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Academic Paper

A New Messages Design for Communication in the Digital Age

Thanarak Santhuenkaew[1*]
Khanchai Athikiate[2]

Faculty of Education
Ramkhamhaeng University, Bangkok, Thailand
[*] Corresponding author
[1] Thanarak.s@rumail.ru.ac.th
[2] Khanchai2545@hotmail.com

Abstract

This academic paper reports the concepts and processes of designing substances or messages in the digital age. New messages design is a critical process for creating more meaningful, quality, and efficient communication experiences in the age of technology and rapid connectivity. The design of digital messages essentially focuses on the use of artificial intelligence (AI) to assist in communication--prioritizing quick access to target information as well as creating a higher quality communication experience. In this paper, the authors report an analysis of digital communication dimensions, particularly design principles and tools, with considerations of privacy and data security in creating digital messages. The discussion of new messages design concepts and new tool availability sheds light on the provision of a practical guideline for message creators in using AI to design effective and safe communications in the digital age.

Keywords: *New messages design, communication, digital age*

1. Introduction

In the digital age, technology and communications play a crucial role in connecting the world and shaping human experiences in our daily lives. In this digital age, new messages design has become an important tool for creating more effective and deeper meaningful communications. This is a result of understanding the needs and behavior of users in an era where technology and communication are changing rapidly (Saengdueanchai, 2020; Aphisapthanakul, 2022).

Designing new content in the digital age is not simply about graphic design or data formatting, but also involves understanding the needs of the target audience and using technology to appropriately respond to those identified needs. Designs these days must not only be attractive and interesting. It still has to be convenient to use and easily accessible. There must be clear and effective communication in delivering the message or idea that needs to be communicated (Saengdueanchai, 2020). More importantly, designing messages in the digital age must take into account many factors, particularly the ability to access information. Understanding of content can create interaction with the audience and the digital technology can put messages, images, audio, video, and infographics as part of popular communication models. Since information can be conveyed quickly and clearly, it

can also create a memorable experience for the recipient. Such considerations result in designing new messages for communication on multi-platforms. The audience can access information through many channels—be it a computer, a smartphone, or a table; the design of the message must be flexible and easily adaptable so that information can be communicated at the right point and in a timely manner (Ramasut, 2021).

This academic paper discusses the concepts and processes of designing substances in the digital age, focusing on the adoption of artificial intelligence technologies. Quick access to information and high-quality experience join in forming strategies that lead to the design of new messaging that delivers useful everyday communication experiences in this digital age. This is along with critical concerns over the privacy and security of information communicated across all digital platforms. Message designers need to deliver new communications that are reliable and safe for all users. New communications in the digital age transforms existing ideas and methods in designing new substances to share with those on the same digital platform. Both message designers and end users are looking for new substances that are reliable and safe in the current era of disruptive technology. In this paper, the authors, having synthesized findings from previous relevant studies and AI reference sources, will focus on four critical considerations in new messages design: (i) new messages design concepts and processes, (ii) the characteristics of quick access and meaningful experience, (iii) designer/user concerns over data privacy and security, and (iv) a recommended guideline for message creators to ensure the reliability and safety of communicated information.

2. New Messages Design Concepts and Processes

This section deals with three dimensions of new messages design concepts and processes: (i) new messages design, (ii) principles of substance design, and (iii) tools used in designing substances.

2.1 New Messages Design

In new messages design, a publishing process focuses on creating media that is relevant to the changing world, and rapidly increasing access to information. According to Samakupta (2019), message design is divided into the steps of planning, creating, executing, and evaluating to create valuable media that has an impact on users in the digital world. The study by Samakupta (2019) emphasizes the importance of designing new substances as follows:

(1) User focus: Message design focuses on user needs and continually improves their communication experience by using data and a deep understanding of the target audience.

(2) Bringing new technology into use: New technologies, such as artificial intelligence machine learning or virtual reality technology help create an interesting and diverse communication experience.

(3) Creating meaningful experiences: Designed messages are to create meaningful communication experiences that influence user behavior by focusing on valuable content and building relationships with users.

(4) Using information for decision-making: The use of data and data analysis helps design new substances make practical decisions on improving and adapting media to suit user needs and behavior.

(5) Prioritizing privacy and security: Designed messages prioritize privacy and data security by using encryption technology and controlling access to data.

As seen in these five considerations, new messages design aims at creating valuable and impactful media in a rapidly growing digital world by delivering memorable and meaningful communication experiences to users' daily lives in the current digital era.

2.2 Principles of Substance Design

Wattananarong (2020) listed several message design principles in making content more effective in reaching digital users as follows:

(1) Find the content needed by audience: The message designer must identify the audience's needs accurately.

(2) Accept differences and uncertainties: The message designer needs to update what may occur in the current content and issues presented on the digital platform.

(3) Arrange the content logically: The content must be presented in a form that can be easily understood and well-covered in all aspects.

(4) Give importance to the principles and processes of media creation: Media design, media use, and media production need to integrate images, graphics, letters, colors, and sounds in a professional appearance. Both quantitative and qualitative aspects of the components are required in each type of media.

(5) Explaining and elaborating matters that are difficult to understand: The message designer needs to create a correct balance within content that is complex or difficult to facilitate the audience's understanding.

2.3 Tools Used in Designing Substances

Williams (2021) identified ten substance design tools that can help designers/users create engaging and effective content:

(1) Adobe Creative Cloud: A suite of graphic design, video, and audio tools, such as Photoshop, Illustrator, Premiere Pro, and After Effects that help create high-quality designs.

(2) Canva: An easy-to-use online tool for graphic design--suitable for users of all levels. There are many templates and design elements to choose from.

(3) Figma: A collaborative interface design and prototype tool for teams--good for UI/UX design and real-time collaboration.

(4) Sketch: A design program that focuses on creating UI/UX for applications and websites. It has features that help in creating prototypes and responsive designs.

(5) Invision: A platform for prototyping, testing, and collaboration--deal for user experience (UX) design and wireframe creation.

(6) Final Cut Pro: A video editing program for Mac users that offers professional video editing and high-quality video creation.

(7) Avid Media Composer: Professional video editing program used in film and television. It has the ability to handle large video files and detailed editing.

(8) Prezi: A slide presentation tool that emphasizes creativity and animation. It helps the presentation look interesting and lively.

(9) Piktochart: An easy-to-use online tool for creating infographics. There are many templates and design elements to choose from.

(10) Lumen5: A tool for creating videos from articles or textual content. It helps in creating interesting videos quickly.

These new messages design tools focus on modernity and rapid transformation. They support and facilitate online connections in creating a higher quality and efficient communication experience in today's world. It is evident that the traditional era and the digital era have yielded major differences in the design of new substances, as shown in Table 1 below:

Table 1: Differences in Design of Substances in the Traditional Era and the Digital Era*

Communication Style	Traditional Era	Digital Era
Communication channels	Print media, radio, television	Website, social media, email, chat, video calls
Media creation	Use of the imitation process, creating official media and a communication system with definite steps	Use of information technology to create media that is effective and can be updated according to user needs
Personal communication	Communication between individuals or small groups	Personal and online communications for both personal and business contacts
Creating experiences	Communication media with limitations in display and interaction	Creating diverse and immersive communication experiences with virtual reality and interactive technology
Privacy and security	Communication often in public and with little privacy	A strong focus on data privacy and security, such as the use of encryption and access control technology

*Summary by Santhuenkaew & Athikiate (2025)

3. Characteristics of Quick Access and Meaningful Experience

Communication in the digital age occurs through digital media or online information technology, such as websites, social media, email, chat, video calls, and other media platforms that use digital devices to contact individuals or groups of people. Communication in the present world is characterized by rapidity. It is convenient and can be accessed anytime, anywhere via the internet. It offers a variety of formats and content, such as text, photos, videos, and documents, which allow for effective and efficient communication. Communication as such connects the world for understanding between individuals or groups of people quickly in every aspect of daily life.

As for personal communication, work, education, business and entertainment, new digital messages have influenced the transformation of culture and interpersonal communication worldwide. The nature of communication in the digital age continues to be further transformed by the new technologies, particularly artificial intelligence, machine learning, cloud computing and the Internet of Things--all making world connections possible in remote work collaboration of different kinds as well as realizing relationships between and among global citizens.

