

The Design and Development of Interactive Multimedia Based on ADDIE Model to Publicize the Department of Educational Communications and Technology

Kuntida Thamwipat ^{ab} and Pornpapatsorn Princhankol ^{cd}

^{ab} King Mongkut's University of Technology Thonburi, Bangkok Thailand

^{cd} King Mongkut's University of Technology Thonburi, Bangkok Thailand

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ABSTRACT

Due to rapid changes in the current society, there are also changes in other areas of life such as attitudes, beliefs, cultures, technologies and education. Right now, there is a need to reform education in order to keep up-to-date with the current changes. The mission of the Department of Educational Communications and Technology, Faculty of Industrial Education and Technology, King Mongkut's University of Technology Thonburi (KMUTT) is to create educational technologists and journalists who understand theories and have relevant skills so that they can apply their knowledge and skills in various situations and activities. It is expected that they can integrate their bodies of knowledge and mass media to solve problems and to develop human resources effectively. Therefore, the researchers are aware of the need to design and develop media to keep up-to-date and to publicize the Department to a wider audience. This research was aimed to develop interactive multimedia based on ADDIE Model to publicize the Department of Educational Communications and Technology in an online channel to increase the perception and the satisfaction of the students.

Keywords: Interactive, Multimedia, ADDIE Model, Publicity, Department