Thesis Title	Study of Multimedia Technology Personnel's Qualification Required by Business Organization
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ABSTRACT

The purpose of this research was to Study of Multimedia Technology Personnel's Qualification Required by Business Organization in the posts of Author/Director, Video, Audio, Graphic Design and Programmer by focus on the aspects of knowledge, skill and attitude. This research used a questionnaire as the tool to collect data with samples of 330 persons working in multimedia field in 75 companies. The data was analyzed by using frequency, percentage, mean, and standard deviation.

The research results indicated as follow:

The most required qualification of multimedia technology personnel for these 5 positions was the attitude of responsibility. In the skill of operating system needed the knowledgeable personnel in Microsoft Windows 95/98.

The most important point for Author/Director was to understand the employer needs and the Video needs the personnel who was familiar with video application as Adobe Premier, