

Pictograms & Signage System

for Suvarnabhumi International Airport, Thailand

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Statement of Topic, Intention, and Meaning

My first trip to New York City was such a nightmare. I remembered getting lost in the underground NYC subway station. At that very moment, I was very concerned about my scheduled meeting as time was running short. I walked around frustrated trying to find any signs for direction. Unfortunately, I did not seem to find any useful information anywhere. I got really scared even more when I could not find a way out. One can imagine how it would feel being in an unfamiliar place without any useful signage to help locating your position and direction.

My personal experience intends to illustrate how the lack of quality signage can impact people's state of mind. Therefore, it is appropriate to conclude that signage system is essential and cannot be compromised, particularly in public places

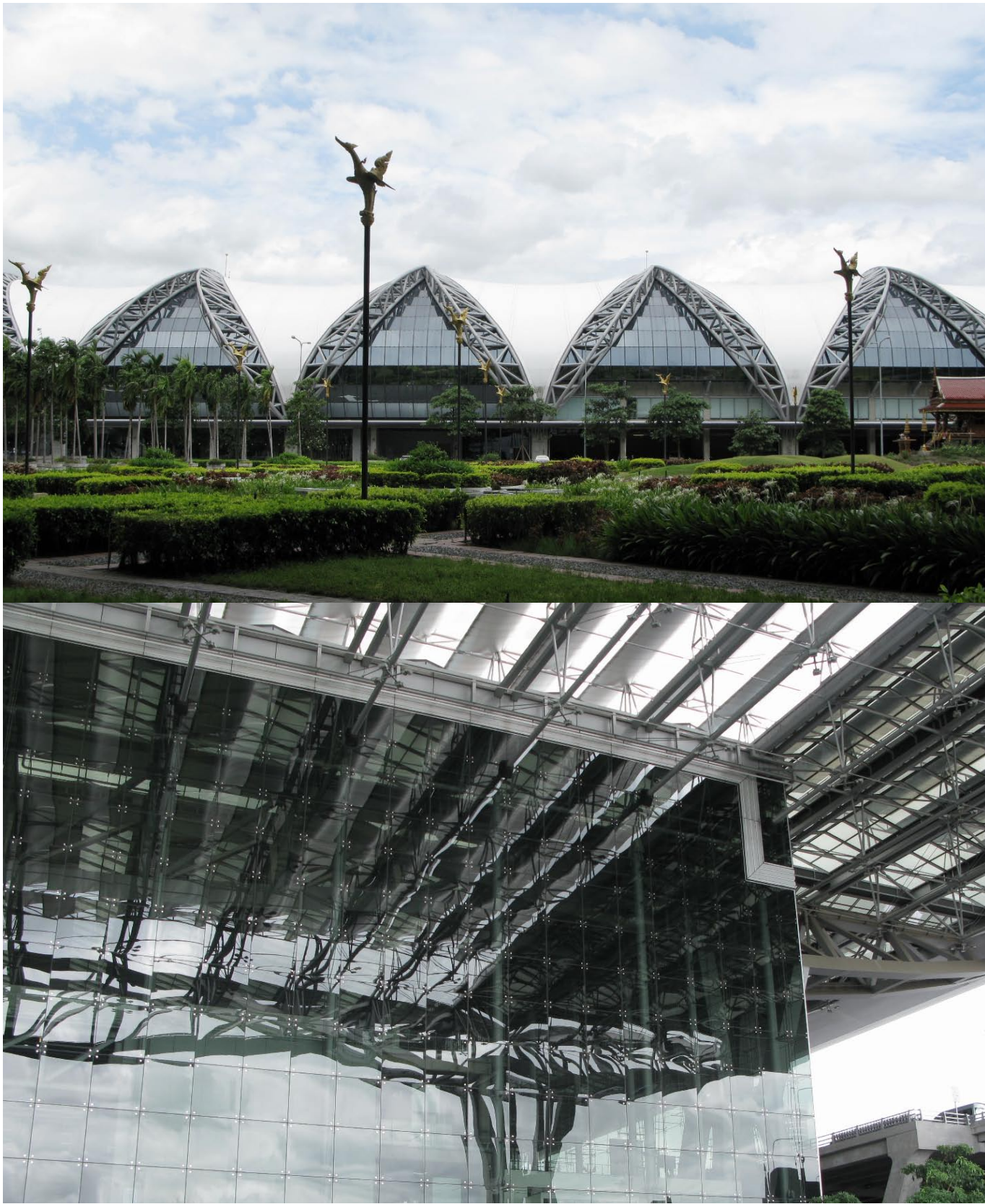
The project studies the structure, application and design of pictograms, which are key element of signage, and signage system to discover their design principles and functions. Both pictograms and signage are considered as my foundation to other information graphic such as mapping and directory. One cannot produce an effective or quality mapping and directory without good design of pictograms and signage in place. In short, they tend to complement each other to generate tool for navigation. Moreover, pictograms can communicate through cultural and language barriers.

The focal location chosen as a case in point is the Suvarnabhumi International Airport, Bangkok, Thailand. My rationale is that the international airport is a huge construction created by mankind which is meant to serve several hundred thousand visitors passing through each day. There will be both locals and foreigners who rely to signage system to help them get around

this gigantic building. Moreover, good signage system should also be easily understood by general public regardless of their language and culture. They should be perceived and interpreted with instant understanding of what key message they try to communicate.

Based on my field study observation at the Suvarnabhumi International Airport, I found that several signs currently used at the airport do not seem to communicate clear messages due to their poor design. I use a deductive reasoning which means I took a lot of information about the existing problem and attempted to draw conclusion (s) to solve the problem. Therefore, my proposed design of pictograms and signage was systematically developed on the basis of pictogram theories and methods.

My main objective is for this set of pictograms to be used as a universal Communication medium, regardless of the boundary of language and culture. Signage is used to address direction and description of pictogram. Arrows are used for the purpose of indication and letters are used to communicate the messages on pictograms. The new design tends to present clear and precise message with a more unique and contemporary design which will enhance the identity of the Suvarnabhumi International Airport by presenting in Thai color scheme and Thai letter forms on the signage. Finally, I intend to carry on the knowledge I obtained from this project to enhance my skills in developing other information graphic such as map and directories.





Statement of Researcher Background

Nowadays, technology makes our life more efficient and convenient. We are able to connect with other people much easier than ever before. We can travel to several places in hours, not in days anymore. Some obvious examples of the technological advancement that contribute to today's people are mobile phone, Internet, automobile and airplane.

As stated in the previous paragraph, the development of transportation system makes traveling less painful. However, in order to have a pleasant trip, travelers should prepare themselves with important and necessary information about their destination, such as history, culture, key tourist attractions, basic conversation in local dialect or even the 'do' and 'don't' tips. Travelers should be aware that this little piece of information can be crucial, particularly when traveling to foreign Countries where everything like verbal and body language, customs and norms, seems to be awkward to you. In addition to general information, travelers should educate themselves on understanding signage, direction, or even toilet sign. One example that I believe it is appropriate to support my point is the toilet signage in China. One can only imagine how confusing it will be for international athletes to figure out which toilet is for male and which for female. The source of confusion comes from the two Chinese restaurants. One restaurant places a picture of 'banana' and 'pear', another has 'waterfall' and 'rain drops' at their toilet doors. Can you literally open the right door?

I learn from my personal experience to be well prepared before and during traveling. I always pay close attention about where I go, where eat, where to sleep or even weather forecast. Nevertheless, I make mistakes, as like many others, due to unclear or even conflicting message or 'not-so-obvious' location of signage. A lot of time, confusion and misunderstanding may be resulted from badly designed signage. This could possibly a serious issue, specifically when the problematic signage appears in a major public place like international airport. International airport is a gateway to the country. Million of visitors pass through the airport each day. There are also offices, restaurant services, staff and many other relevant units. Due to the large scale of the airport facility, signage for directions and other information play a significant role in guiding visitors to where they want to go in the airport. Being lost in the airport is not something that the airport authority wants to impress those visitors.

I chose to focus my thesis on the signage at the airport because it is considered as the entrance to the country. Airport design could create either positive or negative about the country. Visitors could complain so badly to the local people about their airport. On the other hand, they could be impressed by what they see. Moreover, my home country, Thailand, depends largely on revenue from tourism industry. I can envision one visitor returning home and tell his/her friend of bad experience at the airport. Marketers always say that one negative word-of-mouth costs the firm much more damage than they could gain from one positive referral. Therefore, this justifies the importance of this study.

Since its grand opening in late 2006, Suvarnabhumi International Airport is not only the newest, but also the biggest in Thailand. High expectation was raised from the public how this new airport could become a 'talk of the town'. However, scandal and controversy of the construction and equipment purchase appeared to steal the spotlight. Consequently, several components in the airport do not seem to be in good order. At least with my personal observation, signage at Suvarnabhumi airport are inappropriate in many ways.

Signage is supposed to be used as a medium in communication of which its objective is to convey the message in such a way that the intended receiver can comprehend the message and behave accordingly. The artistic design part of the signage could also reflect specific cultural value of the country it is designed for. What I saw at the Suvarnabhumi airport is the opposite. The signage is of low quality in design resulting in unclear message to be presented. What is worse than missing the flight because one cannot find where the boarding gate is.!!!

I found that this problem is too frustrating and unacceptable. As a student in school of design, I attempt to offer some solutions to better improve the effectiveness of signage in communication.



The History of Pictograms

Pictograms and Icons

“Pictograms and icons have one thing in common: they are both pictorial signs. However, they have very different functions.

Pictograms are used to warn, guide or protect and need to be immediately decipherable. They must get right to the heart of the matter by visually conveying a vital piece of information in such a way that it cannot be misunderstood, and they should therefore be internationally recognizable and independent of culture. Consequently, in terms of design they are bound by much stricter, formal constraints that demand great discipline.

Icons, in contrast, are primarily used to communicate messages in a fun way and therefore enjoy much greater freedom of design. By looking at the development of Icons, it is clear that – through the ever expanding scope of technology – they have increasingly undergone a shift in character from informative to entertaining.”

Rayan Abdullah and Roger Hübner: Pictograms, Icons & Signs

Pictograms are part of pictorial signs. The application of pictorial sign is widely known through the history of mankind. In the early days, it was created to represent objects before the writing system was developed. For instance, Hieroglyphs from Egyptian is recognized as the well-known pictorial sign. Chinese alphabets in the ancient time is also formed from pictorial sign. Pictorial sign in Europe first appeared in the pre-historical period and was found at Lascaux Cave in France.

OPPOSITE PAGE
Visual signs from ISOTYPE –
designed by Gerd Arntz who
worked with Otto Neurath

Pictorial Signs in the Prehistory Period

The first pictorial sign emerged in 30,000 BC in the form of cave painting. It was found at Chauvet Cave close to Vallon-Pont-d’ Arc in France. However, this prehistoric sign may not be categorized as Pictograms because it neither contains interpretative meaning nor communication any particular messages.

Antiquity

The invention of pictorial sign from the Egyptian, the Mesopothemian and the Mayan which is called Hieroglyphs is one of the greatest cultural revolutions. Hieroglyphs is known for its vocal dissemination. Each pictorial sign represents a meaning or an ideal of object. When used with others, Hieroglyphs sign can produce different meaning.

Egyptian pictorial sign might be considered the first pictograms because it can send the message and have its own meaning. However, if receivers do not understand the Egyptian language and cultural knowledge, these pictorial signs may not be called pictograms.

The Middle Age

Pictorial signs in this period are referred to as ‘Coat of Arm’ because of the signs engraved on coats and arms of knights representing their noble families. Until the development of commerce, the Coat of Arm is widespread to middle class in order to identify the property. The Coat of Arm is not universal and these symbols are just representation of something else.

Modern Times

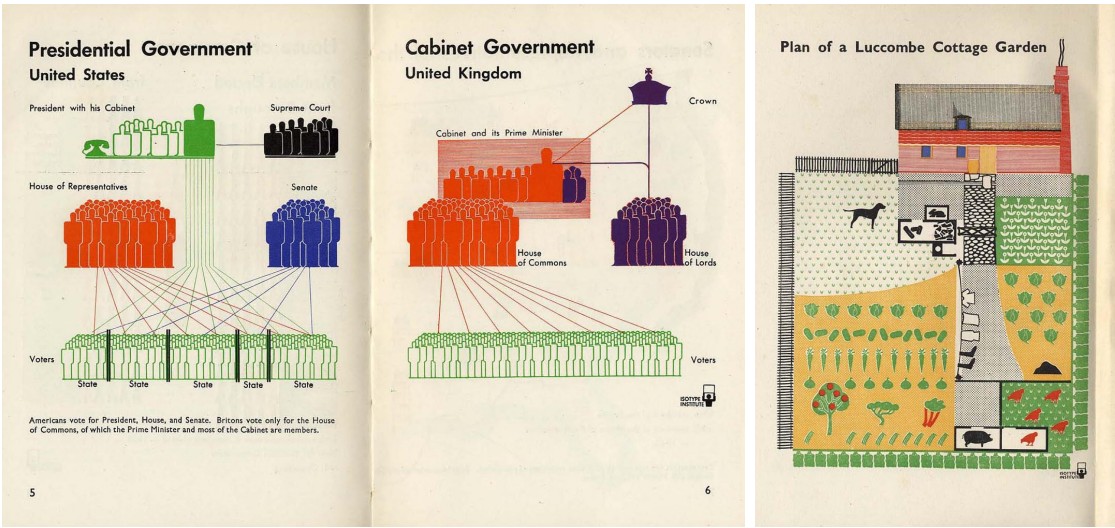
The invention of printing in the 15th century brings pictorial signs to the new era and is considered a rapid revolution in the area compared to any other earlier periods. The features of pictorial signs, namely “Vignettes” originally based on foliage, in this modern time come very closely to the concept of Pictograms. These ornamental designs quickly expanded into several other fields such as religion, festival and newspaper. Once pictorial signs appear in wider applications, they are presented in the forms of images or illustrations to indicate meaning. However, they were probably qualified to be called pictograms because these pictorial signs do not contain cultural

or universal meaning and do not follow the rule of design system. Therefore, they are simply icons.

The Beginnings

The technological advancement results in the development of telecommunication and transportation. The increase in highways and vehicles means the need in traffic communication. The first four traffic signs were created in 1909 and were initially used in Paris, France. In 1927, a League of International Committee recommended additionally traffic signs of which they were accepted internationally.

In 1936, Otto Neurath, Rudolf Carnap and Charles W. Morris established the International Encyclopedia of Unified Science at Hague, the Netherlands. Otto Neurath also founded the International System of Typographic Education (ISOTYPE) in order to set up an international standard of diagrams, charts, as well as text illustrations and public information. Otto Neurath deserves the recognition as a pioneer who establish the renowned the international pictographic system.

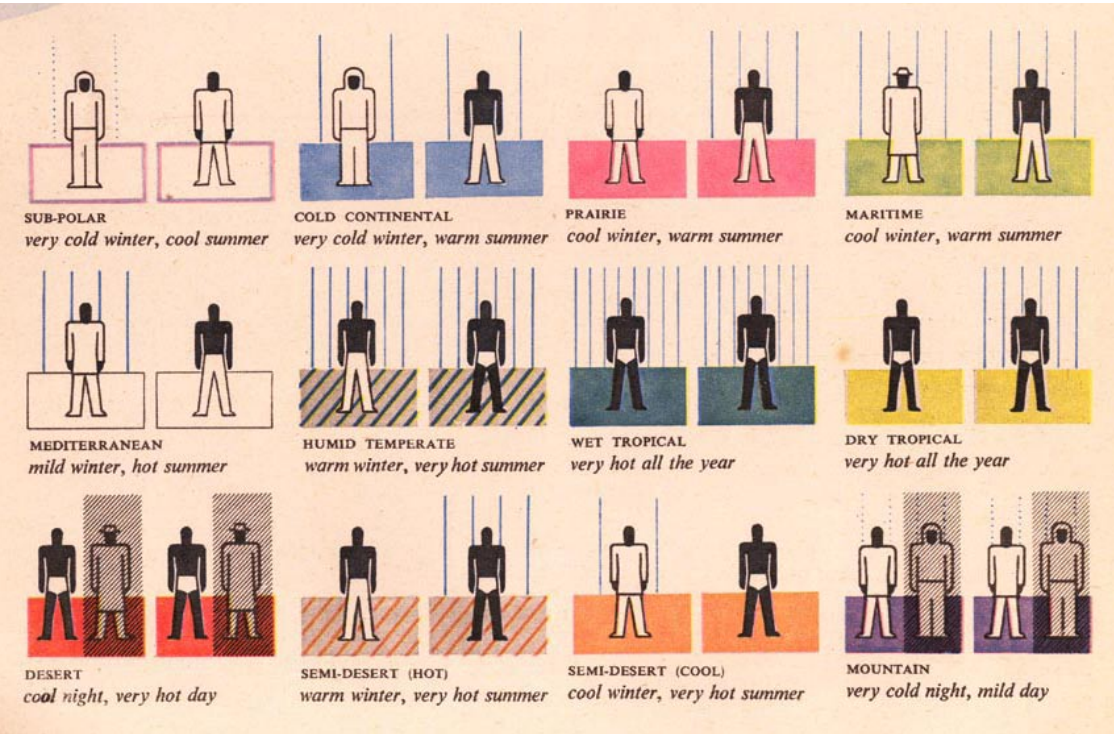
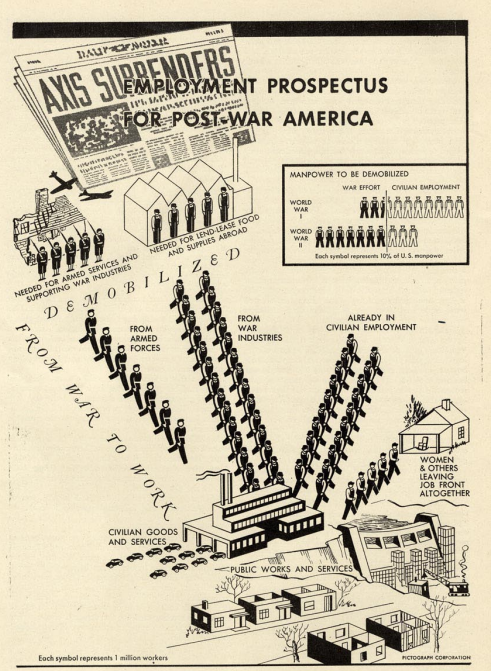
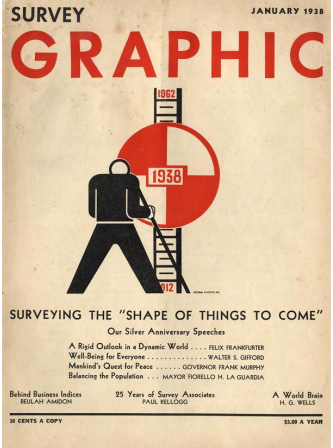


ABOVE
Some diagrams from
ISOTYPE book

RIGHT
These images came from
Survey Graphic, a socially
and economically progressive
magazine most active in the
1930's and 1940's.

