

ABSTRACT

The research project entitled “The Study of the Mural Paintings at Wat Arunrachawararam (Temple of Dawn) in Bangkok” was conducted with 3 objectives: to study the background of mural paintings creation at Wat Arunrachawararam (Temple of Dawn) in Bangkok; to analyze the communication components appeared in the targeted paintings; and to study the creative design methods applied from the mural paintings process for media design in visual communication art field. The research’s samples were 31 mural paintings in the main chapel of Wat Arunrachawararam (Temple of Dawn) in Bangkok. The research methodology for data collection included in-depth interview and documentary reviews.

The results were as the followings:

1. Background of mural paintings creation at Wat Arunrachawararam (Temple of Dawn) in Bangkok

1.1 Mural paintings creations were made by human for a long time since an ancient age and diffused to most areas in several countries. Mural paintings creations in Wat Arunrachawararam (Temple of Dawn) were also diffused and made with the focused content of Buddhism history.

1.2 The creative procedures of the most targeted paintings were made with the following methods; namely, (i) painted by more contrast than softly harmonized colors, (ii) applied the same six painting techniques, (iii) decorated by gold foil to highlight the areas of elite actors and places, and (vi) structured and composed the three major groups of picture components by (a) composing the main actors in the linked position like a square form (b) composing the main architectures in the linked position like a triangle form and (c) composing the main scenery points in the linked position like a crossed-line form.

2. The communication components appeared in the targeted paintings were the followings ; (i) major messages in the targeted paintings were the contents of Buddhism history and ten lives before being the Buddha (TOS-SA-CHART-CHA-DOHK), (ii) major type of the message used to narrate the contents were pictures of various gestured actors- and scenery environments which the type was called “non-verbal message codes” , (iii) the paintings were created to contact with the viewers in form of “one way communication approach”, and (vi) objectives of the communication via the

major messages in the targeted paintings were to convey knowledge and to deliver amusement to the viewers.

3. The creative design methods applied from the mural paintings process for media design in visual communication art field were the followings :

3.1 Apply “non-verbal message codes” in designing tasks by using more interesting pictures than large numbers of letter.

3.2 Apply the mural paintings process in designing tasks by using (i) asymmetrical balance method (ii) more contrast colors, and (iii) gold foil to highlight appropriate areas.

3.3 Apply the content of Thai Traditional Culture in the media design procedure to reflect the Thainess identity among the modern world circumstance.