMATICS, FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY	TANAWAT SRISIRIWAT		FACULTY OF EDUCATION, SUANSUNANDHARAJABHAT UNIVERSITY, THAILAND
8	IRES-ICESOXFRD-19037-3786	EXAMINATION OF SERVICE QUALITY PERFORMANCE IN THE SOCIAL INSURANCE SERVICE BUSINESS- A CASE STUDY OF SUANSUNANDHARAJABHAT UNIVERSITY, BANGKOK, THAILAND	GANRATCHAKAN NINLAWAN	SUDAPORN ARUNDEE	LECTURER WITH SUANSUNANDHARAJABHAT UNIVERSITY 1 UTHONGNOK RD.,DUSIT, BANGKOK
9	IRES-IC4EOXFRD-19037-3345	TRADITIONALS BILLS OF LADING V. ELECTRONIC BILLS OF LADINGS: PROS AND CONS AND THE WAY FORWARD	KAMAL ALAWAMLEH		FACULTY OF LAW, UNIVERSITY OF PETRA, JORDAN
10	IRES-ICENSOXFRD-19037-01	SOLAR WATER PUMPS FOR AGRICULTURE	CHONMAPAT TORASA	NICHANANT SERMSRI	FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHAT UNIVERSITY, THAILAND
11	IRES-ICENSOXFRD-19037-02	THE IMPACT ON THE COMMUNITY USING BIOGAS TECHNOLOGY IN THE COMMUNITY	NUTTIDA CHANHOM	PRUNGSAK UTTAPHUT, TANAPORN PANTUPRECHARAT	ELECTRICAL INDUSTRIAL TECHNOLOGY DEPARTMENT, 3COMPUTER ENGINEERING DEPARTMENT, FACULTY OF INDUSTRIAL TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND
12	IRES-ICENSOXFRD-19037-3408	ROOFTOP SOLAR PV SYSTEMS	RATCHASAK SANNOK		ELECTRICAL TECHNOLOGY DEPARTMENT SUAN SUNANDHA RAJABHAT UNIVERSITY THAILAND
13	IRES-ICENSOXFRD-19037-03	GUIDELINES FOR OTOP PRODUCER DEVELOPMENT TO THE STANDARD SYSTEM OF ENVIRONMENT MANAGEMENT ISO 14001	AMON LASOMBOON	WITTHAYA MEKHUM, CHANANCHIDA YUKTIRAT	PRINTING TECHNOLOGY. FACULTY OF INDUSTRY TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY
14	IRES-ICIETOXF-19037-3434	STUDY ON DESIGN A VACUTAINER NEEDLES DISPOSAL DEVICE	PALANG WONGTANASUPORN	2.RAJA AHMAD AZMEER RAJA EFFENDI, 3.ROJANA CHANTHASA	INDUSTRIAL DESIGN DEPARTMENT, SUANSUNANDHARAJABHAT UNIVERSITY THAILAND