Post-War Employment
prospects, by the Pictograph
Corporation SG May 1943

BELOW
ISOTYPE For Children from
James Fisher
Adventure of the World,
Rathbone, Adprint London
1954 (PLANTS GROW)



The globalization and industrial revolution makes the world smaller than ever. The social mix among people with diverse cultural background has become a common scene in the public gathering. Consequently, the increase in pictorial signs that are universal enough to communicate to people with diverse background is necessary. The event such as the Olympics Game is an excellent example to illustrate my point. A significant numbers of athletes, staff, media and spectators came to watch the Game at the host country. One can imagine how frustrating and confusing it will be if those foreign visitors are unable to interpret the visual communication seen in the host country. In other words, new visual communication should be created in separation of culture and language.

The 1936 Berlin Olympic Game introduced the pictorial signs to categorize the types of sports. The problem occurred when the Olympic Game was held in Tokyo, Japan in 1964. What happened was that Japanese language has a completely different writing system from Western language. Therefore, it was a challenge for Masaru Katsumi who was assigned to create a totally new pictorial system to identify different sports classification. He decided to adopt geometric figures to serve this purpose. Katsumi's geometric figures were effective because he eliminated certain images' detail of geometric figures to simplify their presentation. Otl Aicher followed similar pictographic system from Katsumi's in the Munich 1972 Game. However, Aicher modified his pictograms with the inclusion of more stylistic designs. It is widely accepted that Aicher's pictograms inspire today's pieces.

In 1968, Martin Krampen and Herbert W. Kapitski of the Association of German Airports or Arbeitsgemeinschaft Deutscher Verkehrsflughäfen (ADV) conducted a in-depth study about the applications of pictograms and information systems which were advice to be initially used in the airport. Although the study concluded that the applications of pictograms and information systems were essential, it took a few decades before pictograms were to be used in local traffic signs and other transportation systems.

Due to the simplification and universally known images of pictograms, their acceptance has been widespread to the warning label or usage direction in consumer products.

Short Description of a Pictogram

“A pictogram is an image created by people for the purpose of quick and clear communication without language or words, in order to draw attention to something.”

If we now extrapolate the statements inherent in this description, we perceive four tasks and four aims:

Explanation of the description of a pictogram

First statement: <i>‘created by people...’</i>	Second statement: <i>‘...an image...for the purpose of quick and clear communication...’</i>	Third statement: <i>‘...communication without language or words...’</i>	Fourth statement: <i>‘...in order to draw attention to something...’</i>
Resultant task: A pictogram is not a natural phenomenon, but is created artificially. Therefore it cannot be learned or instinctively understood by natural means, but depends on an agreement between the human sender and the human receiver which must be learned or universally acknowledged.	Resultant task: A pictogram must be quickly and clearly recognized and understood.	Resultant task: A pictogram should be understood independently of writing, words, culture and language.	Resultant task: A pictogram is not meant to offer a complex explanation, but it should point to one clear and concrete fact. Such facts may be: Information, Direction, Prohibition
Aim: If the widest possible understanding is to be achieved, a pictogram must be as self-explanatory as possible. In order to convey the message, a symbol must be found that will be typical of the subject and can easily be associated with it through common experience.	Aim: Not only must the content of the pictogram be a characteristic symbol for the intended message, but the visual form too must be simple, typical and associative enough to permit quick and clear identification.	Aim: A transposition without writing or language, with easily associated symbols that are culturally neutral and as natural as possible or universally known from common history.	Aim: A Pictogram must always convey one fact. If there is more than one, it cannot be interpreted quickly and clearly enough. If, for example, a number of activities are forbidden in a car park, the different bans should be visualized through separate pictograms. Each ban should be represented by a pictogram drawn from the same system.

Rayan Abdullah and Roger Hübner: Pictograms, Icons & Signs

Icons

The most basic application of an icon is to imitate an object. It is able to stand by itself to communicate the messages through photos, paintings or illustrations. An icon can be decoded easily because of its direct and obvious meaning.

Diagrams

A diagram is a visual sign which is partly represented by icon, but it contains more functional than illustrations – for example, a sequence of facts or functions.

Symbols

“A Symbol is a representative and has no formal connection with what it designates. It shows something different from what it means. In order for the communication to be successful and clear, sender and receiver must first agree on the meaning of the symbol. For instance, the letter ‘c’ in a circle stands for ‘copyright’. Symbols are particularly suitable for representing complex facts and abstract concept such as love, which in most countries is commonly symbolized by the color red and the shape of a heart.”

Rayan Abdullah and Roger Hübner: Pictograms, Icons & Signs

Metaphors

“Metaphors are signs that share one or more conceptual qualities with their object. For instance, a savings bank in Denmark used a beehive surrounded by a swarm of bees as a metaphor for saving. Danes think of bees as industrious workers that store the fruit of their work in their hive. A place where savings are kept is the metaphorical quality shared by the beehive and the savings bank.”

Per Mollerup: Wayshowing, A Guide to Environmental Signage Principles & Practices



ICON
The image shows the fire extinguisher. It directly reminds receivers to the fire extinguisher. It's obvious.



DIAGRAM
The illustration show world of population. Obviously, this illustration communicate message with function.



SYMBOL
This letter has no direct visual connection with the fire extinguisher. Therefore, it is a symbol.



METAPHOR
The signifier shares conceptual quality with the signified. Bikuben (beehive), saving bank, Copenhagen

Indices

“An index relates to its object by some kind of obvious physical relation. Indices may be divided into two categories which are designations and reagents.

Designations point to their object. All spatial signs are designations by definition. They point to – and derive part of their meaning from – their location. In Austria and other European countries, a pretzel is the generic meaning – “baker” – to its location. The specific location adds the message ‘here’. Together the sign and the place say: ‘Here is a baker’.

Advertising billboards are examples of signs that usually are not spatial signs and not designations. As a rule, the suggestion to drink Guinness does not relate to the specific location of the billboard.

Reagents are related to their objects by causal relationship. The object is the cause and the sign is the effect. The smell from a bakery is a reagent. The bakery is the cause and the smell is the effect. Again the relation is double. The generic smell says baker. The specific location says which baker. The good smell inside and outside the baker’s shop is probably incidental – accepted rather than intended. In the same way, the music heard outside a shop selling musical instruments or music records may be more or less unintentional.

On the other hand, the generous way in which perfumeries in department stores disseminate their fragrances seems to be planned. The olfactory sign is an intentional reagent. Some shops selling trendy sailors’ style clothing to landlubbers go a step further and condition the shop atmosphere with the seductive smell of tar. In this case, smell is a simulated reagent.”
Per Mollerup: Wayshowing, A Guide to Environmental Signage Principles & Practices



Pictograms in Graphic Design

The Olympic Game, the world’s biggest sport event, is perhaps the most obvious example to illustrate how people with various cultural background gather and still manage to communicate and understand each other through the applications of pictograms.

Otl Aicher’s pictograms were created from geometric forms combined accurately with grid system. These pictograms show the figure of athletes while playing sports. These systems turn the pictograms look unity, attractive and clear communication.



ABOVE
Olympic Game: Munich
1972, designed by Otl Aicher

Olympic game: Beijing 2008

“The beauty of seal characters” is the name of Beijing 2008 pictograms. Using stroke of seal characters as basic forms, these pictograms integrate pictographic charm of inscriptions of bones and bronze objects in ancient China with simplified embodiment of modern graphic. It makes them recognizable and easy to use. Beijing 2008 pictograms reveal distinctive motion characters which imply to beauty and rich culture in the form of unity and harmony conception.

RIGHT
Bronze tripod of Maogong
cauldron rubbing, ninth
century B.C.E.



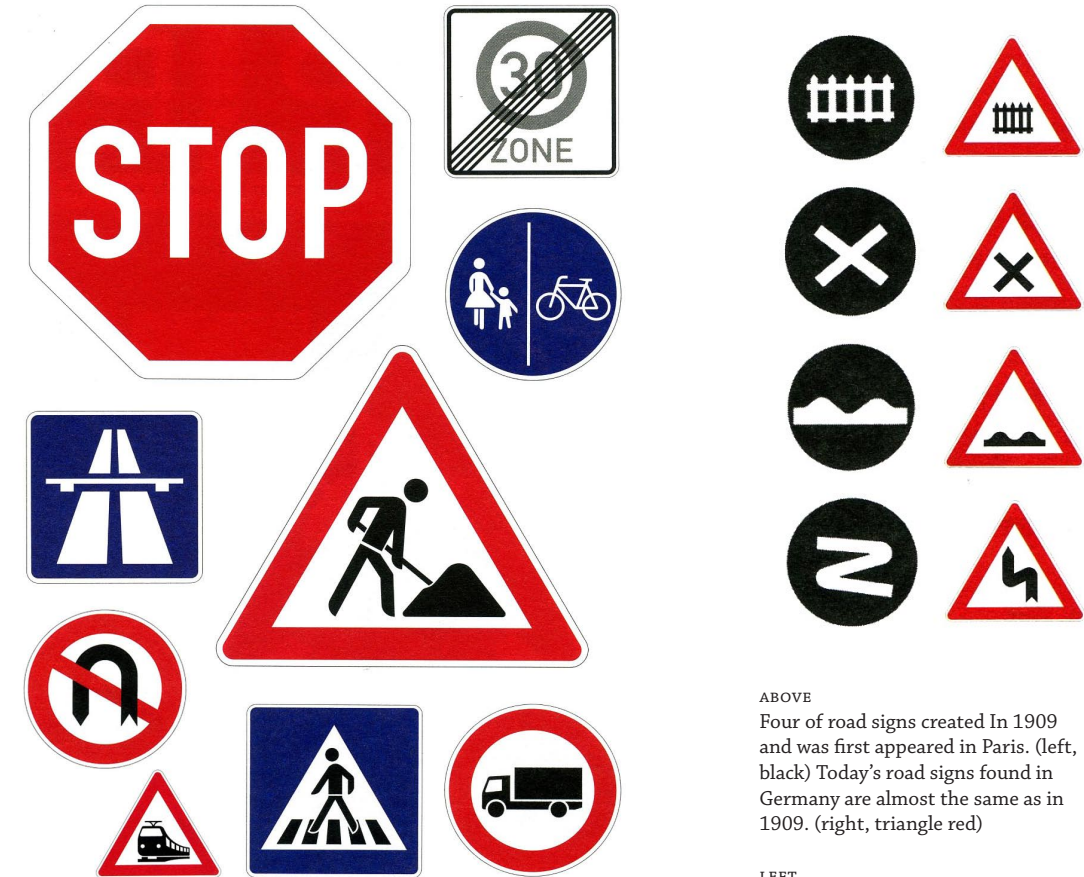
RIGHT
Olympic Beijing 2008
pictograms



Pictograms on Packaging of Consumer Products
Pictograms on the bottle of dishwashing liquid represent the warning and prohibition relevant to the product usage. Even though we are not able to read the description beside pictograms, we can still understand the meaning of message from pictograms.

Road Signs

Road signs should be clear, simple and easy to understand. The function of signs is represented by color and form.



ABOVE
Four of road signs created In 1909
and was first appeared in Paris. (left,
black) Today's road signs found in
Germany are almost the same as in
1909. (right, triangle red)

LEFT
Some road sign in Germany today

History and application of pictograms at Suvarnabhumi International Airport

Suvarnabhumi International Airport, Thailand opened in September 28, 2006, is the newest airport in the country. It took 45 years to build since the project began.

Almost all of the pictograms used in the Suvarnabhumi International airport were designed and released in 1974 by AIGA. These pictograms began with the collaboration between American Institute of Graphic Art (AIGA) and U.S. Department of Transportation (DOT). Both organizations compiled an Inventory symbol system that had been used in various locations worldwide, from airports and train stations to the Olympic Games. AIGA decided to hire five leading designers in environmental graphics design to evaluate the symbols and made suggestion for adapting or redesigning them. Finally, designers from AIGA produced the pictograms.

These pictograms have been used in many places. However, They look too neutral, unemotional and old-fashioned. Still they are very functional and well designed in order to be used not only at the airport, but also at any other complex buildings.

Available free download
<http://www.aiga.org/content.cfm/symbol-signs>



Due to the security reason, the Airport of Thailand Public Company Limited (AOT) declined to reveal the name of designer who produced the signage in the airport. However, I did make a field trip to the Suvarnabhumi International Airport and found that the signage uses various scheme colors such as blue and white, black and yellow or white and black. Arial typeface for English language and Eucrosia DSE (UPC) typeface for Thai language were printed on the sign.

BELOW
Some AIGA pictograms on
signs at Suvarnabhumi Inter-
national Airport



“The information designer – helping users navigate their way around a space, whether real or virtual. Visitors to an airport, museum or website all face the same problems – they need information and guidance as quickly as possible about where to go and how to get there.”

Problem Solved, A primer in design and communication by Michael Johnson

Research Materials

When the authority announced the opening of Suvarnabhumi International Airport in September 28, 2006 the public was enthusiastically keen to witness the new airport which was designed and constructed with such a modern architectural platform equipped with hi-technological equipment inside the building.

However, the completed construction did not even closely meet the public’s high expectation. Several inconveniences surfaced. For example, the building’s interior was not properly finished. Some section of the terminal did not have air-conditioning system. The shortage of lavatory created long waiting line. Seating areas were not adequate. There was no public transportation system to and from the airport. In addition to the interior design failure, the signage at the airport was badly designed resulting in some visitors lost in the terminal. This mayhem raised confusion and frustration among passengers and visitors.

Standard pictograms from AIGA and DOT have been designed since 1974 and were supposedly to be used in a variety of places ranging from airport to train station. Although the standard pictograms are effective in general and serve their purpose of communication, I strongly believe that the Suvarnabhumi International Airport will be better off adopting pictograms that are more unique and distinctive. Moreover, this new airport can be used as a marketing tool to enhance the country image which is culturally rich. The pictograms should be designed in such a way that they reflect this objective. The decision maker who chose the AIGA and DOT standard pictograms could have paid more attention in the appropriateness of this design as the 1974 design was too general for any kinds of transportation, and not specifically created for the airport. Finally, the design does not seem to coincide with the modernization concept of the airport.

