View metadata, citation and similar papers at core.ac.uk
brought to you by CORE
provided by Universiti Teknologi MARA Institutional Repository

UNIVERSITI TEKNOLOGI MARA

THE DEVELOPMENT OF "PICPACK" (PICTORIAL BOOK IN PACKAGING) MODULE TO ENHANCE ADOLESCENTS KNOWLEDGE OF VISUAL COMMUNICATION

SITI SORAYA BINTI RAMLI

Thesis submitted in fulfilment
of the requirements for the degree of
Master of Education (Visual Art Education)

Faculty of Education

January 2017

AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student	**:**	**Siti Soraya binti Ramli**
Student I.D. No.	**:**	**2014778673**
Programme	**:**	**Master of Education (Visual Art Education)**
Faculty	**:**	**Education**
Thesis/Dissertation	**:**	**The Development of "PicPack" (Pictorial Book of Packaging) Module to Enhance Adolescents Knowledge of Visual Communication.**
Signature of Student	**:**	**…….**
Date	**:**	**January 2017**

ABSTRACT

The intention of this research is to examine the usefulness of pictorial book for teaching and learning packaging topic in Visual Art Education (VAE). This research also assesses its effectiveness in the classroom and intrinsic motivation of the students. The pictorial book was developed using ADDIE model supported by Zone of Proximal Development (ZPD) – Scaffolding by Lev Vygotsky (1978) and built using the Design Develop Research (DDR) as a research design by considering the design, pedagogical and the contents of its learning material. The PicPack Module was evaluated by two experts during the pre-production and post-production level. One is an expert of VAE content and another one is an expert in pictorial books. After getting consensus from the experts, the research was conducted through Single-Group Post-Test-Only Design upon purposive sampling consisting of one VA teacher and 50 form four VA students with 23 males and 27 females. Students showed positive attitudes toward learning using the PicPack Module. Based on the findings, the development of the PicPack Module is relevant and has its possibilities to be implemented in secondary level of art education in Malaysia.

CONTENT

AUTHOR'S DECLARATION **II**

ABSTRACT **III**

ACKNOWLEDGEMENTS **IV**

CONTENT **V**

LIST OF TABLES **XIII**

LIST OF FIGURES **XV**

LIST OF ABBREVIATIONS **XVIII**

CHAPTER 1 INTRODUCTION **1**

1.0 INTRODUCTION 1

1.1 BACKGROUND OF THE STUDY 2

1.2 PROBLEM STATEMENT 4

1.3 RESEARCH OBJECTIVES 6

1.4 RESEARCH QUESTIONS 7

1.5 SIGNIFICANCE OF THE STUDY 8

1.6 LIMITATION OF STUDY 9

1.7 OPERATIONAL DEFINITIONS 10

1.7.1 Visual Art Education (VAE) 10

1.7.2 Visual Communication 10

1.7.3 Pictorial Book 10

1.7.4 Packaging 11

1.7.5 Pedagogical Module of Packaging 11

1.7.6 Interactive Multimedia 12

1.7.7 Usability 12

1.8 SUMMARY 12

CHAPTER 2 LITERATURE REVIEW 14

2.0 INTRODUCTION 14

2.1 VISUAL ARTS EDUCATION (VAE) IN MALAYSIA 14

2.2 VISUAL COMMUNICATION 15

2.2.1 Visual Communication Pedagogy 16

2.3 PACKAGING IN VISUAL COMMUNICATION 18

2.4 USEFULNESS OF PICTORIAL BOOK 19

2.5 THEORETICAL FRAMEWORK 21

2.5.1 ADDIE Model 22

2.5.2 Zone of Proximal Development (ZPD) / Scaffolding (1978) 25

2.5.3 Jarome Bruner – Intrinsic Motivation in Learning (1961) 26

2.5.4 Connection in Theoretical Framework 26

CHAPTER 3 RESEARCH METHODOLOGY 28

3.0 INTRODUCTION 28

3.1 RESEARCH DESIGN 28

3.2 PHASE 1 - NEED ANALYSIS 30

3.2.1 Research Instrument 30

3.2.2 Population & Sample 31

3.2.3 Data Gathering Procedure 31

3.2.4 Data Analysis 32

3.3 PHASE 2: DEVELOPMENT AND DESIGN 32

3.3.1 Research Instrument 32