15	IRES-ICTTLOXFRD-19037-01	A CASE STUDY OF THE CONTENTION BETWEEN GOVERNMENT AND COMMUNITY IN “MAHAKARN FORT” CONSERVATION PROJECT FOR TOURISM	SUPAKIT MULPRAMOOK		ARCHITECTURAL DEPARTMENT, FACULTY OF INDUSTRIAL AND TECHNOLOGY, SAUNSUNANDHARAJAPHATUNIVERSITY, BANGKOK 10300 THAILAND
16	IRES-ICTTLOXFRD-19037-02	CREATING THE VIEWPOINT MAP TO SUPPORT TOURISM IN TALING – CHAN DISTRICT, BANGKOK	KUNYAPHAT THANAKUNWUTTHI ROT		FACULTY OF INDUSTRIAL TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK, THAILAND
17	IRES-ICTTLOXFRD-19037-03	GEOGRAPHIC INFORMATION TOURISM SYSTEM WITH COMMUNITY PARTICIPATION IN TALING – CHAN DISTRICT, BANGKOK	MORAKOT WORACHAIRUNGRE UNG		DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCE, SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND
18	IRES-ICMHSOXFRD-19037-3787	EFFECT OF AQUAEROBIC EXERCISE ON BODY WEIGHT OF THE OVERWEIGHT DURING MENOPAUSE	WADEE PRAMKRATOK		FACULTY OF SCIENCE AND TECHNOLOGY DEPARTMENT SPORTS SCIENCE AND HEALTH, SUANSUNANDHARAJABHAT UNIVERSITY, THAILAND
19	IRES-ICMHSOXFRD-19037-3789	THE STUDY OF EXERCISE BEHAVIOR OF SUAN SUNANDHA RAJABHAT UNIVERSITY	JAROSPORN PUSSAKHAM		FACULTY OF SCIENCE AND TECHNOLOGY DEPARTMENT OF SPORTS SCIENCE AND HEALTH, SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND
Lunch@12.30PM					
Technical Session-1 (1.00PM to 2.30PM)					
20	IRES-ICMHSOXFRD-19037-3803	THE EFFECT OF COMBINED EXERCISE AND MEDITATION ON PHYSICAL FITNESS AND AUTONOMIC NERVOUS SYSTEM	THANADEJ POSRI		SPORTS SCIENCE AND HEALTH FACULTY OF SCIENCE SUANSUNANDHARAJABHAT UNIVERSITY BANGKOK THAILAND
21	IRES-ICMHSOXFRD-19037-3819	THAI WISDOM REGARDING HERBAL MEDICATION IN PREVENTION, CARE AND REHABILITATION IN MUAY THAI (THAI BOXING) FIGHTER’S PHYSICAL BODY	VICHIT SUVONNOPAST		FACULTY OF SCIENCE AND TECHNOLOGY DEPARTMENT OF SPORTS SCIENCE AND HEALTH SUANSUNANDHARAJABHAT UNIVERSITY
22	IRES-ICSTMOXFRD-19037-02	DEVELOPMENT OF PRINTING INK MADE FROM CORN FLOUR AND COFFEE POWDER FOR SCREEN PRINTED ON PAPER	WEERA CHOTITHAMMAPORN		PRINTING INDUSTRY DEPARTMENT, FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHAT UNIVERSITY, THAILAND

23	IRES-ICSTMOXFRD-19037-01	THE STUDY OF 21ST CENTURY CLASSROOM REQUIREMENT TO ACCOMODATE WITH DESIGN LIGHTING IN STATE CLASSROOM WITH “RELUX”	JITRAVADEE ROONGIN KUNKAR	PITI ANONTAPANT, PONGPOL JAITHIANG	FACILITY MANAGEMENT SECTION, INDUSTRIAL TECHNOLOGY FACULTY, SUANSUNANDHARAJABHAT UNIVERSITY, BANGKOK, THAILAND
24	IRES-ICSTMOXFRD-19037-03	QUALITY ANALYSIS ON VEGETABLE OIL-BASED OFFSET PRINTING INK	KRAIROP CHAROENSOPA		PRINTING INDUSTRY DEPARTMENT, FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHAT UNIVERSITY, THAILAND
25	IRES-ICSTMOXFRD-19037-04	STUDY OF PROFESSIONAL NEED FOR PRINTING TECHNICIAN PERSONNEL AS REQUIRED BY BUSINESS ORGANIZATIONS IN BANGKOK THAILAND	WAT PLOYSRI		PRINTING INDUSTRY DEPARTMENT, FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHAT UNIVERSITY, THAILAND
26	IRES-ICSTMOXFRD-19037-05	PROBLEMS WITHIN PRINTING BUSINESS OPERATIONS IN THAILAND	APINYA MUNGAOMKLANG		PRINTING INDUSTRY DEPARTMENT, FACULTY OF INDUSTRIAL TECHNOLOGY, SUANSUNANDHARAJABHAT UNIVERSITY, THAILAND
27	IRES-ICSTMOXFRD-19037-06	DEVELOPMENT COMPETENCY-BASED TRAINING COURSE IN PAPER PACKAGING DESIGN FOR DESIGNER IN BANGKOK, THAILAND	SUPPAWAN PANKOHLERNG		DEPARTMENT OF PRINTING INDUSTRY, SUANSUNANDHARAJABHAT UNIVERSITY, BANGKOK, THAILAND
28	IRES-ICSTMOXFRD-19037-3562	THE APPLICATION OF DATA MINING TECHNIQUES AS A DIAGNOSTIC TOOL IN FORECASTING THE LEARNING ABILITY OF STUDENTS THROUGH ELECTRONIC MEDIA	SIRILAK KETCHAYA		FACULTY OF SCIENCE AND TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY, BANGKOK THAILAND 10300
29	IRES-ICSTMOXFRD-19037-3784	THE EFFICIENCY OF USING MOBILE APPLICATION FOR ENCOURAGE CULTURE TOURISM OF SCULPTURE AND ARCHITECTURE 9 TEMPLES IN BANGKOK, THAILAND	KITTIKHUN MEETHONGJAN	NISANART TACHPETPAIBOON, NARISARA KAEWSAKUL	DEPARTMENT OF COMPUTER SCIENCE, FACULTY OF SCIENCE AND TECHNOLOGY, SUAN SUNANDHA RAJABHAT UNIVERSITY, DUSIT, BANGKOK, THAILAND
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EDITORIAL

It is my proud privilege to welcome you all to the TheIRES International Conference at Oxford, United Kingdom. I am happy to see the papers from all part of the world and some of the best paper published in this proceedings. This proceeding brings out the various Research papers from diverse areas of Science, Engineering, Technology and Management. This platform is intended to provide a platform for researchers, educators and professionals to present their discoveries and innovative practice and to explore future trends and applications in the field Science and Engineering. However, this conference will also provide a forum for dissemination of knowledge on both theoretical and applied research on the above said area with an ultimate aim to bridge the gap between these coherent disciplines of knowledge. Thus the forum accelerates the trend of development of technology for next generation. Our goal is to make the Conference proceedings useful and interesting to audiences involved in research in these areas, as well as to those involved in design, implementation and operation, to achieve the goal.

I once again give thanks to the Institute of Research and Journals, TheIIR, TheIRES & University of Management and Technology (Sialkot) for organizing this event in Oxford, United Kingdom. I am sure the contributions by the authors shall add value to the research community. I also thank all the International Advisory members and Reviewers for making this event a Successful one.

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DESIGN GUIDELINES FOR MASCOT OF NORTHEAST OF THAILAND

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Abstract- The mascots design in Thailand is still very popular. Because also highlighted the importance and need for support to be used to promote products and tourism to attract consumers. I am therefore, interested in finding ways to design guideline for mascots to promote local products and tourism of Thailand. The collection of data from communities with different needs questionnaire about mascot design, that will be represented in delivering products and tourism. The results of the data analysis, the design of the target can be used to design the look to build on common interests most is the look of the animal. The story of mascot design from character that makes the hearts and attract the most adventurous companion, who is not a lonely and harmony among friends. The personality traits of character that can create a clear identity. Including pulling the identity of the character fun and outstanding. and when the community or local people are often bound up with food, this is the culture in the northeast of Thailand. As well as the fun of traditional Thailand that can communicate out to the mascot looks bright, naturally and cheerful. Can be used to heat the air natural and spicy test of food presented mascot for Thailand. Which is known both at home and abroad. Design guideline for this mascots, it can be fun, creative style guidelines and information from the survey needs in that area in Thailand. The mascots with different characteristics in each district, help to further promote their products and travel more. Promoting economic and social strength.

Keywords- Mascot, Character, Attract, Promote, Information, Local Product.

I. INTRODUCTION

The mascots design in Thailand is still very popular because they do not see the importance and need for support to be used to promote products and tourism to attract consumers. It, therefore, interested in finding ways to mascots to promote local products and resources. Tourism in Thailand to be popular and seen as increasingly important.

1.