化粧室
Restrooms
 エレベータ
Elevator
 エスカレーター階段
Escalator-Stairs
 階段
Stairs
 電話コーナー
Telephone
 ミュージアムショップ
Museum Shop
 ロッカー室
Locker Room
 自動販売コーナー
Vending Machine

VIETATO USARE IL FLASH /// FLASH INTERDIT
 / /// SCUMANDÀ DA FOTOGRAFA CUN
 STRAGLISCH /// 禁止拍照 ///
 :BLITZLICHT VERBOTEN /// NO FLASHLIGHTS

ANIMAUX INTERDITS /// TIERE VERBOTEN
 /// SCUMANDÀ D'ENTRAR CUN ANIMALS
 /// VIETATO ENTRARE CUN ANIMALS ///
 حيوانات ممنوعة /// ANIMALS PROHIBITED ///

→→→ OBJETS TROUVÉS → 發現的物品 →
 →→→ CHAUSSAS CHATTADAS →
 →→→ LOST PROPERTY → FUNDSACHEN
 →→→ OGGETTI TROVATI →

→→→ SÉCURITÉ →→→ SEGIREZZA
 SICUREZZA →→→ SICHERHEITSDIENST
 →→→ SECURITY →→→
 →→→ BEZPEČNOST →→→

/// SCUMANDÀ CUN AISSAS-RULETTAS ///
 VIETATI CU SKATE /// SKATEBOARD VERBOTEN
 /// SKATEBOARDS PROHIBITED ///
 запрещено кататься на скейтбордах ///
 /// PLANCHES À ROULETTES INTERDITES ///

SERVETSCH DA FOTOS →→→ FOTOSERVICE
 PHOTO SERVICE →→→
 →→→ FOTO SERVICE →→→
 →→→ SERVIZIO FOTO →→→ SERVICE FOTO

1. A person with a camera. 2. A person with a camera. 3. A person with a camera and a bag. 4. A person with a camera and a bag. 5. A person with a camera and a bag. 6. A person with a camera and a bag. 7. A person with a camera and a bag. 8. A person with a camera and a bag. 9. A person with a camera and a bag. 10. A person with a camera and a bag. 11. A person with a camera and a bag. 12. A person with a camera and a bag.

ABOVE
Yokosuka Museum of Art
Yokosuka City
Kanagawa, Japan
2007
Masaaki Hiromura

31

By using simple concepts of points, straight and curve lines, they can be connected to each other to create different shapes and forms. With this methodology, I am able to create various pictograms which are distinctive in characters. Besides, they are highly harmonious and united.



The reader can imagine the many very different units located in the airport area. It is necessary to organize the directory of service information to avoid confusion. Current signage at the airport is plain as having black letters printed on white background. Passengers found themselves lost in finding what they were looking for. The signage is so clutter that passengers will have to search through ton of information. This is not only inefficient but it is also ineffective way of communication.



Without color-coded system, the black letters on white background make the identification of important information difficult. One can easily get frustrated when looking at different angle of arrows. The last image may be interpreted as that in order to reach the emergency exit, you have to pass through the toilet.

Human beings learn to recognize essential information through self-training. Airport signage is supposed to be categorized in such a way that would make it easy to interpret and understand. I would like to propose one small alteration to serve that objective. That is to use a color-coded system. Cluster of information will be categorized and organized which help reducing mistakes and misunderstanding.

“The hundreds of signs at an airport are meant to help travelers find nearly as many destinations. Reading and interpreting all these signs can make the head spin. Passengers hurrying to catch a plane may panic if they don’t understand which way to go. The mere thought of flying is alarming enough for many of them. A good solution to this problem is to keep the number of signs to a minimum. A color-coded system helps reduce the number of signs to be read.”

Paul Mijksenaar - <http://www.mijksenaar.com/>

BELOW
Color-Coded on signage at
JFK Airport, New York
Paul Mijksenaar



The letters on the signage must be accurate and legible. It is also necessary at the Suvarnabhumi International Airport to include local dialects because some Thais may not be able to read English. In other words, the airport signage should be

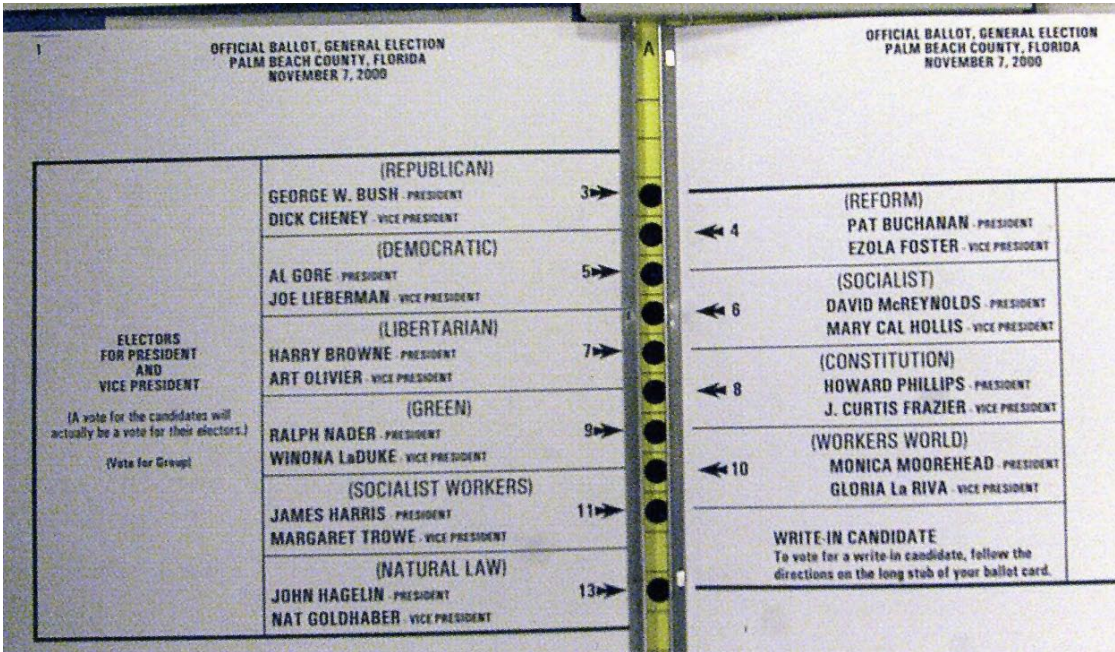
bilingual. Apart from color-coded scheme and accuracy of letters, the design of alphabetical characters of both languages should reflect harmony and unity.



ABOVE
Thai typeface characters do not relate to the English typeface. There are small circles (bubbles) in the character of Thai alphabet. Actually, this character which is like Serif character in Latin fonts is used to read easily in text books. For display fonts on signage, it's not necessary to use these bubbles.

By observing visitors at the airport, the recent signage system at Suvarnabhumi airport forces passengers to spend at least 5 to 10 minutes to understand and interpret the sign, then find out what they are supposed to go. The example below illustrates my point.

“In the 2000 US presidential election, the confusion caused by a new ballot paper may even have affected who got the world’s most powerful job when the form re-designed by Theresa Le Pore led to confusion as to where to punch the hole, as voters tried to vote for Al Gore but voted for ultra-right-wing Pat Buchanan by mistake. Many then punched another hole, trying to correct their error but technically ‘spoiling’ their ballots in the process.



The designer, in her defense, stated that she was actually trying to make it easier to use. The re-design and the 19,000 spoilt ballots resulted in voters tried to correct their mistakes in voting for Buchanan. After months of legal wrangling, George Bush was proclaimed the winner in the state (an announcement since proved to be almost certainly erroneous).”

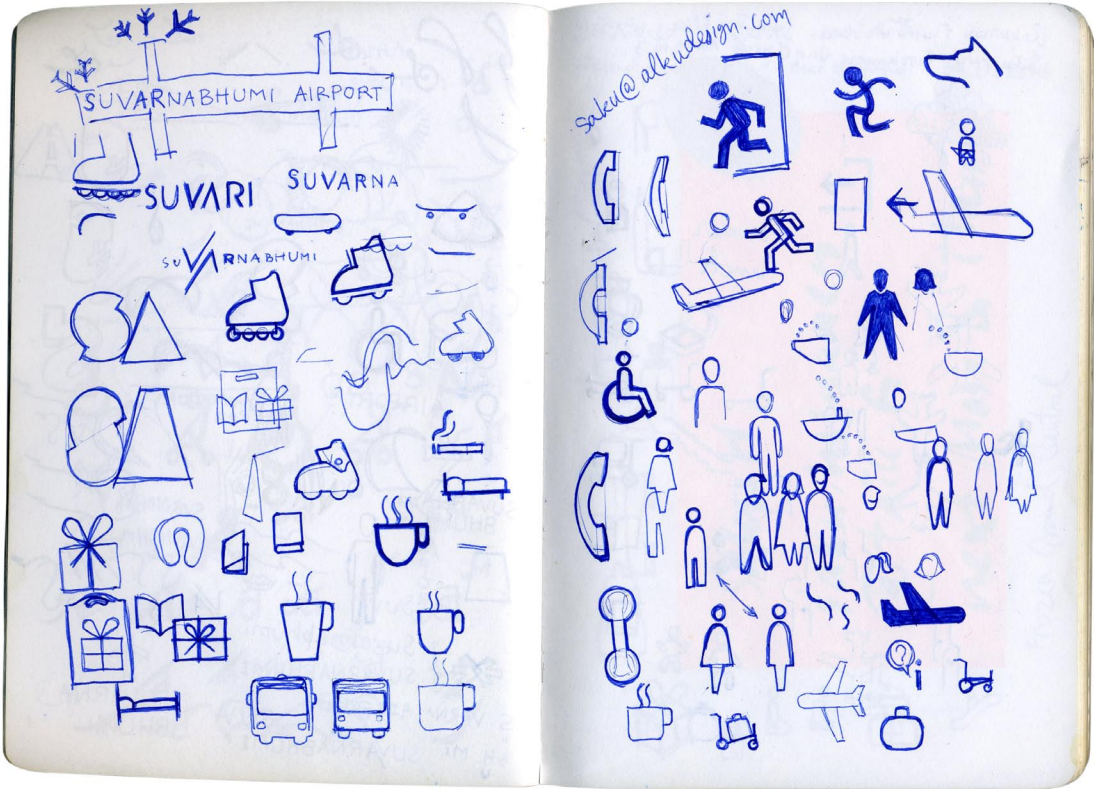
Problem Solved, A primer in design and communication by Michael Johnson

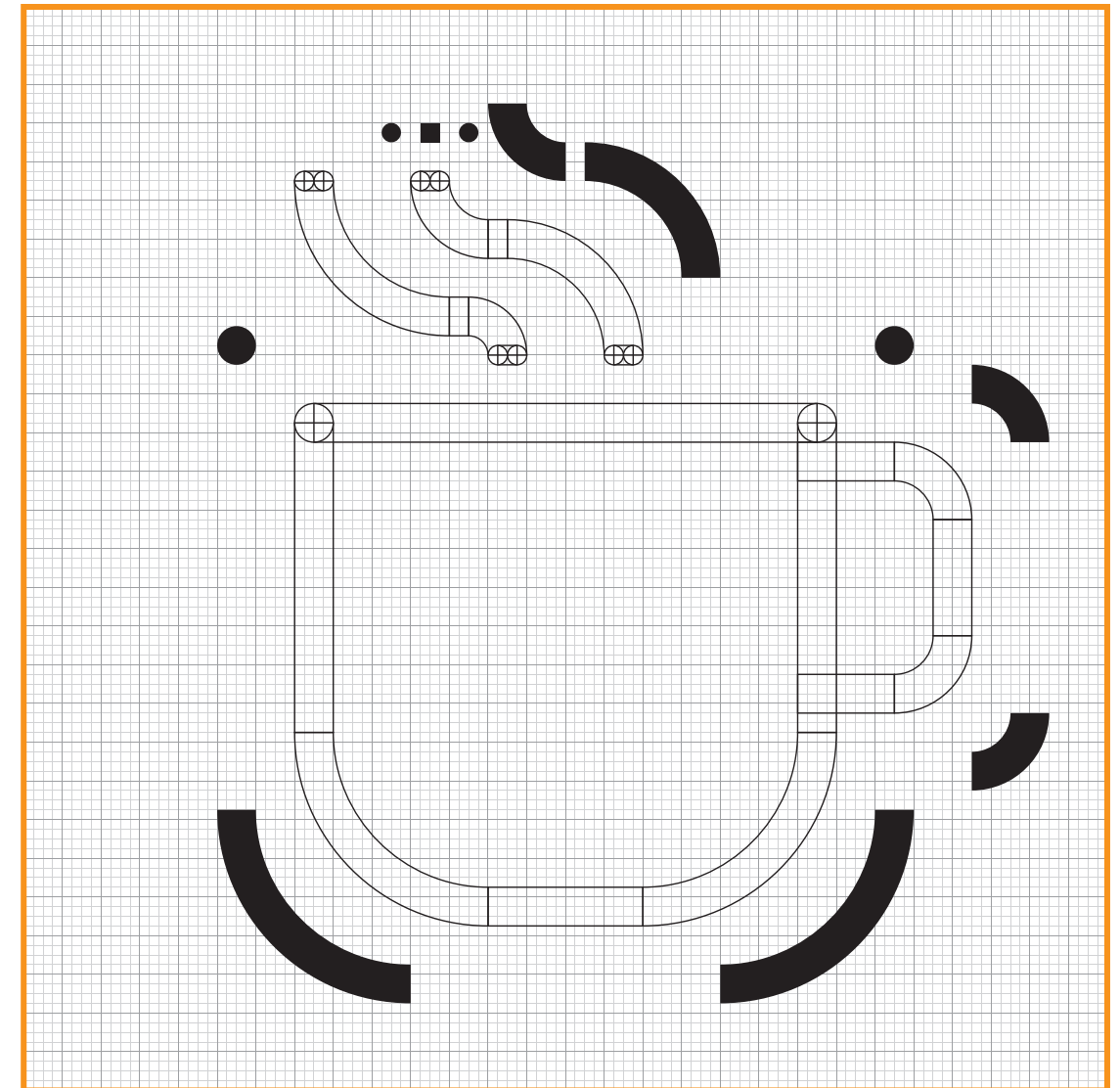


Research Methods

Pictograms designed for this project apply a basic approach in creating an object using points and lines. When connecting points, curve and straight lines together, several shapes of objects, which contain harmonious and united characteristics, can be created.

OPPOSITE PAGE
Sketch idea in my sketch book





OPPOSITE PAGE

Pictogram design development

BAGGAGE CLAIM - The first one contains too many details. The second one, however, is difficult to recognize.

TOILET - In the first design, the man's legs look too clumsy and inhuman.

CONNECTING FLIGHT - The sketch design looks confusing. The second one, In Particular, looks like the two plane are going to collide.

SHOPS - The sketches have too many details. The third one is almost usable, but the shape of ribbon reminds me of an arrow.

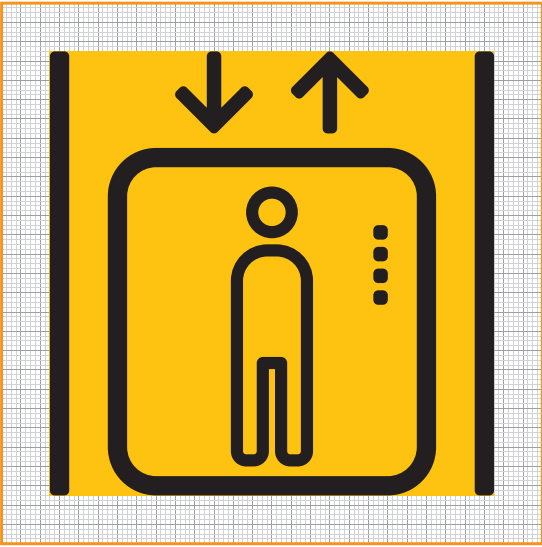
LOST PROPERTY - A purse at the first sketch is quite difficult to recognize. Moreover, the briefcase seems to represent a better meaning. The circle make the question mark look too small.

ABOVE

Pictogram's structure, showing grid system and design elements

In this design process, I decided that this pictogram set is going to be modern and neutral from language and culture. In order to achieve this objective, I eliminated the structures or visual forms of the original design that were related to the Thai's culture. My primary focus is that the place such like an airport should have pictograms that are simple and universally acknowledged, regardless of language and culture. Additionally, they should

be easy to recognize and understand. Nevertheless, it is possible to design pictograms which are universal, still they can reflect the Thai culture. For example, pictograms used in Thai museums or cultural events often display information graphic in a traditional way. International visitors generally spend time to learn and understand the pictogram set in those locations.

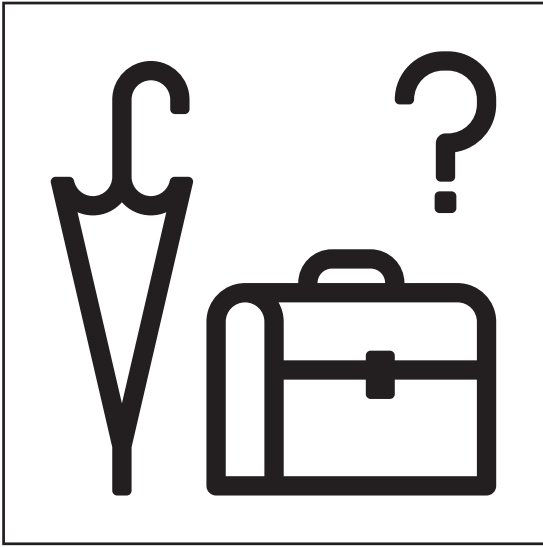


ABOVE LEFT
Pictogram size 280 x 280 mm.

