ได้ตรวจสอบความถูกต้องเรียบร้อยแล้ว
ลงชื่อ.....
(ผศ.ดร.นิติกร อ่อนโยน)
อาจารย์ที่ปรึกษา วิทยานิพนธ์
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DEVELOPMENT OF CREATIVE GRAPHIC DESIGN TRAINING COURSE BASED ON DESIGN THINKING AND PROBLEM-BASED LEARNING TO ENHANCE CREATIVE THINKING ABILITY OF ART MAJOR STUDENTS IN XI'AN UNIVERSITY

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Thesis Title	Development of Creative Graphic Design Training Course Based on Design Thinking and Problem-Based Learning to Enhance Creative Thinking Ability of Art Major Students in Xi'an University
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ABSTRACT

This research and development aimed to 1) study background information focusing on course components of creative graphic design training course based on design thinking and problem-based learning, 2) develop creative graphic design training course based on design thinking and problem-based learning to enhance the creative thinking ability, and 3) determine the effect of implementing the training course by comparing the students' creative thinking ability before and after its implementation and comparing the students' satisfaction towards the training course after its implement with the criterion of 3.51. This study divided into 3 phases, phase 1 studying the background information through reviewing documents and interviewing 5 teachers in teaching graphic design and 10 students who completed graphic design course, phase 2 developing and verifying the constructed course by 5 experts, and phase 3 implementing the course with sample of 30 first-year students of art majors which were derived from cluster random sampling method. The experimental design was one group pretest-post-test design. This study used scoring rubric of creative thinking ability which had the reliability of .894, in order to assess students before and after implementing the constructed training course. satisfaction questionnaire with reliability of .79 was used to evaluate satisfaction toward the course after its implementation. Data were collected and analyzed by means, standard deviation, t-test for dependent samples, and t-test for one sample.

The findings revealed that: 1) it was found that in the current course, students learn passively. Teachers only pay attention to instilling knowledge to students, but do not pay attention to the cultivation of students' thinking ability, especially creative thinking ability and learning process; 2) The components of creative graphic design training course based on design thinking and problem-based learning consisted of principle, objective, content, instructional process, instructional material, and learning assessment. Instructional process based on these two theories comprised of three stages, stage 1 Preliminary preparation stage which was covered; step 1 material preparation and raise a question and step 2 discussion and reflection and problem identification. Stage 2 problem solving stage which was covered; step 3 problem situation and hypothesize and step 4 deductive reasoning and feasibility judgment. And stage 3 evaluation feedback stage which was step 5 achievement exhibition and iteration; and 3) after implementing training course, post-test scores of creative thinking ability was greater than pretest scores at .01 level of statistical significance ($t29 = 20.21, p = .001$). The effect size of Cohen's d in this study was 3.70 training course on students' creative thinking ability, mean scores of 30 students' satisfaction after implementation was higher than the criteria at .01 level of statistical significance ($t29 = 95.62, p = .001$)

Innovation gained from this research is the developed creative graphic design training course based on design thinking and problem-based learning model. Designed consisting of six components: 1) formulate course principles 2) aim of the course 3) course contents 4) instructional process 5) instructional material 6) learning assessment. In addition, the instructional process which was constructed based on design thinking and problem-based learning model was able to enhance students' creative thinking ability with great effect.

Keywords: Creative Graphic Design Training Course, Design Thinking, Problem-Based Learning, Creative Thinking Ability

เครื่องรับรองว่าได้ตรวจแก้ไขเรียบร้อยแล้ว

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