EFFECTIVENESS OF USING WEB QUEST STRATEGY (COGNITIVE TRIPS) IN TEACHING EDUCATIONAL MULTIMEDIA DESIGN AND PRODUCTION COURSE FOR THE STUDENTS OF THE FACULTY OF ARTS AND SCIENCES DARYIAH ON DEVELOPMENT SKILLS OF INSTRUCTIONAL DESIGN FOR MULTIMEDIA PROGRAMS

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ABSTRACT: This research studied the Effectiveness of using Web Quest strategy (cognitive trips) in teaching educational multimedia design and production course for the students of the faculty of arts and sciences daryiah on development skills of instructional design for multimedia programs. The research sample consisted of (21) students registered in the course of educational multimedia design and production semester II 2014/2015 at the faculty of arts and sciences daryiah - Qassim University. The tools of this research was: a list of Web Quest design standards, a achievement test, note card, and card evaluating product. This research adapted the descriptive approach in theoretical study, and the experimental approach for assuring the hypotheses. This research has the following results: There was a statistically significant difference at the level (0.05) in the scores means before the application of the Web Quest strategy and after on the achievement test in favor of the post application. There was a statistically significant difference at the level (0.05) in the scores means before the application of the Web Quest strategy and after on the note card in favor of the post application. There was a statistically significant difference at the level (0.05) in the scores means before the application of the Web Quest strategy and after on the card evaluating product. in favor of the post application. There was a statistically significant effect of the Web Quest strategy on the development of instructional design skills for multimedia programs.

KEYWORDS: Web Quest Strategy, Cognitive Trips, Instructional Design and Production of Multimedia, Skills of Instructional Design for Multimedia Programs.