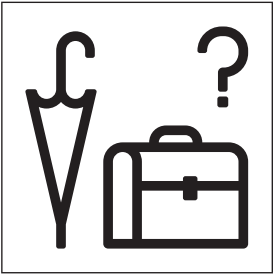
ABOVE RIGHT
Work area for pictogram at 230 x 230 mm.

In starting the design process, the size of pictogram was set at 280x280 mm. because this size is appropriate with the line thickness. Then, the pictogram is to be formed. Pictogram still looks clear when it is used in small size. The thickness of straight and curve lines were at 100 mm. There were two different sizes of points; 50 and 100 mm. The 50 mm. point at the end of the line is to make the edge of the line to become a round shape. And the 100 mm. point is to make the corner of form turning to be a round shape. The next step was to put these components in the square box containing vertical and horizontal grid lines.

The diagonal lines were set in various degrees rather than at 45 degree angle to create free forms. The rule of design at this point was not to create pictograms bigger than 230x230 mm. When setting the size of pictogram to be the same, it will be easier to use on the signage and produce harmony and unity. Besides, this working area is going to be suitable with grid line on the signage. Therefore, by following these rules, it will produce the best combination of pictogram form.

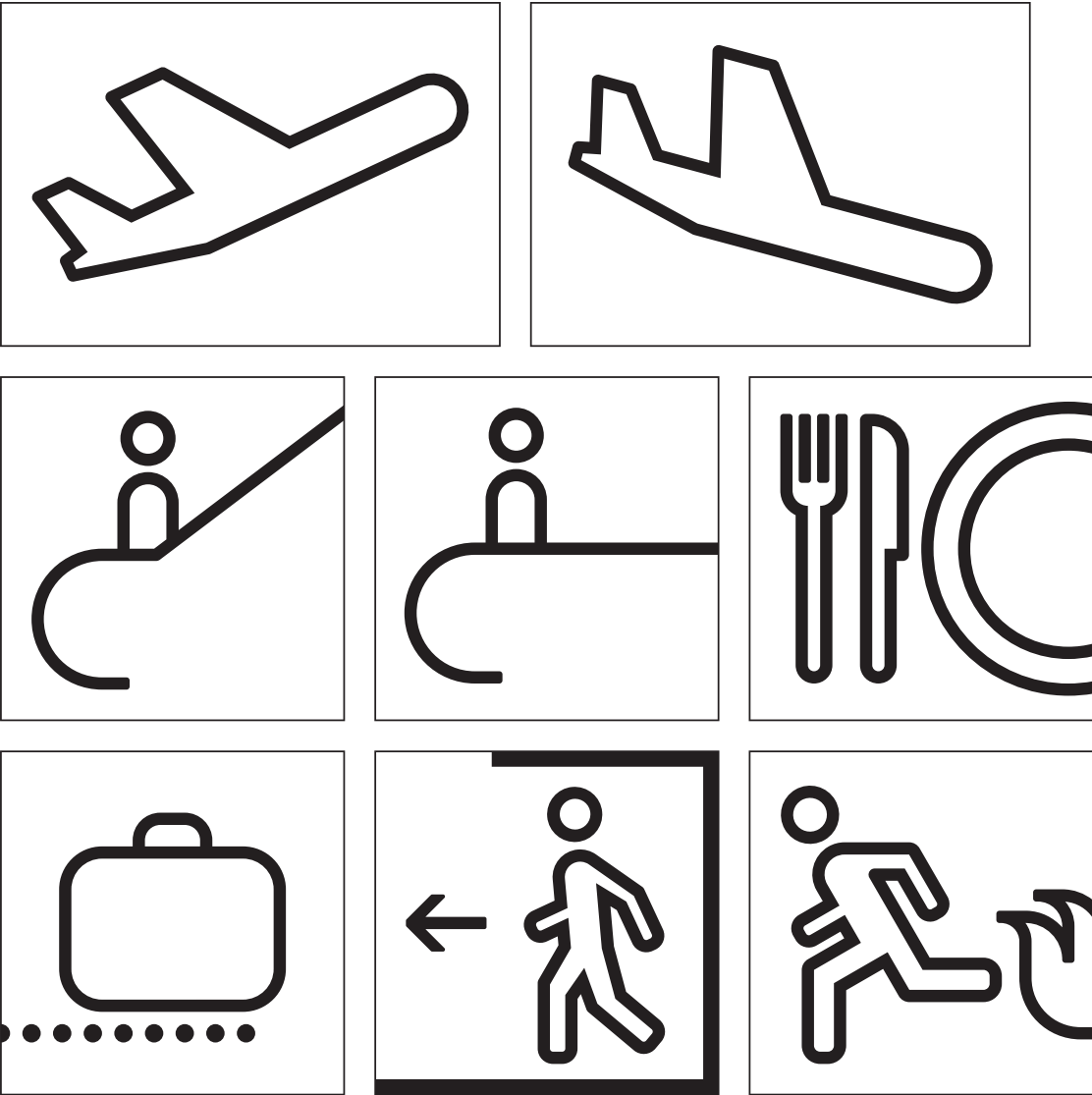


ABOVE
Showing pictogram in various sizes - The pictogram is still clear even in small size.



However, there are 8 pieces of pictograms that are bigger than the limited area to convey the meaning and accurate communication.

For example, pictograms for departures and arrivals are the extra large to emphasize key information for visitors at the airport.



Moreover, I decided that almost all of pictograms related to human body do not have arms. This is a curiosity as to whether human-figure signage with or without arms is essential for communication. If there were no arms in human-body pictogram, will they still represent a human body? Let's consider the Emergency Exit sign which I believe should have arms to depict movement. Without arms, the pictogram looks incomplete.

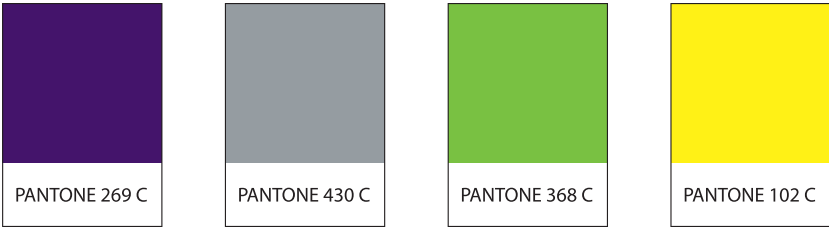


ABOVE
The orange frame shows the shape of human running without arms.

After pictograms design has finished, it is now ready to put them onto the signage. In order to do so, I need to set some systems. Firstly, I use the color system to categorize the information in order to make it clear and decrease information cluster on the signage.

Color-coded systems are

Purple sign refers to departure and arrival flights and baggage claim.
Grey sign identifies airport facilities such as toilets, restaurants or shops.
Green sign indicates exit, parking or ground transportation.
Yellow color uses for all pictograms on signage.



BELOW LEFT
Orchid image from
www.orchidsiam.com

BELOW RIGHT
The image from Getty Images
www.gettyimages.com

The purple color is from orchid flower which was adjusted to be darker in order to use with pictogram color (yellow). The idea of this color combination was inspired by the color of orchid flower and sky at dusk on the beachfront in Thailand.



Then, I need another color for the second information. At first, I wanted to use black, but it is too dark. Moreover, it can look dirty when putting it together with purple. Besides, black color is associated with mourning in the Thai culture. Therefore, grey is chosen of which it gives a very nice combination when using with purple, yellow and green.

Thailand is the agriculture country and produces the best quality rice in the world. The rice field which can be seen in almost every rural areas provides a very nice green color.

BELOW
The images from Getty
Images
www.gettyimages.com



The idea of yellow color comes from the name of the airport. “Suvarnabhumi” means the golden land. I choose yellow to represent gold color. It is bright and very good combination when use with other colors in the set. Moreover, in Thailand yellow is the royal color for His Majesty The King “Bhumipol”.



Illustration below depicts pictograms' categories by color-coded system.


Follow purple signs
when flying


•Ticketing


•Gates


•Baggage


•Check-in


























Follow green signs
when leaving the airport

•Ground Transportation

•Parking

Taxis









P₁

P₂

P₃

P₄











Follow grey signs
for airport services

•Restrooms

•Elevators

•Restaurants

•Shops
















































































TAX FREE
REFUND




In addition to those color-coded system, I also created pictograms to represent fire extinguisher, fire host, escalator instruction, baggage-cart instruction, trash can and various prohibitions.











































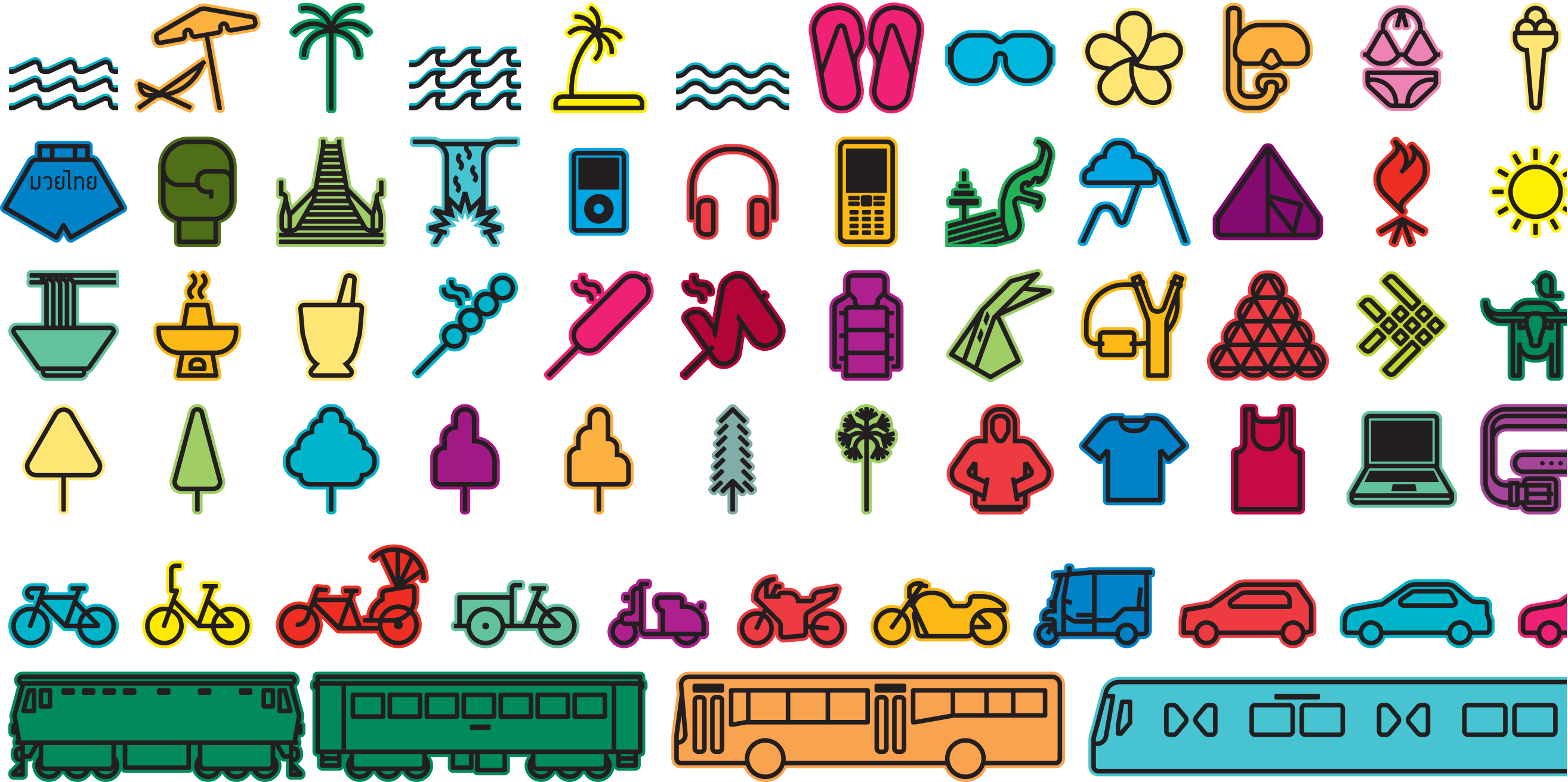








Moreover, there are several icons illustrating Thai culture, various tourist attractions and lifestyles of Thais. All of these will be used to decorate the wall inside the terminals.



After organizing information by color-coded systems, then they will be put on the signage.



This set of signage will divide information into left and right which help reducing confusion in reading signage for directions. Rather than having arrows pointing to completely different directions, the new design that contains same information or category on signage should use only one index arrow pointing at the same direction.



Or the different directions in the same category of information on the same sign.



The old signage at Suvarnabhumi International Airport uses Arial typeface for English letters. I will choose another typeface that has similar character and structure like Helvetica. I believe this is appropriate because it is neutral, has good structure, legible and various weights in the set. Helvetica is so popular typeface that even once someone said that “When in doubt, use Helvetica.” Moreover, Arial imitates the characters of Helvetica for being bundle on Microsoft window platform. Although Arial characters claim that they differ from Helvetica, they look almost the same as Helvetica. It makes Arial to be not good at structure and history of typeface in design world.

More information about Arial typeface - <http://www.ms-studio.com/articles.html>

Departure Gates

Helvetica Bold

Departure Gates

Arial Bold

Thai typeface at the airport, on the other hand, used on the recent signage along with Arial is totally different characters. One can easily notice the differences between the two. In my opinion, the original signage may not be created by professional graphic designer.



Even Helvetica is widely used in a variety of signage, this typeface is not unique anymore. Therefore, I am looking for different typeface that may be more appropriate and effective.

I choose the typeface called FF Din which has a functional display property. It has geometric forms, simple and bold, so these features make the typeface precisely legible when using on color backgrounds. Furthermore, signage is in rectangle forms, so san-serif typeface that is created by using geometrical forms is more relevant to the signage.

DB Design Co, Ltd. also released a new Thai typeface that was designed to use with FF Din. FF Din has been widely used in Thais graphic design since 2000. Therefore, there was a need for Thai version of FF Din which was released in 2007 called DB Ozone. The illustration below shows the alphabets' characters of both typeface in order to compare the characters of which can be used alongside of each other on the signage.

กขชคศขจจฉช
ณณฏฐฎกณณดตถ
ทธนบปผฝพฟภม
ยรลวศษสฬฮฬอฮ
ฤ ฦ ฤา ฦา ๑ ˆ ˘
๕ ๑ ๑ ˉ ˉ ˉ ˉ ˉ
๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙
๐ ๑ ๒ ๓ ๔ ๕ ๖ ๗ ๘ ๙

DB Ozone Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
.,:;'"?/()[{}]|@#%&

FF Din Medium

THIS SPREAD
Compare letter forms
between two typefaces

It's clear that both of them have very good harmony and better than the original typefaces' combination. It's completely change the feeling of the signage.





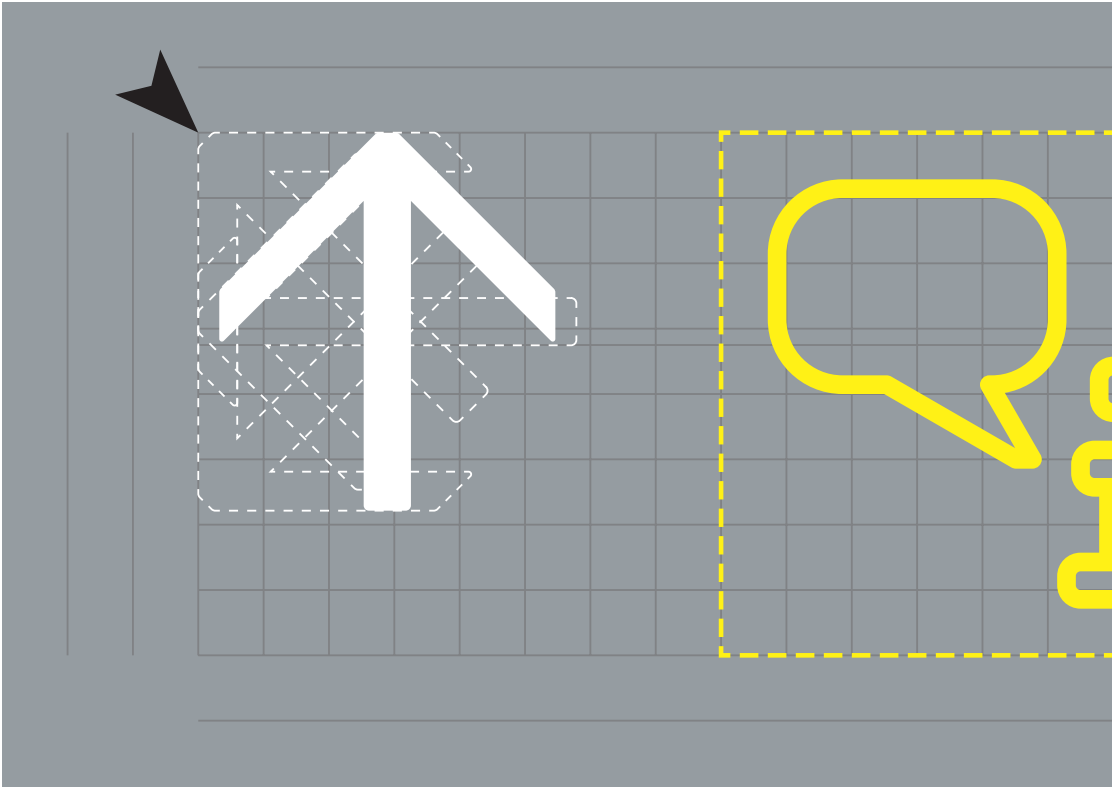
Signage Structure

I bring grid lines to set precisely layout on the signage. This structure can be adjusted depending on various signage sizes. My primary concern is the Thai letters because there are vowels above and below the consonant letters. Moreover, Thai language has “Tone Marks” which are above consonant letters and sometimes higher than the vowels on the top of the consonant letters. For example, I use the word “Taxi-แท็กซี่” in Thai language and put the highest letter of vowel letter, which is ‘ุ’ on the grid line. Then, I snap the baseline of Thai letters on the other grid line. After that, I adjust the size English letters based on the weight of Thai letters. The result is that both Thai and English letters have the same size and fit well on the signage.

