The Digital Visual Creation of the Folders with the Design of True Types on Urban Tourism-The Case of Tainan City

Alfred Chen[*] Rung-Hau Chi[**] Wang Wen Cheng[***]

ABSTRACT

Historical buildings are important resources for the development of global tourism, and heritage tourism has become a special tour activity. It has been a worldwide trend to combine cultural heritage and tourism for city development. In Tainan City, there are rich historical buildings and cultural property which are the advantages for the development of urban tourism. Folders are one kind of tour advertising medium to attract potential customers and to increase the number of visitors. Folders can not only provide potential customers the account of price and package tour, but also stimulate the visitors to stay. Therefore, the study evaluates the advertising effect of folders by literature survey. True type technology with the computer as a creative tool is used to discuss the display and application of the titles printed as true types on folders.

Key words:　urban tourism, folder, true type, advertising effect

[*]　Graduate School of Visual Communication Design, Kun Shun University.

[**]　Graduate School of Visual Communication Design, Kun Shun University.

[***] Department of Business Administration Haw Hsia Institute of Technology, Lecturer.