

## Thai Arts and Culture the Formation of Thai Identity Letter Font Designed

**Authors :** Kreetha Thumcharoensathit

**Abstract :** The purpose of the analysis of Thai Arts and Culture which concerning the formation of Thai identity letter font designed is to identify The Aumphawa local community identity so as to select the suitable letter font which can applicable to the computer software usage. The populated survey was from the group of local people who live in Aumphawa sub-district. The methodological is cluster sampling from 100 surveyed, those 50 were from people who have household registration done in Aumphawa sub-district and other from people who live outside. In order to analyze and design the Thai identity letter font computer software designed for both Thai and English language version, the analysis had been completed by compiling of document and field survey from local people's opinion on their Arts and Culture identity. The out-put will be submitted to the experts for evaluation.

**Keywords :** Thai arts, design, font, identity

**Conference Title :** ICCVAD 2014 : International Conference on Communication, Visual Arts and Design

**Conference Location :** Istanbul, Türkiye

**Conference Dates :** May 22-23, 2014