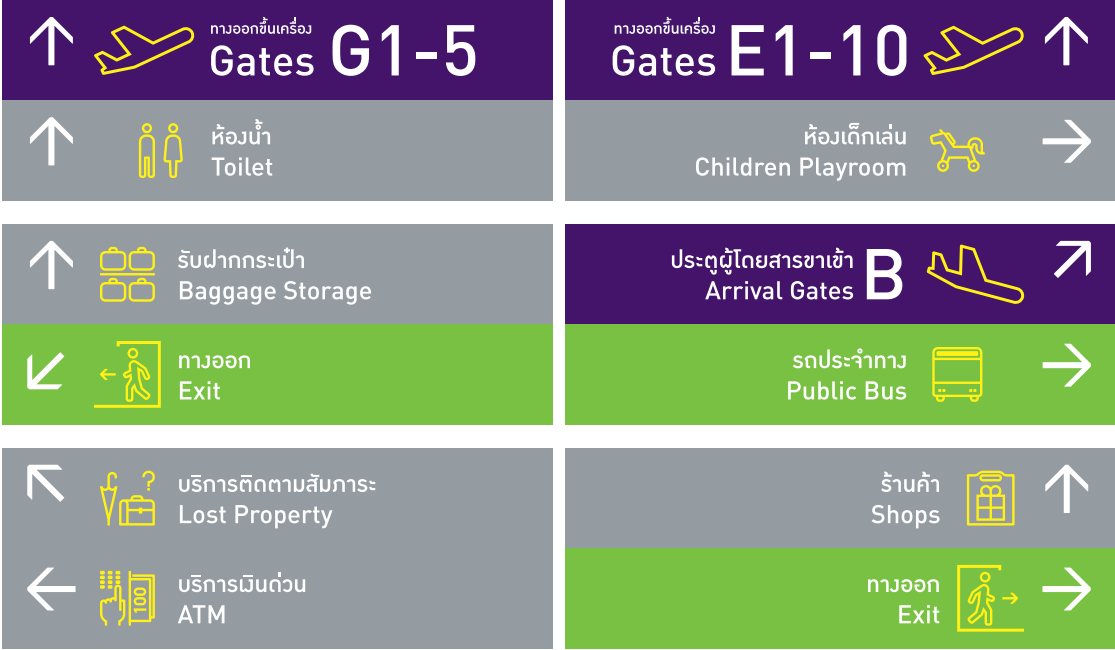


The size of pictograms was adjusted to between 200x200 mm. so that it can be adjusted by following various sizes of the signage. At the beginning, I try pictograms with the square frame on the signage. However, I felt it has too many elements. Therefore, the square box was excluded which decrease an overall combination on signage.

I decide to use the arrow that is thicker than pictograms to emphasize the signage navigation. I lay the set of arrows to the corner of the square grid as the illustration below.



The departure and arrival signage uses bigger pictograms so that they can be easily recognized due to its importance. Other signs below departure and arrival have to follow the departure and arrival sign structure by laying the letters on the same vertical grid line. Then, pictograms were placed 2 units apart on the letters grid line.



Various Signage Sample



2800x600 mm.



2800x300 mm.



2000x600 mm.



1400x600 mm.



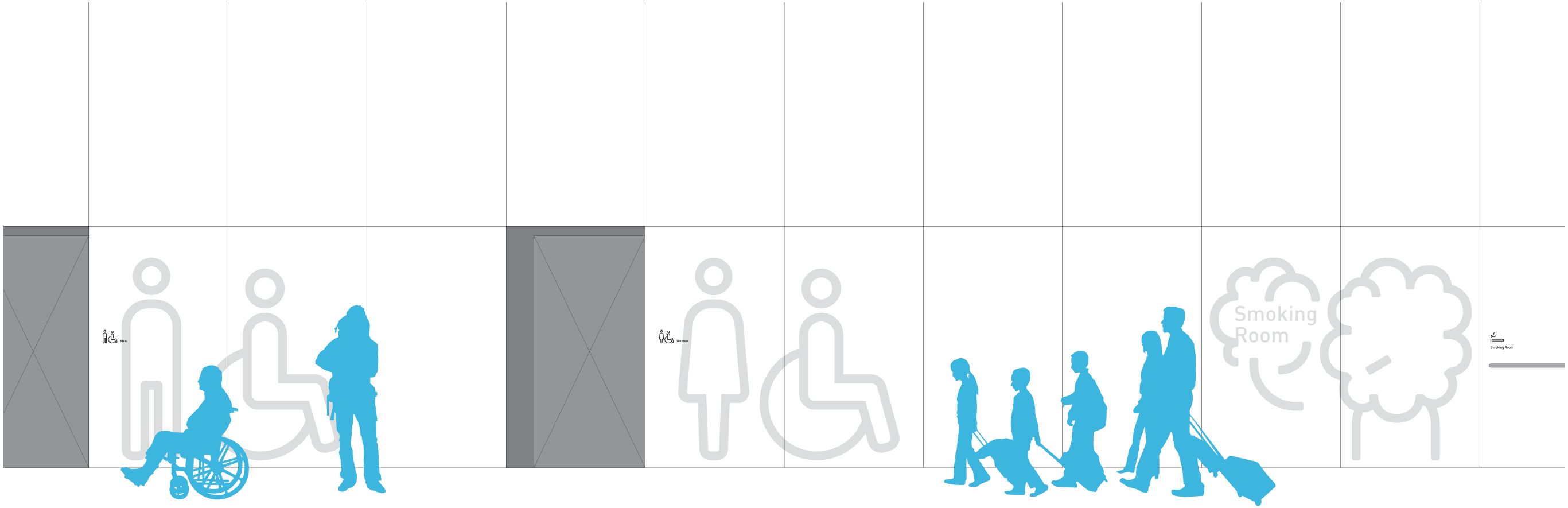
1075x300 mm.



1650x600 mm.













Liquids,
Gels,
Pastes &
Lotions

100 ml
/each



Bag size
no bigger than
20 x 20 cm.

Allowed

- Liquids, Gels, Lotions and Pastes up to a maximum size of 100 ml/each
- Pack liquids in a transparent resealable bag
- Bag size no bigger than 20 x 20 cm.
- Sealed bag must be presented separately at security check

Exceptions

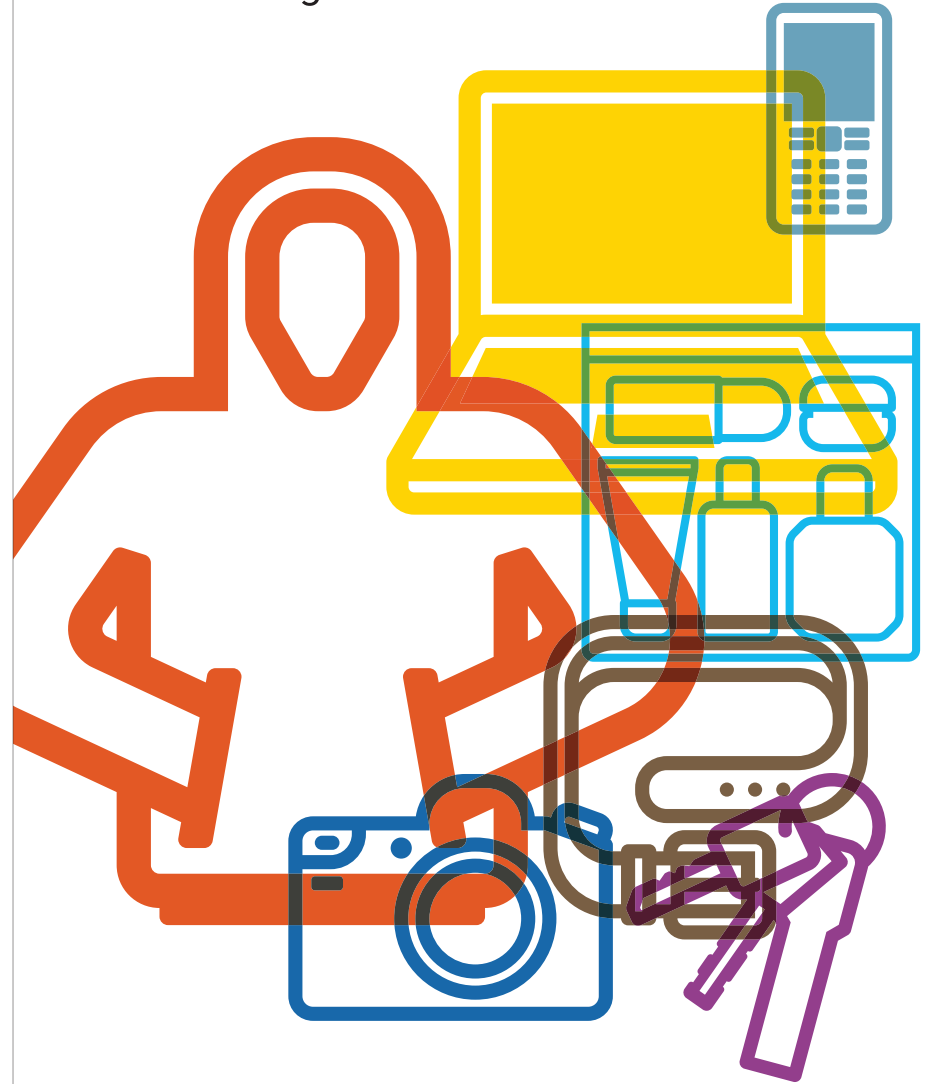
- Essential medicines, baby food/milk must be presented separately

Not Allowed

- Liquids, Gels, Pastes and Lotions over 100 ml
- Containers over 100 ml even if partially full
- Overpacked "open bags"
- Sharp items

ABOVE
Poster - Liquid regulation

All items must be
presented separately
for screening.



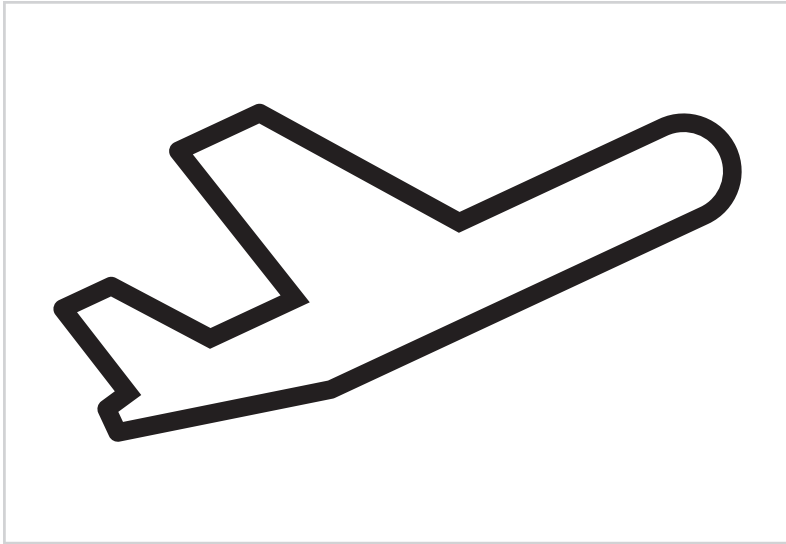
ABOVE
Poster - Scan regulation



The Description of the New Pictogram Set

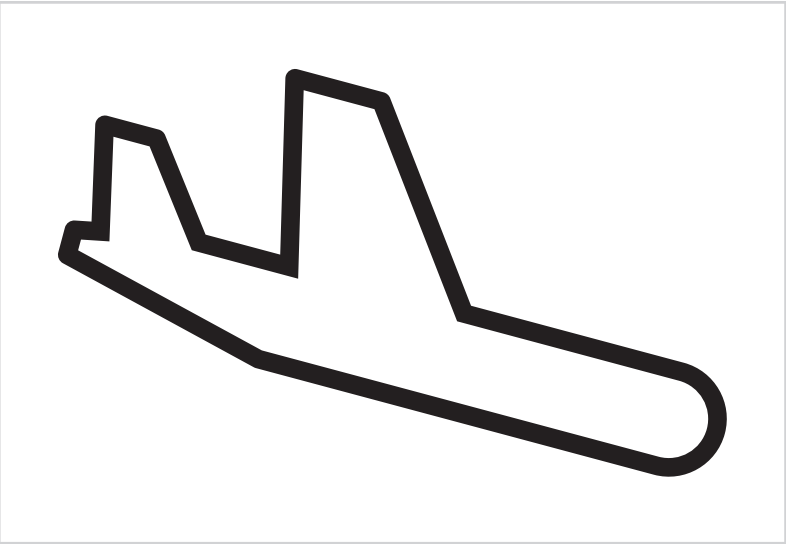
Pictograms refer to a group of pictorial signs that are able to communicate some information to receivers. They should be independent from language and culture. Besides, their message must be accepted from international understanding. Pictograms can imply to languages. Everybody has learned this language (Pictograms) by training to understand and recognize the message. Therefore, it's too difficult to create the new language (Pictograms) that is totally different or has never existed in this world because there will be a chance to make people confused. And human needs time to learn and understand the new pictogram structure which should be accepted from international also.

Therefore, these pictograms are created by using the same structure that is used and accepted globally. Furthermore, I use graphic design methods to create these pictograms which make them look contemporary and distinctive, while also contain the same messages within these modern forms.



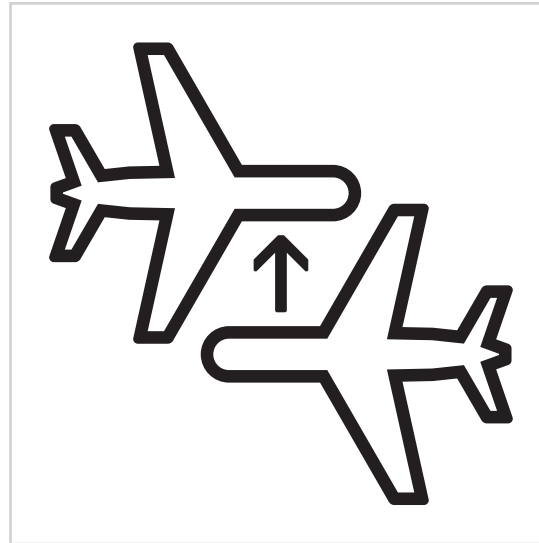
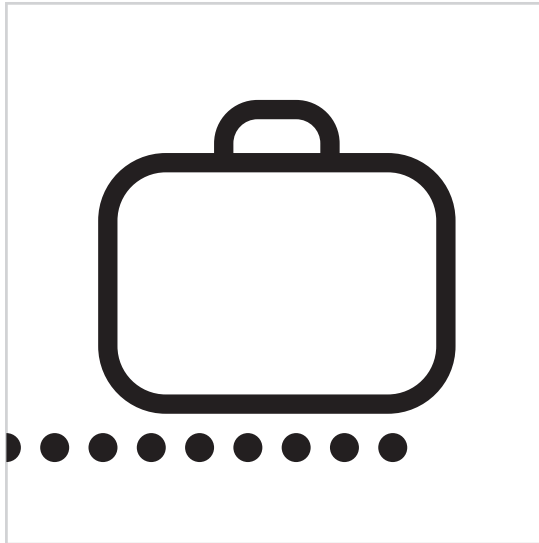
Departures

Using the shape of an airplane taking off signifies to leaving to some destinations. This form uses only outline without any details to make the sign simple and distinctive. The runway is eliminated because it is not necessary. Even without runway, readers can still recognize and understand this pictogram.



Arrivals

I use the departure pictogram and adjust the angle of the airplane in order to look as though it is landing.

