

## C743004 : MAJOR AUDIO-VISUAL COMMUNICATIONS

KEY WORD : LETTER SIZES / COLORS/ BACKGROUND/ READING/ ACHIEVEMENT

NAUNJUNT SAMAKUNT : A STUDY OF APPROPRIATE LEGIBILITY OF LETTER SIZES AND COLORS ON DIFFERENT BACKGROUND COLORS ON PROJECTED SCREEN. THESIS ADVISOR : ASSOC. PROF. SOMCHAW NETPRASERT, 139 pp. ISBN 974-636-088-4

The purpose of this research was to study effect of appropriate legibility of letter sizes and colors on different background colors on projected screen by an overhead projector effect of upon memories of elementary level and undergraduate level students. Subjects were 150 students. They were (1) 50 Prathomsuksa Six students of Anubanlopburu School (2) 50 Matthayomsuksa Four students of Saraburiwittayakom School and (3) 50 second year undergraduate students of the Faculty of Education, Chulalongkorn University. They were randomly assigned into five experimental groups of 10 students. Each subject was tested with Ishihara's color blind test.

The instrument used in the study was three transparency sets. Each set composed of meaningless words letter sizes : 18, 20 and 24 point printed on ten pairs of color background by FARGO printer. Then, they were tested for reading achievement. The collected data were analyzed by means of Two-Way ANOVA. The pairwise differences were tested by Tukey's HSD. Method.

The findings were as follows :

1. There was significance difference at .05 level on reading achievement of subjects in elementary level between 20 and 24 point, 18 and 24 point and between ten letter colors. Subjects who read 24 point of white letter on dark blue background obtained the highest scores.
2. There was significance difference at .05 level on reading achievement of subjects in secondary level between 18 and 24 point, 20 and 24 point and between ten letter colors. Subject who read 24 point of white letters on purple background obtained the highest scores.
3. There was no significance at .05 level on reading achievement of different letter sizes of students in undergraduate level, but there was significance difference at .05 level on reading achievement of different pairs of colors combination. Subjects who read the black letters on yellow background obtained the highest scores.

ภาควิชา.....  
สาขาวิชา.....  
ปีการศึกษา.....

โสตทัศนศึกษา

โสตทัศนศึกษา

2539

ลายมือชื่อนิสิต.....  
ลายมือชื่ออาจารย์ที่ปรึกษา.....  
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....