We can witness applications of AI and new messages/substances for digital communication at work, especially in business like digital marketing, and education worldwide. As for digital marketing, An (2023) emphasized the *interactive characteristic* in marketing on Webcast Platform. He et al. (2023) reported customer loyalty to products by *high-quality short videos* accessible to users. Chang & Jotikasthira (2024) asserted that *high interactivity in e-commerce live streaming* has a direct impact on consumer perceived value and consumer perception. Chen & Zhan (2024) studied the impact of *content delivery* by internet celebrities on guiding consumers' recognition and emotions toward products. In addition, Rerkpichai & Santhuenkaew (2024) pointed to *personalization* in customer experiences via automated various tasks, and generated predictive insights. Major AI applications for marketing include natural language processing (NLP), sentiment analysis, image and video recognition, chatbots and virtual assistants, recommendation engines, and predictive analytics. The use of these tools primarily aims at enhancing customer engagement and retention.

The applications of new messages/substances are tremendous in use at the present time. Researchers and scholars reported their findings on practices in the field of education. Here are a few examples as evidences on the significance of new messages and their designs based on the AI technology, with emphasis on users for quick access (i.e., fast loading times, responsive design, search optimization) and meaningful experience (i.e., personalization, emotional connection, trust and transparency) for teachers and learners. Phakamach & Senarith (2022) studied the new style of meta-education and metaverse-powered online distance education in providing formal and informal *blended learning experiences* in a virtual 3D online campus. Panjarattanakorn et al. (2023) reported the use of case-based learning with the characteristics of easy access, interaction, and combination of *digital communication substances* for learning satisfaction and success. Pengchuay & Whattananarong (2023) developed a digital learning model to enhance the elderly's *digital competencies* of media and information. Santhuenkaew (2023) supported technology learning, known as mathematical science in that it can provide students with *learning and computing thinking skills*. In the researcher's viewpoint, analytical thinking for problem solving is a step-by-step and systematic application of computer science knowledge, and information via communication technology is to solve problems in real life. Santhuenkaew (2024) initiated the IoT implementation in the classroom to help create intelligent and *interactive learning environments*, with cautions toward users' security and privacy. In addition, Santhuenkaew et al. (2024) developed *student guidance process* and services in various forms of guidance activities and tools in support of guidance work. There are both digital images in the form of media used in guidance and the tools to help manage the guidance procedure. The researchers also encouraged teachers to use major tools that incorporate new message designs, particularly computer assisted instruction, electronic books, video conference, and online learning.

As seen in those previous studies concerning the use of new digital messages, both in business operations like marketing and teaching-learning in the field of education, the AI technology enables both the new message/substance designers and the audience/end users to realize quick access of target information and enhance high-quality interaction on the digital platforms of their choice.

4. Designer/User Concerns over Data Privacy and Security

The applications of AI technology have been implemented in various areas ranging from communication, business operations, and practices in specialized fields. The major concern obviously rests upon data privacy and security for both creators and end users. As seen in one recent study as an example, Aphisapthanakul (2022) asserted that the concept of designing a new communication format in the digital age, comprises technical factors like quick access, interactive communication adaptability, and personalization interface, while prioritizing human-related factors like data privacy and security along with high-quality experience. The comprehensive list of major factors for new message design reads:

(1) Using artificial intelligence (AI) to create substances: The use of artificial intelligence in creating user messages that adapt to user behavior and needs at different times.

(2) Adaptive communication: Designing substances that can be adjusted according to the individual or target group. It uses information collected from users to custom-make communications to suit and align with individual needs.

(3) Use of friendly communication technology: Designing technology-based substances that are friendly and easily accessible to provide users with access to information and communication experiences without technical or hardware limitations.

(4) Creating a realistic communication experience: Using Augmented Reality or Virtual Reality technology to create a more realistic and impressive communication experience.

(5) Privacy and security considerations: Design messages that prioritize *privacy and data security* by using data encryption technology and strict control over data access. It is important that data privacy and security be executed with high-quality experience.

(6) Use of multimedia communication: Using a mix of text, photos, video and audio to create a rich and multi-dimensional communication experience.

(7) Use of multimedia: A combination of text, images, audio and video to make communications more diverse and interesting.

(8) Simple and clear design: A design that is simple, not complicated, but can clearly convey the meaning and is easy to understand.

(9) Interaction and participation: A design that focuses on allowing users to *interact or engage with* content, such as online surveys, liking, sharing, or commenting.