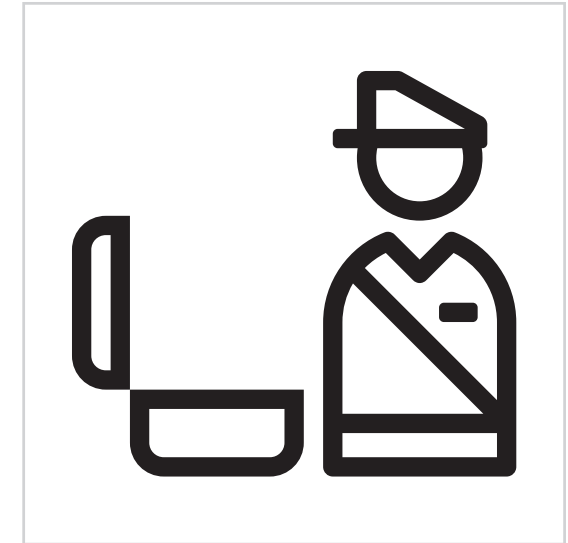


Baggage Claim

I use the character of baggage to form an image with the row of circles. It intends to illustrate that the bag is moving on the belt to waiting passengers. The recent baggage claim pictogram has too many elements such as baggage strap, row of circles and conveyor.

Connecting Flight

I create the pictogram of two airplanes parking next to each other. One has an arrow pointing to the other in order to depict transferring passengers from one airplane to another. While the original version at the airport contains too many elements and details such as wheels under airplanes, complicated arrow and walking passenger.

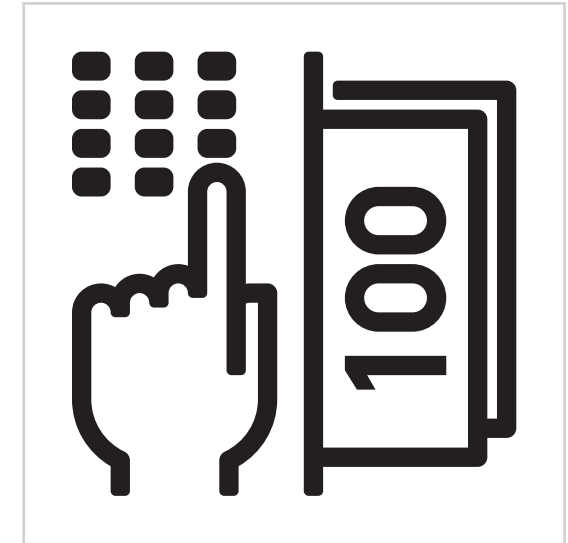
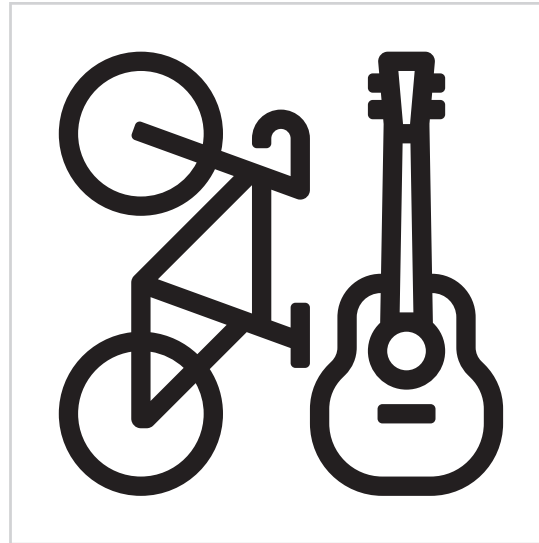


Check-In Row

Using a shape of people at the check-in counter and airline staff handing ticket to the passenger.

Custom

By eliminating the officer's arm, this pictogram remain the same message



Passport Control

Using the same image from the Custom pictogram, but change the picture of bag to passport.

Oversize Baggage

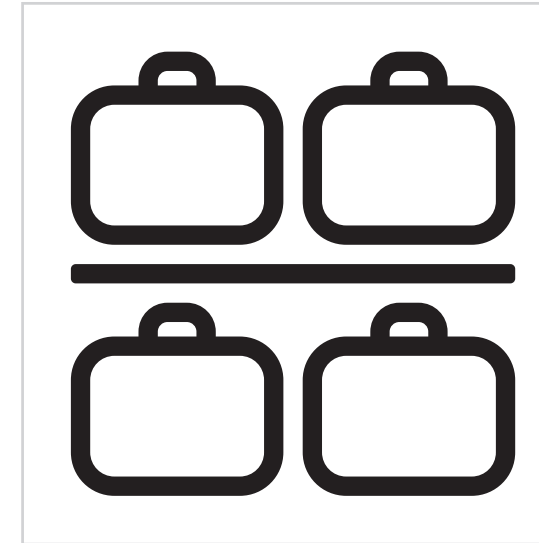
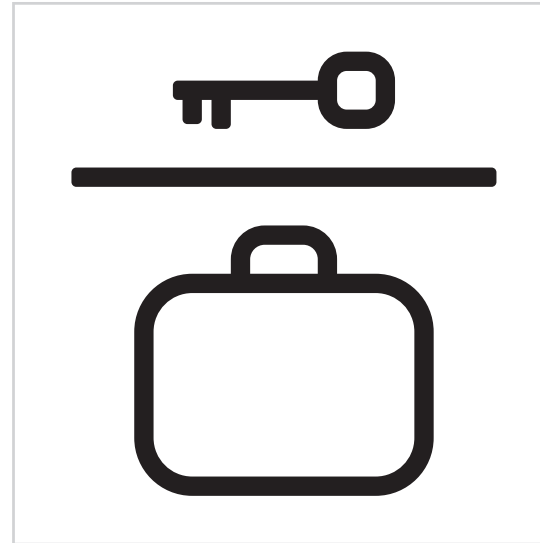
I use the image of bicycle and music instrument which are common oversized items travelers usually have to illustrate this pictogram. The original pictogram at the airport uses the same pictogram designed for the baggage claim which I think it doesn't relate to the message "Oversize Baggage".

Airline Clubs

It is presented by using people image sitting on the couch and combining with a clock. This pictogram represents the luxury place to spend time between waiting for flights.

ATM

This is a simple pictogram. I have seen this pictogram at JFK airport. It depicts the moment when people use the machine and then money comes out.



Baggage Cart

I create this pictogram by simplify the shape of baggage cart. Trying to keep it simple, but maintain the same message.

Baggage Locker

The original design at the airport shows a bag in rectangle frame with a key on top of the frame. My design remains a bag and a key, but I use a horizontal straight line to represent the locker door. I think it is simple and remains the same message.

Baggage Storage

I take the character of the shelf where bags can be placed on.

Bar

Wine glass is used to represent to a place where alcohol is served.



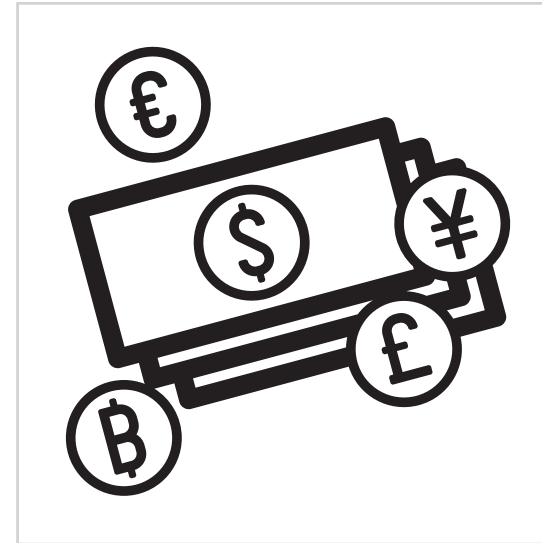
Cloakroom

This is a very universal pictogram that can be found in many places. I create this set by using my own graphic elements so that it will be conformed to the rest of pictograms.



Coffee Shop

A cup of coffee or tea with smoke represents to a place where coffee or light refreshment and food are served. This pictogram is a simple form by using curve and straight lines.



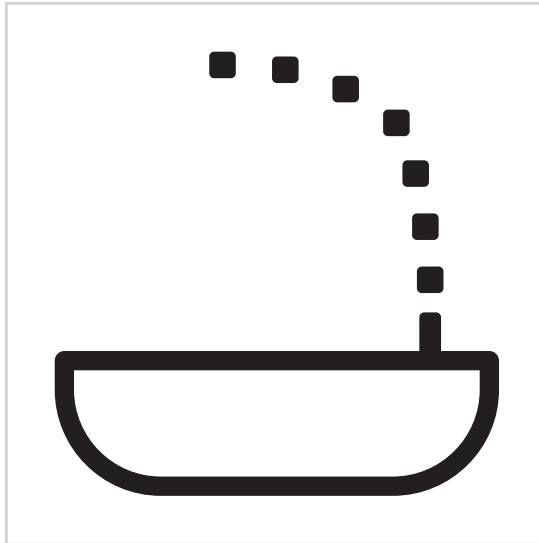
Currency Exchange

I draw a currency-exchange pictogram in bold size by using update various currency symbols.



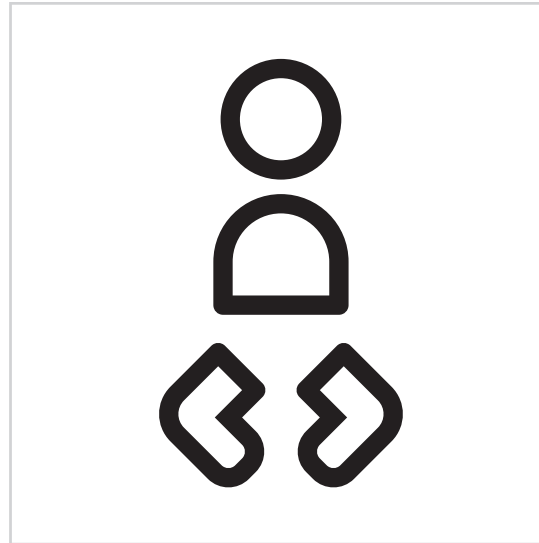
Disable

This pictogram refers to people with disability. I use an image of a man sitting straight in wheel chair with his head up. I intend to imply happiness, not depression.



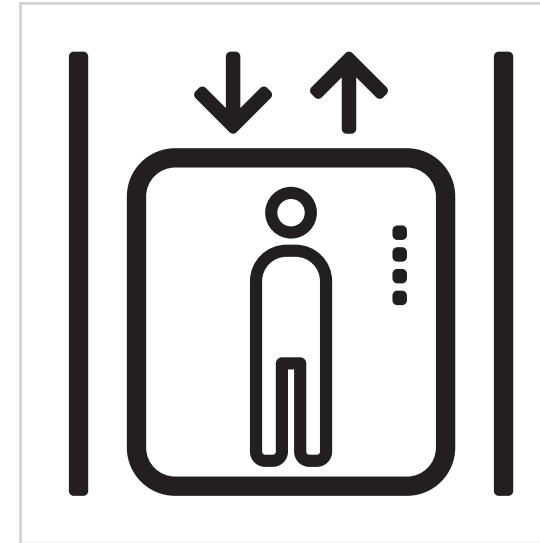
Drinking Fountain

The airport version uses an image of a man drinking from the fountain. I exclude the image of a man but leave the drinking fountain in. I think the message is still there.



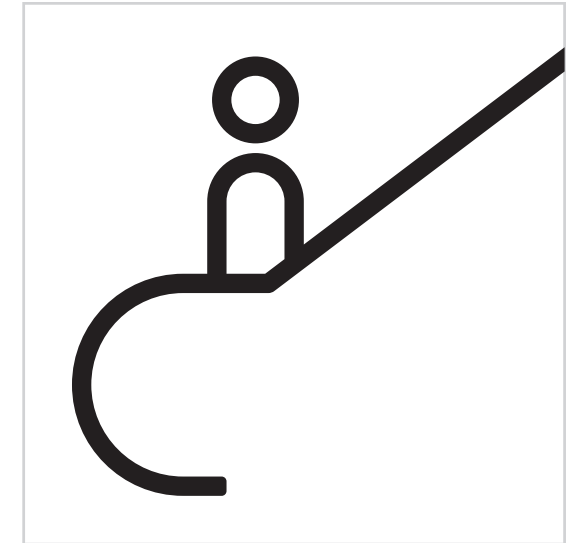
Baby Room

This is the room for changing diaper for baby. I only use an image of a baby with legs and diaper, with no arms.



Elevator

Normally, this pictogram contains an image of a man and a women in rectangle frame with arrows to indicate up or down direction. My design uses only an image of a man in the rectangle frame with up and down arrows to avoid confusion with a toilet.



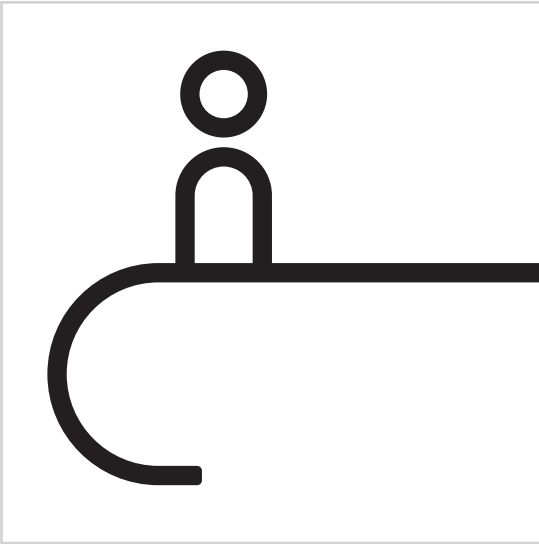
Escalator

Generally, this pictogram often draws the whole escalator with a man in the center of image. My creation is to have only some part of the escalator and have a man going up escalator.



Police Officer

I adjust some component of the passport-control pictogram for this one.



Moving Walkway

Similar to the escalator design, this one uses the horizontal image.



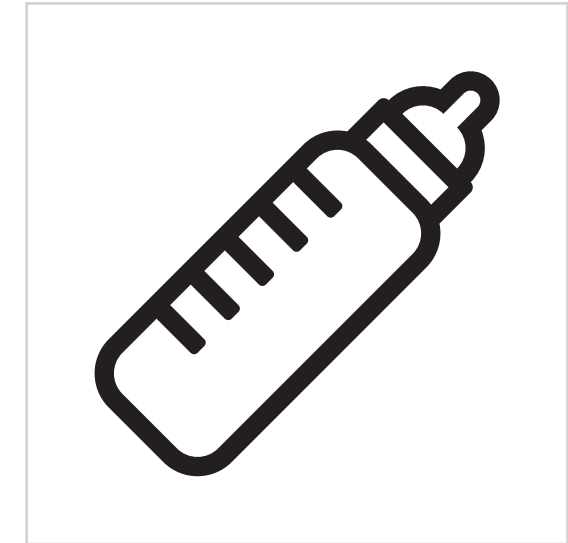
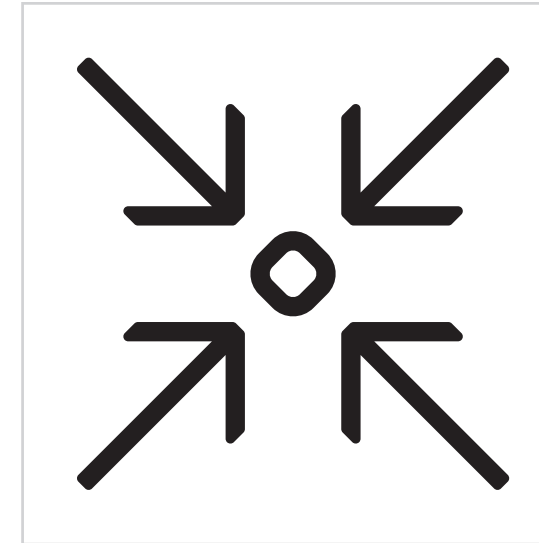
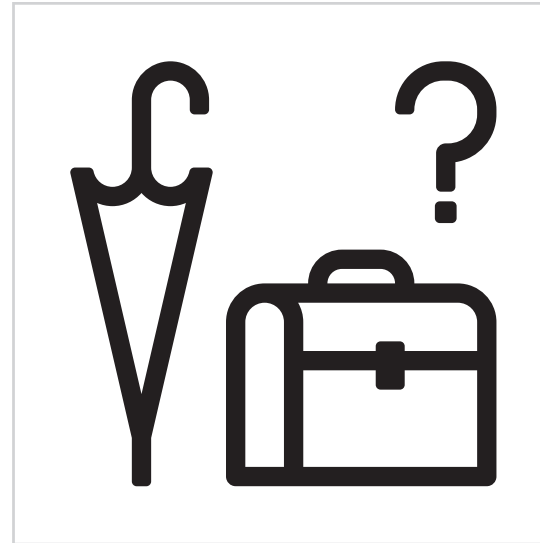
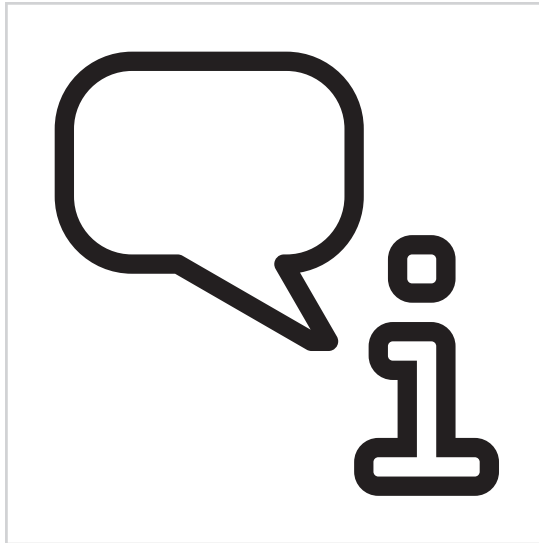
First Aid

I draw a hand with bandage and combine with the cross in order to represent the message of first aid.



