

Digital interactive content Design impact on improving the student's level for printing techniques course in academic graphic design software

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Abstract:

We live in a rapidly changing world, with continuous scientific and technological progress dominated by the digital system.

Teaching and learning accompanied this technological revolution, so it was necessary to use the internet, digital communication technologies, and satellite, which create the concept of e-learning and switch the traditional courses into digital content by using e-publishing multimedia.

The research hypothesis was that the courses with interactive digital content would achieve better educational objectives, and active learning outcomes in cognitive achievement and skilled proficiency for students than traditional learning.

The research questions were the concept of digital content, the definition of e-courses, their types and characteristics, in addition to the specifications of designing e-courses, design stages adapting them to improve the quality of teaching and learning.

Then this was applied to the design of digital content for the printing techniques course, for graphic design students, and its impact on improving the teaching level of the course, done at Al-Zahra College for Girls, which associated academically with Al-Ahliyya Amman University in Jordan.

The practical aspect, experiment with the effect of studying the e-course after converted to interactive digital content, in addition to lectures, applications, assessments, and tests with a student's research sample to gain the level of achievement research needs.

The practical study concluded a set of statistical analyses and conclusions, which ultimately recommended that we need to improve design courses continuously.

Keywords:

Digital content – Printing Techniques – Graphic Design – Teaching efficiency