The information gathered from the community in the northeast of Thailand by the year 2558 research on "Character design express the emotions." The questionnaire requirements relating to the mascot to be represented in delivering products and tourism. Research is continuing into the year 2559 on "The mascot design study for Thailand " This research study design mascot to promote local products of the province. The design looks can generate interest when seen most of the animals. The story of the mascots that make sense to the mind and motivation is not a solitary adventure companion. There is unity among friends. The personality of the mascot can build character, only clear. Including pulling the identity of the mascot came out to entertain the guests. More information can be used to create patterns and mascots from the area in question, or people in the community. Local residents, including people. If the north eastern part of the country tend to thinking about food, lifestyle, the culture of Thailand. The mascot is enjoyment of the cultural traditions that Thailand can communicate out to design the mascot to look bright and natural. Choose colors from the heat of the weather, natural flavors and rustic atmosphere. Outstanding food spicy. Help design the mascot is the most complete available to promote the northeastern province of Thailand as well. The

mascots that are consistent with the above information was compiled based approach. The survey of needs in the area actually cause mascots with different characteristics away each district. You can create a model of the mascot at a variety of unique, interesting ways to express cultural traditions specific nature merriment people.

II. DETAILS

2.1. Conception of Design

From the picture (Fig.1), shows the target group of children is to portray the culture of eating, it's most of the Northeast Thailand.

2.2. Analysis for Design Guideline

From the picture (Fig.1), shows the target group of children is to portray the culture of eating, it's most of the Northeast Thailand. Can be concluded that, if the story of the food on offer in the Northeast.

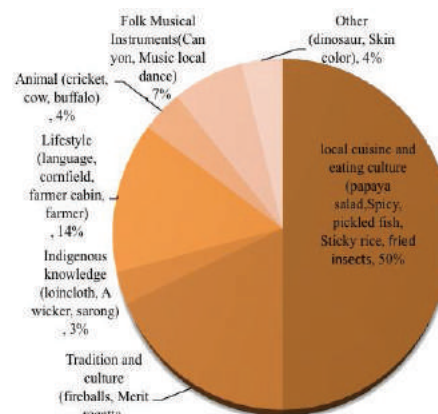


Fig.1. The opinion of the child of Thailand.

The mascot designstyle will be intermediary of communication with the children as much as possible. The secondary can be reached used as a component in the design of the mascot a more prominent trend. With a tradition culture and way of life of the local exotic interesting offer.

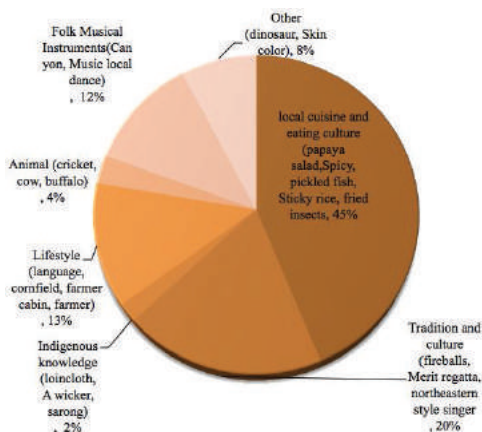


Fig.2. The opinion of the adult of Thailand.

From the picture above, shows the target group is adult sees the culture came out on top of eating. The lead story to design the mascot to be a medium of communication for most adults. The secondary target group like the others. With a tradition Culture and way of life of local people to design unique, interesting.

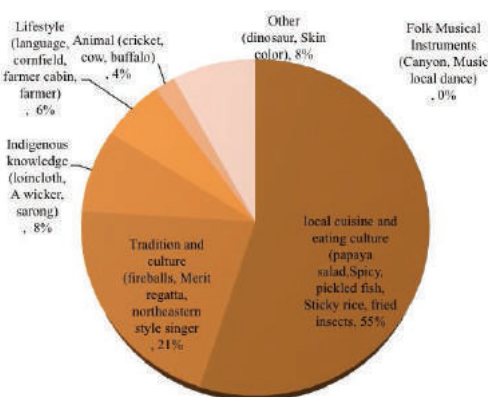


Fig.3. The opinion of the elderly people of Thailand.