Hotel Information

I draw a bed with the alphabet “i” which means “information”. The current design at the airport uses the bed with a question mark, which to me it means lost items.



Information

Basically, this pictogram always uses the question mark. In my opinion, I often think that question mark means lost or confused. It doesn't seem to represent to information. Therefore, I draw a letter "i" to refer to "information" and combine with quote balloon in order to represent to a conversation about information.

Lost Property

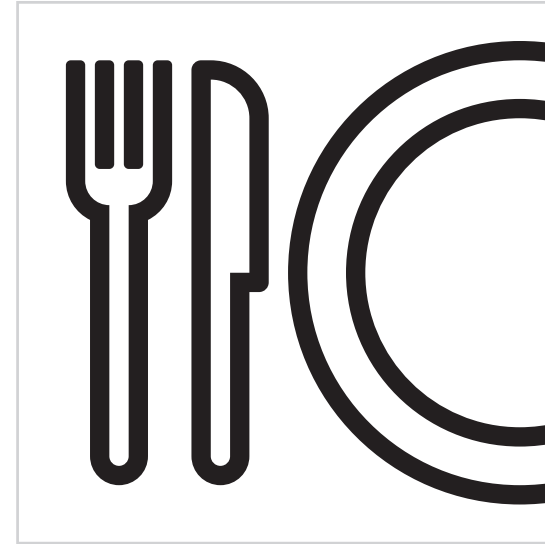
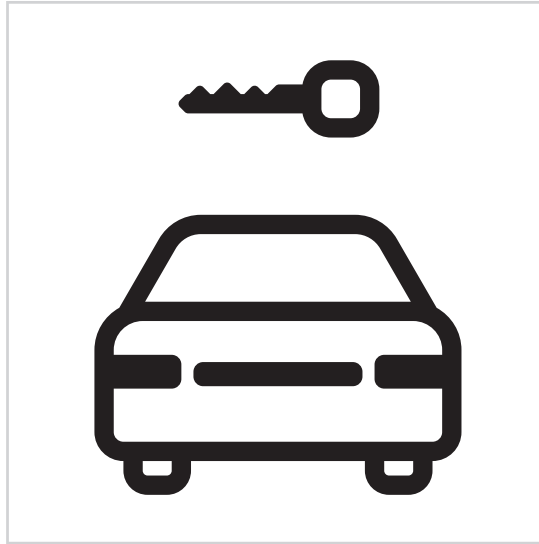
I draw an umbrella and a briefcase with question mark to represent some lost items found. Normally, this pictogram comprises of a glove, umbrella and question mark. I think the glove is too difficult to recognize, so I change it to a briefcase.

Meeting Point

This pictogram use arrows from 4 different angles pointing to the center.

Nursery

I draw a baby bottle in order to depict mother and child room.



Post Office

This is liked “cliché”, but an image of the envelop still works well to represent to post office.

Car Rental

I draw a car and a key in contemporary form, and place the key on top of the roof.

Restaurants

I draw a fork, a spoon and a dish symbol.

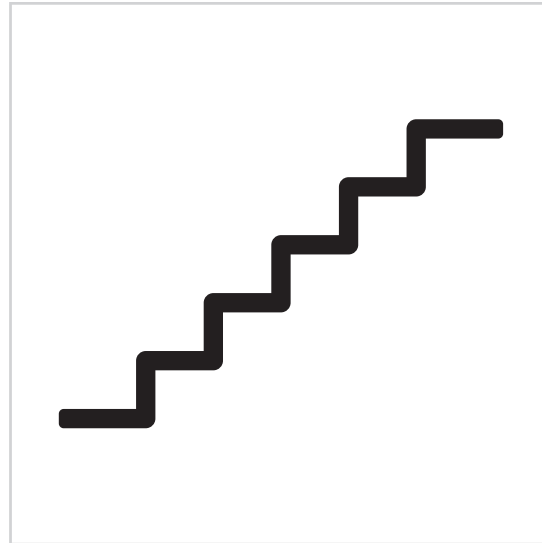
Shops

I think the original signage at the airport containing a pipe, a book and a gift box look old-fashioned and difficult to identify. Therefore, I develop the symbol to focus only at a gift box inside shopping bag. Both refer to shopping.



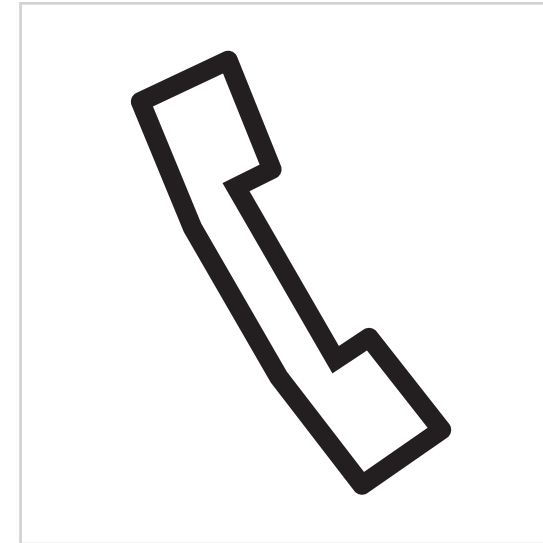
Smoking Room

I draw a cigarette and smoke in order to represent a place where can smoke.



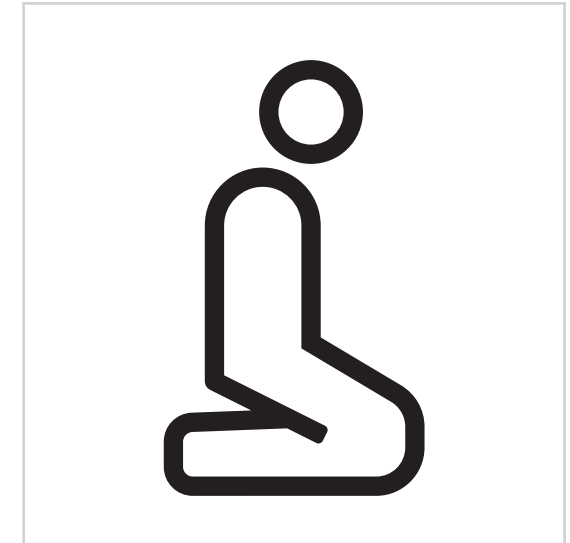
Stairs

I draw a zigzag line and turn 45 degree. Then, I get a stair.



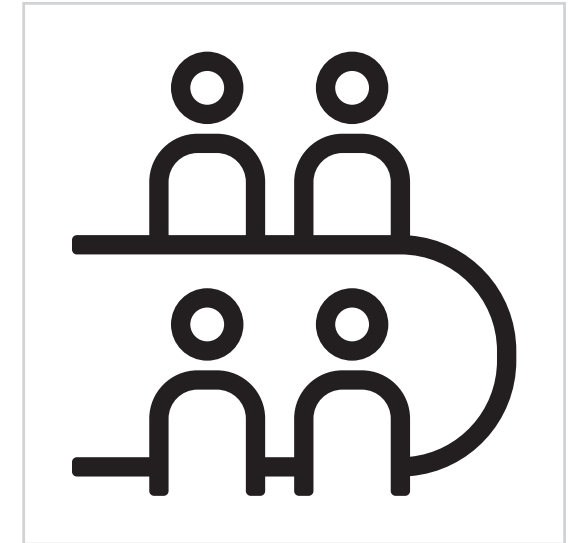
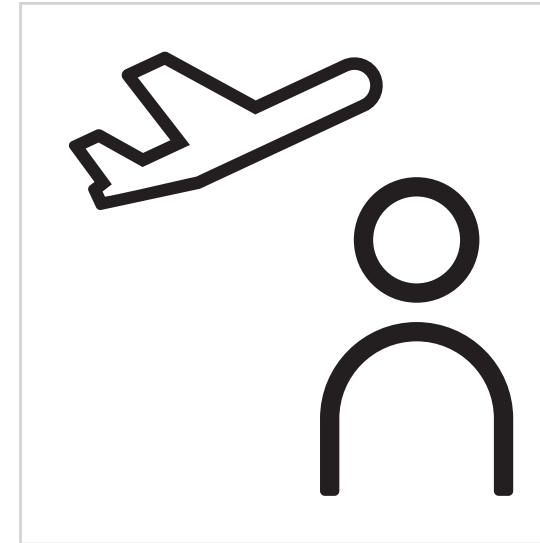
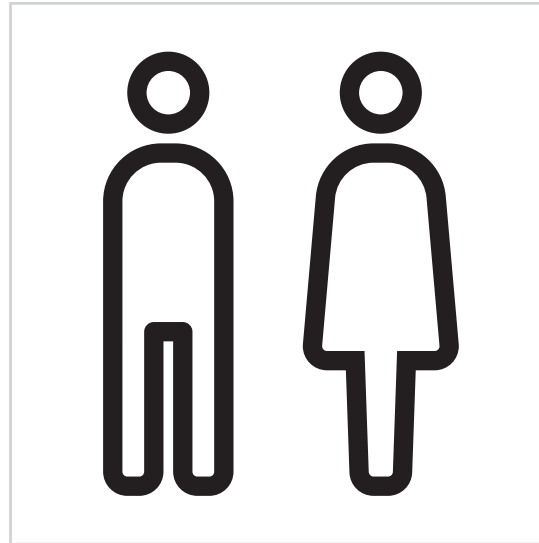
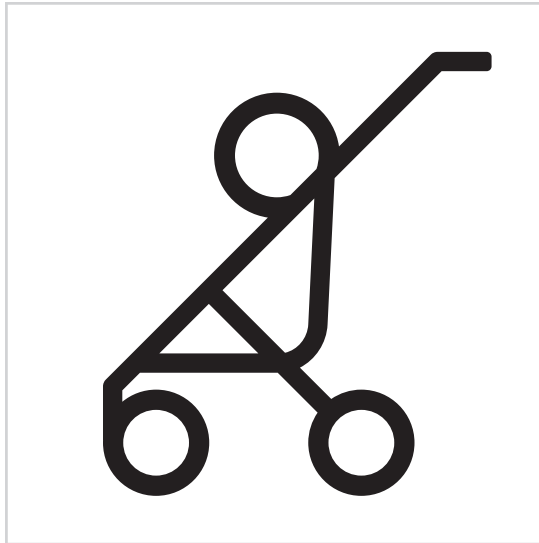
Telephone

Telephone handset symbol always refer to telephone. I draw the same style with other pictograms in this set.



Chapel

A man kneeling with his head down a little likes praying.



Prams

I create this form by observing prams used in many places. You can see a happy child with this new design. The old design makes it look like an infant in a closed basket.

Toilet

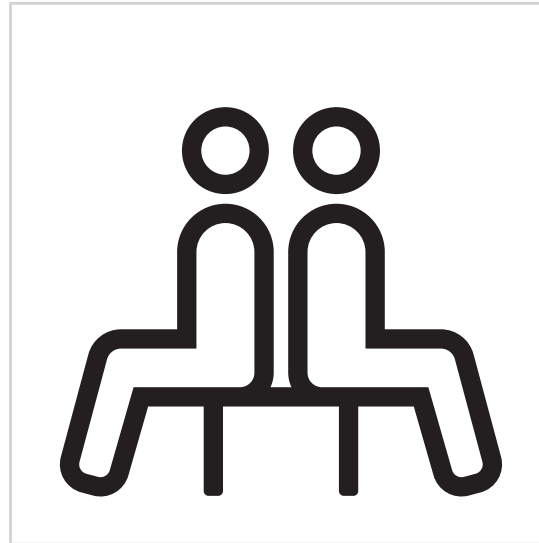
Man and woman symbols generally refer to toilets. I draw these images without arms because reader can imagine that there are arms somewhere. This is the other graphic style of toilet pictogram.

Observation Deck

This pictogram has images of an airplane taking off and a man, and then I just combine them in the working space

Auditorium

I draw human symbols sitting around the table.



Children Playroom

I use a wheeled-horse toy to illustrate this room. Readers can recognize this toy.

Waiting Area

This pictogram is presented by human symbols sitting on the bench. It represents waiting area around the terminal.



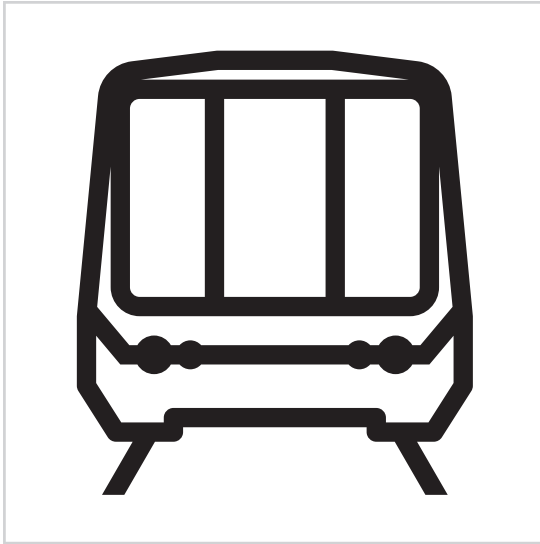
Pharmacy Shop

I use a pill, an capsule and a bottle of medicine for this pictogram.



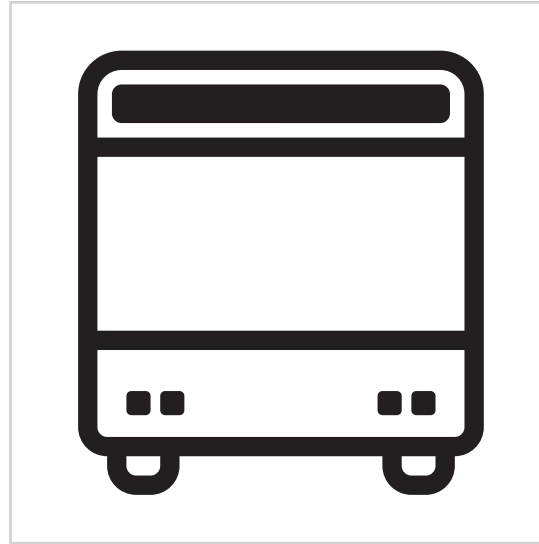
Taxis

I use a car symbol and draw a character of taxi sign on the rooftop. Moreover, I include the letters "Taxi" in the pictogram for a clearer message.



BTS Sky Train

I use the unique characteristics of the actual train compartment operated in Bangkok to avoid confusion with other forms of transportation. The train track also makes it different from a bus.



Public Bus

I choose some main characteristics of the bus in Bangkok



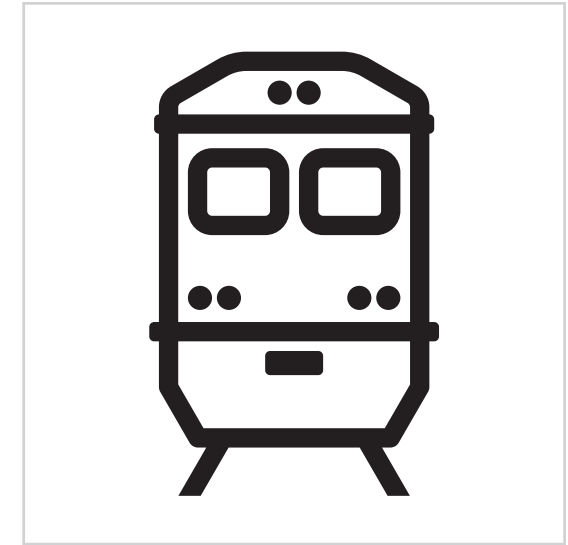
Shuttle Bus

This bus only operates within the airport area. I try to draw it differently from other public buses.



Bicycle

It's a bicycle. Very simple and clear



Motorcycle

I use the shape of motorcycles in Thailand.

Exit

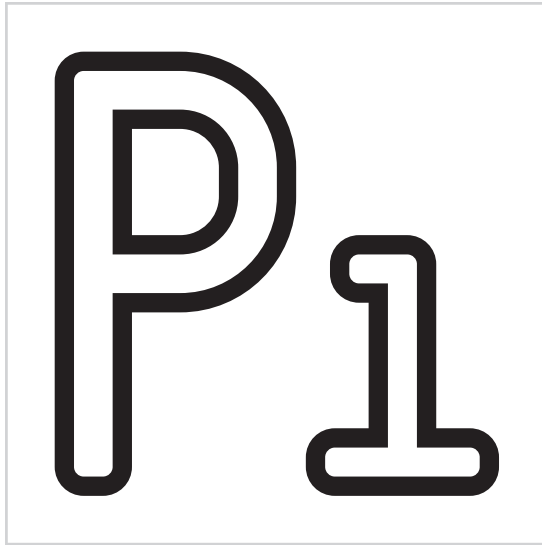
I draw a man going out of the building following the arrow. I think this pictogram is understandable more than the current one with only an arrow point out from the frame box.

