

The Design and Development of Interactive Multimedia and Activities for New Normal Public Relations to Promote the Public Image of the Continuing Education Center

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[https://doi.org/10.35609/gcbssproceeding.2022.1\(13\)](https://doi.org/10.35609/gcbssproceeding.2022.1(13))

ABSTRACT

Due to the coronavirus 2019 pandemic, every sector in the country has been affected, especially the educational sector. Universities have to change their instructional format from classrooms to the new normal mode, which is a new kind of living that is different from the past due to a certain cause. The pattern and the way of life which was considered to be predictable and normal have to change to meet the new pattern and the unfamiliar way of life. The Continuing Education Center is an organization which focuses on disseminating bodies of knowledge, academic outputs and research studies done by King Mongkut's University of Technology Thonburi through seminars, training sessions and conferences. It also offers a one-stop service for academics. It was established in 1989 with the aim to develop the human resources so that they can gain knowledge and experiences in sciences and technology through continuing education before, during and after their working hours. Moreover, the Continuing Education Center offers service to the community and the general public with the following vision: "The Center of Education of KMUTT for the society" Therefore, the researcher is aware of the necessity of designing and developing media to keep up to date. This research was aimed to study the demand of the sampling group, design and develop interactive multimedia and activities for new normal public relations to promote the public image of the Continuing Education Center, KMUTT based on ADDIE Model in an online channel to increase awareness and student satisfaction.

Keywords: Interactive; Multimedia; New Normal; Promote ; Public Image