From the picture above, shows that target seniors saw pictures of the food culture. The most prominent of the northeast of Thailand. In conclusion, if the story of the people Northeast's offer to form a mascot to be a medium of communication for the elderly the most. The number is lower, it is still a tradition. Culture and way of life. Local novelty Attraction for locals and foreigners.

From Figure 1-3 shows. Factors local cultural traditions. These foods are cooked and taste unique annual festival of traditional culture. Can represent and convey the story in local mascot to make it interesting. In communications and public relations

through the mascot as the provincial. It will be used to the characteristics of creative design that combines features from the most local. To be used in the creation and design. The mascot promote representative province in North Eastern of Thailand.

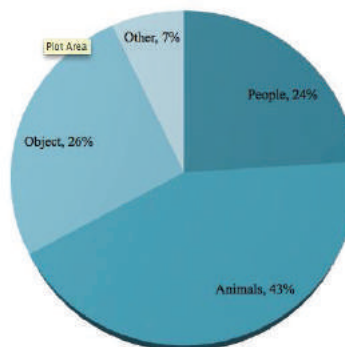


Fig.4. Show on looks to build on common interests.

From the picture (Fig.7), shows the image of animals closer to human beings, help the most interesting when seen. It will be used to design major. A minor inanimate objects. That could be used for the design allows for a more interesting and special. It also helps to communicate with people from a variety of simple ways.

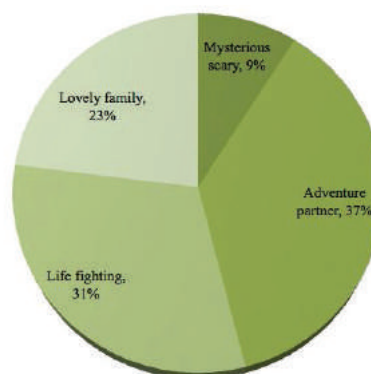


Fig.5. Show on the story of the mascots to achieve a sense of the hearts and motivated them.

From the picture above, can be the main story adventure used to design the mascot. To the background of the mascot to be communicated to those found more insight. The fight for life designed to help create the mascot a more profound story.

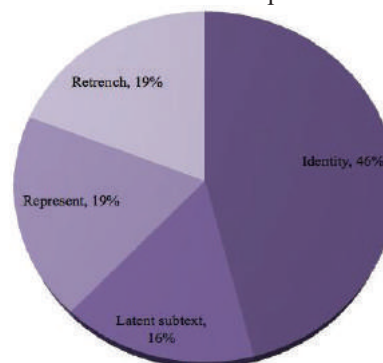


Fig.6. Show on effect on personality private interests, personality traits individually.

From the picture above, shows that design mascots to show what most exclusive high. The witness remembered the precise benefits to the province are widely available to the public. The only outstanding in each province. Using such characteristic patterns of eating. Cooking ingredients the livelihoods of local people occupation, etc.

III. RESULTS AND DISCUSSION

Results analyzed data from a survey of target groups. Looks to build on common interests. The highest form of animal. The animals are representative of distinctive and interesting. And a color scheme and attract outstanding. The story of the characters that make the most sense to the mind and motivation. The companion adventure story with a couple of characters that do not look lonely and harmony among friends. The image of the character's personality traits can create a clear identity. What is most unique show. To retrieve the identity of the character and fun to watch. Its unity and its Bermudian. When asked about the northeast, what is the first thing most respondents answered is local food and eating culture of the East. The second is the tradition and culture of the traditional fun farm colors of nature and heating the air. The nature and flavor of the spicy food is outstanding.



Fig.7. Idea sketch mascot design, Northeast of Thailand

That idea sketch from overview design. The mascot to be used to promote products and local tourism provincial Northeast of Thailand (Isan). The data shows the results from the research used to design by offering mascots playmate included the adventure. Presented in the form of the relationship of best

friends. In a natural way of life, local culture, local traditions, Thailand. As a way of life with the farm animals. The nature of the field with scarecrow food with a wicker Northeast rice and so on.

