



BOOK REVIEW

Mascot Design for Promoting Business and Tourism in Thailand

Author: Waraporn Mamee (2022)

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Mascots are essential design characters that have gained widespread popularity, serving diverse purposes in both city representation and the commercial sector. This book offers a comprehensive introduction to mascot design, ranging from foundational concepts to advanced techniques. Originally written in Thai under the English translated as *Mascot Design for Promoting Business and Tourism in Thailand*, the book is authored by Assistant Professor Waraporn Mamee from the Faculty of Art and Design at Naresuan University, Thailand. Drawing on her expertise in tourism promotion and the creative industries, she shares practical tips and techniques for developing mascot designs. Structured into nine chapters, the book presents its content and concludes each chapter with a concise summary to enhance understanding.

The book begins with an introduction to mascots, covering their general definition, historical background, significance, and evolution, accompanied by illustrative examples and summarised with infographic diagram. Notably, each chapter concludes with a summary helping to reinforce key points and ensure clarity for all readers.

Chapter 1 introduces the different types and forms of mascots, categorised into three groups: natural elements (both living, such as humans, animals, plants, fruits, and flowers; and non-living, such as rocks, mountains, water, and the sea); manmade elements (including objects, places, culture, and traditions); and abstract elements (such as emotions and feelings).

Chapter 2 outlines the key design principles for mascots, which include: 1) Creative thinking in design, 2) Memorability, 3) Practical usability, 4) Effective branding representation, 5) Aesthetic appeal, 6) Uniqueness and attractiveness, 7) Friendly characteristics, and 8) Ease of maintenance.



Chapter 3 defines the key elements of mascot design composition, including shapes and forms, materials and textures, colour and mood, and size and proportion. Each element is illustrated with mascot design examples, and a summary diagram is provided at the end of each section to enhance understanding.

Chapter 4 discusses the quality assessment of mascots in alignment with the design criteria outlined in Chapter 2. It also highlights how mascots can contribute to branding and promote a business's image. The author provides an example of an evaluation form to assess and compare three different mascot designs.

Chapter 5 outlines the mascot design process, which includes three main steps: 1) Design brainstorming, 2) Drafting and development, and 3) Creation and implementation. Each step is illustrated with detailed diagrams to provide clear guidance.

Chapter 6 explores the personality, color, and emotional expression of mascots. Personality is categorised into five traits: sincerity, excitement, competence, sophistication, and ruggedness. The chapter also examines how different color schemes evoke specific emotions, presenting a variety of palettes such as pretty, casual, dynamic, gorgeous, wild, romantic, natural, elegant, chic, classic, dandy, formal, clear, cool casual, and modern. Each color scheme is illustrated with relevant examples of the author's mascot designs to demonstrate its effect in practice.

Chapter 7 discusses materials and considerations for mascot production, with a focus on wearable mascot heads made from either fiberglass or foam. Key aspects of mascot production include tools and equipment, structural design, decoration, budgeting, production methods, costume fitting, and transportation.

Chapter 8 presents usage of mascots in various applications, for example, advertisement and public relations, offline and online media, place-making, packaging, tourism, and souvenirs. The chapter concludes with a summary diagram to visually reinforce the key points.

Chapter 9 showcases examples of mascot conceptual designs, drawing inspiration from the author's award-winning works and best practices.

This book is highly recommended for mascot creators of all levels—from beginners to advanced practitioners—particularly those in Thailand. It provides detailed tips and techniques drawn from the author's award-winning mascot designs, which contributed to its recognition as the readers' choice 2024 by Naresuan University Printing House. If you are looking for inspiration to explore different design approaches and characteristics of mascots, this book will be an excellent resource—guiding you to enjoy the creative process of designing your own friendly and engaging mascots.