Emergency Exit

I draw this pictogram by following the standard of emergency exit pictogram, but with my structure method for conformity with the rest of the set.

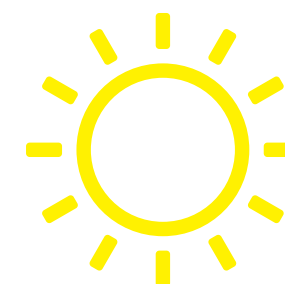
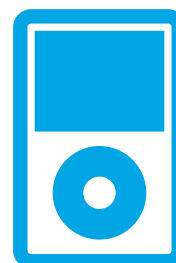
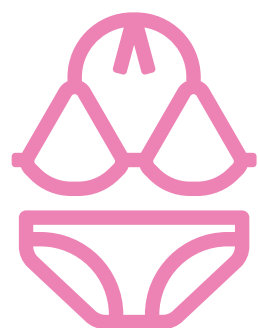
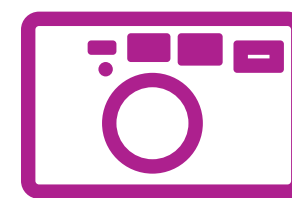
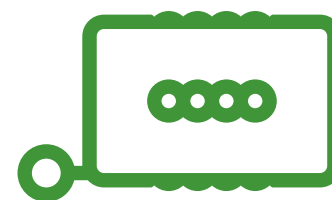
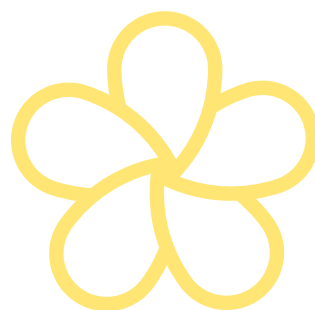
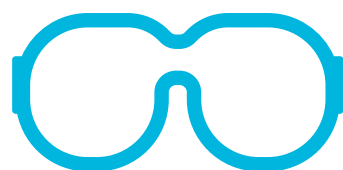
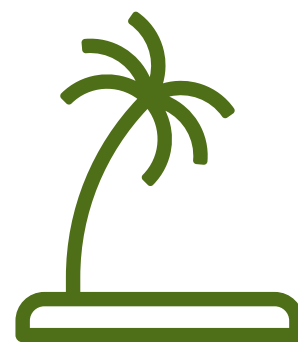
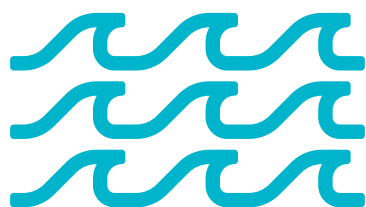
Train

Train pictogram is designed by using the character of a train in Thailand, but remains the international standard of the train symbol. That's the train have to be on the track.

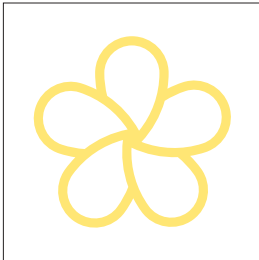


Parking

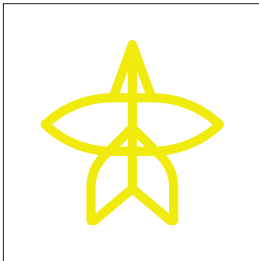
I draw a letter “P” to represent “Parking” and combine with number “1-4” which refer to each building.



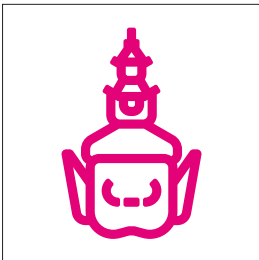
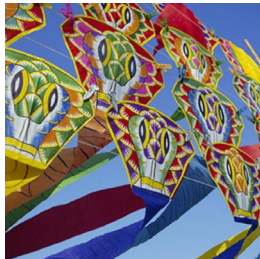
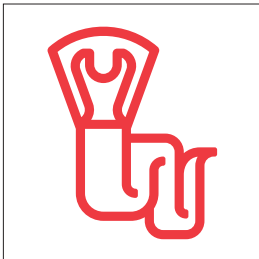
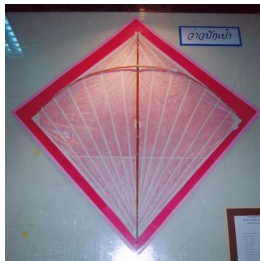
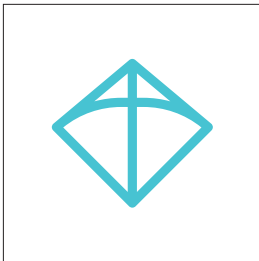
Icons' Description



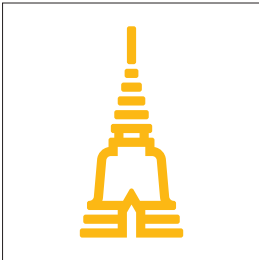
Plumeria
Is a very popular flower and widely found near the beach, or in any coastal provinces in Thailand. It is known for its representation of beaches in Thailand.



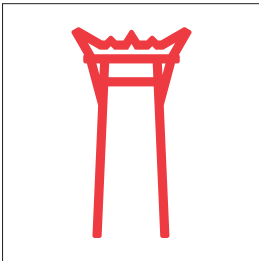
Thai Kite
Each kite has different structure and requires different method of operation. It is one types of Thai traditional sport.



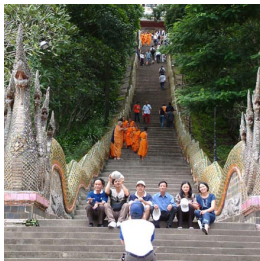
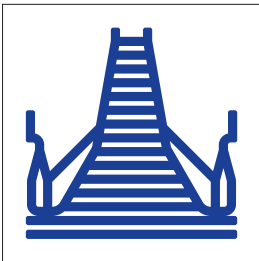
Giant Monsters at Royal Palace - These statues receive a lot of attention from international tourists visiting the Royal Palace in Bangkok due to their enormous size. They are all different in as color and facial image. Bhuddist believes that these gigantic monsters help guarding the Royal Palace from evil.



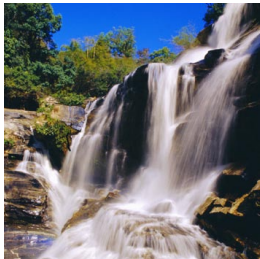
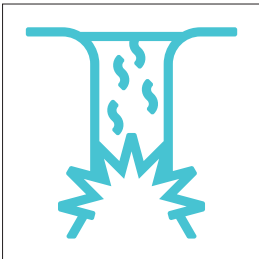
Pagoda is part of Thai temple and mostly it is covered by gold.



The Giant Swing (Sao Ching Cha), a religious structure in Bangkok located in front of Wat Suthat temple, is another major tourist attraction. It was formerly used as an old Brahmin ceremony.



Wat Phrathat Doi Suthep is a Buddhist temple located in Chiang Mai, the northern province of Thailand. The temple is often referred to as Doi Suthep which is actually the name of the mountain it was built on. This temple is famous for its observation deck of Chiang Mai's panoramic view.



Waterfall
There are so many beautiful waterfalls scattered around Thailand. Waterfall is one of the popular attractions.



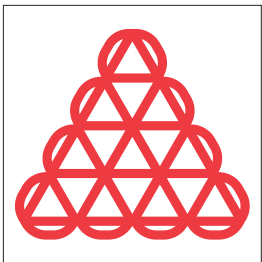
Rocket festival is a traditional ceremony in the northeastern part of Thailand to worship angels in heaven. Based on the local folklore, those angels will be happy and will bring the rain to earth.



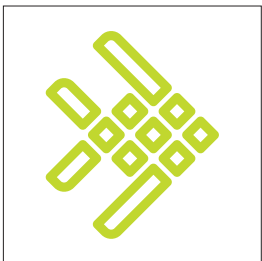
Pinto or Thai lunch box mostly has 3-4 tiers and is made from zinc or stainless.



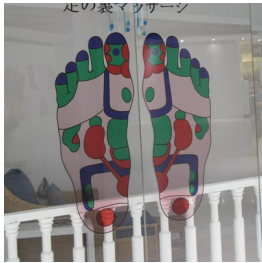
Thai desert is normally wrapped in banana leaf and coconut leaf, and clasped by coconut leafstalk.



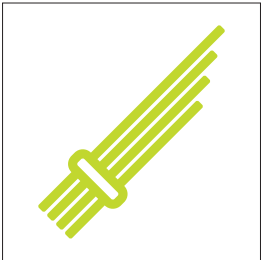
Triangle pillow, a Thai traditional pillow, makes from cotton with beautiful pattern stitches.



Intertwined fishshaped mobile is used for home decoration. Traditionally, it is made from palm leaves. It is believed to represent prosperity. Sometimes, this lullaby can be found above baby cribs as a symbol for good health.

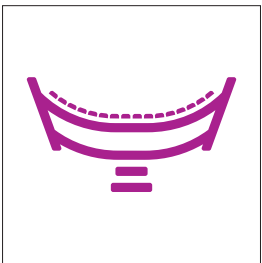


Thai massage is very popular in Thailand. Many people say that “try it once and you will addict to it”. Foot massage is one of the most popular type.

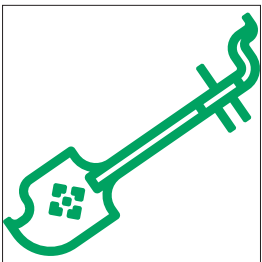


Thai musical instrument

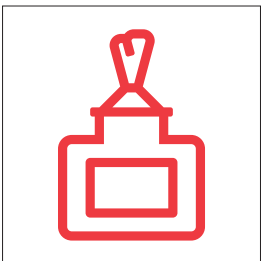
Kan looks liked harmonica that you have to use month and hands. Its origin is from the northeast of Thailand.



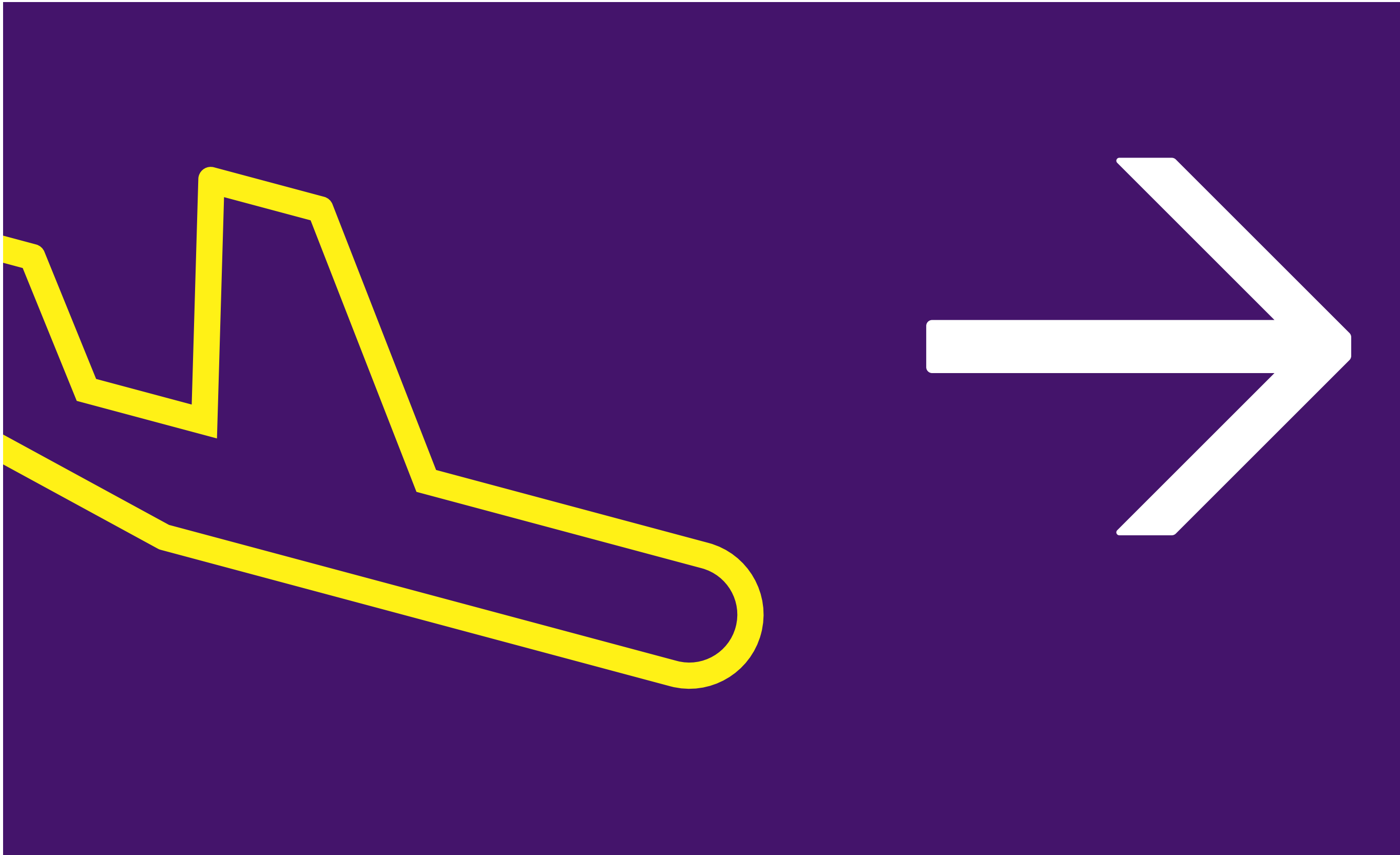
Ranad is made from wood and can be played with two sticks.



Pin is also from the northeast. It looks liked guitar but it has only 2-4 strings.



Locally-brewed alcoholic drinks in the glass bottle.



Conclusion

I started this project from knowing nothing about pictograms, signage or information graphic. Nevertheless, I thought that it might be personally challenging to teach myself on these topics that I have never known before. In the same time, I was learning by doing with trial and error. I strongly believe that self improvement can come from learning something new, something I have no prior experience. And as part of the learning process, the outcome may not be perfect. That means there is always room for future improvement.

Toward the completion of this project, I learned the history of pictograms, processes involve in Creating pictograms, the importance of information and messages, and the applications of the pictograms and signage structure. This knowledge I acquired also confirms my beliefs that the creations and applications of pictograms are systematic. However, they are flexible enough depending on information dissemination and communication. Moreover, this learning process proves to me that the design of signage and wayfinding system can be creative to gain attraction and to enhance the overall image of the place where they are presented.

This pictogram set I created follows the widely-accepted international structure. They clearly

serve the purpose of information presentation and communication. The unique differences of my pictogram set can be seen from the form and style that adapt a more modern graphical method, under the condition that the new design is still universal language and culture. As a result, they are more contemporary and fit well with the modern design of the Suvarnabhumi International Airport.

The new design developed with structure and form intends to communicate the messages precisely. As mentioned previously in the project, the current pictogram design at Suvarnabhumi airport, in my opinion, was not done properly. Consequently, there are a lot of confusion reading and understanding those signage. My design, on the other hand, has a better structure because of the consistency of graphic elements used for the entire set.

I believe that pictogram design can relate to local Culture to make the pictogram set looks distinctive and becomes the unique identity of a specific location. However, this also depends on the location and target audience. For instance, the museums have a particular group of visitors who like to spend time to enjoy art and culture, and to learn

and understand the pictograms and wayfinding that relate to art and culture. My pictogram set, on the other hand, is designed for passengers and staff at the airport who generally don't have a lot of pleasure time to appreciate the pictograms at the airport. This target groups look for pictograms that are simple and universally understandable, without language and cultural barrier. Nevertheless, my signage structure contains some aspects linked to the Thai culture such as color and letterforms in order to make the signage at the Airport unique and differentiate from other airports. I would like to emphasize that specific cultural elements of Thailand were used only in the signage system, not in the pictogram applications.

Not only that my design reduces any unnecessary details on the signage, the use of color-coded systems increases the clarity of important information. The grid system helps with the layout structure. The typography in both Thai and English characters is the same. These methods make the signage function and communicate effectively. At this state, color-coded system reduced information cluster on signage. Pictograms are accurate and can communicate precisely the universal message. Typography on the signage is legible both in Thai and English. In the next step, it will be nice to

test using at the airport location. I need more time and some help from other people to help me improve my design at the airport location – for example architecture, lighting technician or even passengers. With this systematic design, I can easily adapt this design to several other locations such as train station, museum and hospital.

However, the entire information system at the Suvarnabhumi International Airport that includes mapping and directory is so complicated and requires a much higher level of skill to complete. Therefore, mapping and directories are not included in this project.

I hope that I will have an opportunity to implement the knowledge I learned from this project to improve the quality and standard of signage and information graphic in Thailand.



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