CONCLUSIONS

Design mascots, it can be fun, creative style guidelines and information from the survey needs in that area in Thailand. The mascots with different characteristics in each district, help to further promote their products and travel more. Promoting economic and social strength.

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คำสั่งมหาวิทยาลัยราชภัฏสวนสุนันทา
ที่ ๓๐๖/๒๕๖๐

เรื่อง อนุญาตให้ข้าราชการและพนักงานมหาวิทยาลัยเดินทางไปราชการต่างประเทศชั่วคราว

อ้างถึงหนังสือ ฝ่ายกองทุนพัฒนาบุคลากร กองบริหารงานบุคคล ที่ บบ.๑๑๐.๒ ลงวันที่ ๒๔ มกราคม ๒๕๖๐ เรื่อง แจ้งมติที่ประชุมกองทุนพัฒนาบุคลากร ของผู้รับทุนอุดหนุนการนำเสนอผลงานวิจัย ณ ประเทศอังกฤษ เพื่อเข้าร่วมในการประชุมวิชาการระดับนานาชาติ 19th International Conference on Innovative, Engineering Technologies, 92nd International Conference on Tourism, Transport, and Logistics (ICTTL), 161st International conferences on Engineering and Social Sciences (ICESS) และ 163rd International Conference on Science, Technology and Management (ICSTM) ในระหว่างวันที่ ๑๘ - ๒๔ มีนาคม ๒๕๖๐ ณ เมืองอ็อกซฟอร์ด ประเทศอังกฤษ

อาศัยคำสั่งสำนักงานคณะกรรมการการอุดมศึกษาที่ ๔๒๘/๒๕๔๗ สั่ง ณ วันที่ ๓๑ สิงหาคม ๒๕๔๗ เรื่อง มอบอำนาจให้อธิการบดีมหาวิทยาลัยราชภัฏปฏิบัติราชการแทนเลขาธิการคณะกรรมการการอุดมศึกษาให้อธิการบดี มีอำนาจและหน้าที่อนุมัติการเดินทางไปราชการต่างประเทศของพนักงานมหาวิทยาลัยราชภัฏสวนสุนันทาจึงพิจารณาอนุมัติให้ ข้าราชการมหาวิทยาลัยเดินทางไปราชการตามวัน เวลา และสถานที่ดังกล่าว ตามระเบียบกระทรวงการคลัง ว่าด้วยการเบิกค่าใช้จ่ายในการเดินทางไปราชการ โดยมีสิทธิเบิกค่าใช้จ่ายงบประมาณกองทุนพัฒนาบุคลากร ตามระเบียบของทางมหาวิทยาลัย มีรายชื่อดังนี้

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| ๑. ผู้ช่วยศาสตราจารย์ ดร.สมเกียรติ กอบัวแก้ว | |
| ๒. ผู้ช่วยศาสตราจารย์วีระ โชติธรรมภรณ์ | |
| ๓. อาจารย์ไกรพ เจริญโสภ | |
| ๔. อาจารย์วัฒน์ พลอยศรี | |
| ๕. อาจารย์อภิญญา มุ่งอ้อมกลาง | |
| ๖. อาจารย์ศุภวรรณ พันธเกาเหล็ง | |
| ๗. อาจารย์จิตราวดี รุ่งอินทร์ กันกา | |
| ๘. อาจารย์ขวัญเรือน รัตมี | |
| ๙. ผู้ช่วยศาสตราจารย์สมสกุล จีระศิลป์ | |
| ๑๐. อาจารย์ ดร.ปรีชญา ครูเกษตร | |
| ๑๑. อาจารย์ ดร.สุรพันธุ์ รัตนาวะดี | |
| ๑๒. อาจารย์สุภัทรา สุรักษ์ | |
| ๑๓. อาจารย์จิรวุฒิ ด้วงอินทร์ | |
| ๑๔. อาจารย์ปฏิญญาณ์ แสงอรุณ | |
| ๑๕. อาจารย์ธวัชวัฒน์ ศรีศิริวัฒน์ | |