

Logo Design of Pajamas, OTOP Product of Sainoi Community, Sainoi District, Nonthaburi Province

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Abstract : This research on logo design of pajamas, OTOP product of Sainoi community, Sainoi district, Nonthaburi Province is a participatory action research aiming to find the logo for pajamas, an OTOP product of Sainoi community. Sample of this research is 50 local residents from Sainoi community in Sainoi district, Nonthaburi Province. The questionnaire consisted of 4 main parts. Part 1: factors that influence the decisions of consumers; Part 2: characteristics of the materials used in the design; Part 3: attitude assessment and needs of consumers about logo designing to develop marketing channels; Part 4: suggestions. Interviews were conducted. For data analysis, checklist items were analyzed with frequency and percentage. Open-end items were analyzed by summarizing and using ratio scale and mean and standard deviation. The research results showed that the design, cutting and fabric affect the decision of the consumers. They want design to be decent and beautiful. Illustrations used in graphic design logos should be Lines. Fonts should be English letters and the color of the font should be the same color.

Keywords : design, logo, OTOP product, pajamas

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