(10) Main use of mobile phones: Design adjustment to suit mobile devices as mainly used in the digital age.

(11) Platform Adaptation: Design messages that can adapt to various platforms, such as social media, websites, and applications so that the content looks good and is suitable for display on each platform.

(12) Using new technologies: Use of AR/VR, AI, and Chatbots to increase efficiency and interest in communication.

(13) Emphasizing individuality/*personalization*: Designing substances that can adapt and respond to the needs and interests of each user.

(14) Using information to make decisions: Analysis of user data and evaluation of communication results in order to improve and develop communication further.

(15) Environmental friendliness: Reduced use of resources; creation of environmentally friendly substances, such as reducing the use of paper and highly effective use of digital media.

These factors of concern for message designers are meant to contribute to the development of effective communication design in the digital age and in line with the needs of today's users.

5. A Recommended Guideline for Message Creators to Ensure the Reliability and Safety of Communicated Information

In the digital age where technology plays an important role in daily life, designing new messages for communication is of prime importance. New messages or substances here generally refer to text, images, audio, video, and other media used to transmit information or ideas to the recipient. As shown this paper so far, new messages designers need to pay attention to design concepts and processes, design tools, characteristics of quick access and meaningful experience, and concerns over data privacy and security. In particular, new messages designers or creators need to pay attention to data privacy and security in the aspects of: (i) accuracy and fact checking, (ii) disclosure of information sources, (iii) privacy and data protection, (iv) ethical consideration, and (v) monitoring by learning from past errors and case studies.

Based on the synthesized information derived from previous studies and selected reference sources, the authors would like to recommend a guideline for message creators to ensure the reliability and safety of communicated information, as shown in six considerations below:

(1) The use of a variety of media: Message creators can combine multiple media types, such as text, images, video, and audio, to deliver a message that makes interesting and easy to understand. For example, using a short video to explain a concept or product can help recipients understand faster than reading long messages.

(2) Visual information: Message creators can use graphics, infographics, and cartoons to explain complex information. This is to make it easier for the recipient to understand and remember better. Information should be presented in a visual format for attention-grabbing from the audience.

(3) Interactive and engaging: Message designers need to stimulate the recipient's participation, such as in questionnaires, playing games, answering questions, or giving feedback in time. It is a method that increases the interest and participation of the audience.

(4) Using digital platforms: Message designers select appropriate platforms for communication, such as social media, websites, mobile applications or video conferencing platform. Each platform has different features and limitations, including security protection features. Choosing the right platform increases the reliability/safety and efficiency in communication.

(5) Personalizing content for the target audience: Message creators need to understand the target audience and tailor content to their needs and interests. It is important to make the message effective, for example using language that is easily understood by different age groups, including the use of modern audio-visual techniques for engagement.

(6) Flexibility and adaptability: Both message designers and creators need to custom-make digital substances for recipients to be flexible and adaptable to changes in technology and user behavior, with content and images always updated. Consistent design helps the message remain appealing and effective. Therefore, designing a new message for communication in the digital age requires a combination of creativity and modern technology. It focuses on making messages interesting, easy to understand, reliable and safe, and effective in communicating in the digital age.

6. Conclusion

This academic paper demonstrates how message designers use concepts and processes of designing substances in the digital age, with characteristics of quick access and meaningful experience, followed by concerns over data privacy and security. From the synthesis of previous studies and selected reference sources, the authors highlighted the current AI message products that can interactively engage the end users with quick and friendly access for personalized and meaningful experience. The discussion of new messages design concepts and new tool availability is meant to provide a practical guideline within the cyber ethics framework for message designers/creators to execute their work for effective and safe communications. The authors finally recommended a guideline for message designers/creators to ensure the reliability and safety of communicated information. With current digital technology, though with safeguarded privacy rights and security protection on specific platforms, end users however need to observe their own behavior online as well as messages posted on their selected platform in a decent manner. In so doing, this is the way to protect themselves, and not to harm other fellows in digital communities at the global level.

7. The Authors

Thanarak Santhuenkaew and Khanchai Athikiate are staff members of the Faculty of Education, Ramkhamhaeng University, Bangkok, Thailand. They share research interest in the areas of digital technology in communication arts and educational management, communication message design, and current issues in digital technology innovation and management.

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