

UNIVERSITI TEKNOLOGI MARA

**INTERFACE DESIGN PRINCIPLES,
ELEMENTS AND
CHARACTERISTICS IN
MULTIMEDIA TEACHING AID FOR
NON-CREATIVE DESIGN FIELD IN
MALAYSIAN TERTIARY
EDUCATION**

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ABSTRACT

Process of teaching and learning involves the delivery of teaching and learning content which requires both a Lecturer and students. The development of media rich IT environment has developed sets of aptitude and attitude for students of Generation Y and beyond. As learning content become more complex, with demanding challenges and multidisciplinary curriculum, it is essential that the multimedia teaching aid is well developed to ensure the learning engagement is enhanced. In significance to this development, lecturers as the interface designer are facing new challenges, due to the importance of having a better understanding towards interactive multimedia teaching aid design which impacts a learning engagement. This research project is intended to explore and ascertain perceptions and experiences of lecturers understanding in designing the interface of a multimedia teaching aid. Data were collected from various sources, primary, and secondary through several complementing methods. This includes, contextual document analysis, content analysis of the multimedia teaching aid, and in-depth interview among lecturers from non-creative design field of studies in Malaysian public and private tertiary institutions. The data produced is being inductively analysed through interpretation of the meaning from the arising perceptions. Through comprehensive comparative analysis, this research has established the effective interface design principles and elements for multimedia teaching aid in Malaysian tertiary education level. Through this establishment, principles, elements and characteristic guidelines of interface design for multimedia teaching aids is further proposed. This recommended guidelines can be applied as a new foundation for the future development of multimedia teaching aid interface design, which is anticipated in decreasing the gap between the design of multimedia teaching aids and its ability in encouraging and sustaining effective learning engagement in a teaching and learning process faced by lecturers and students in the current challenging media rich ICT education environment.

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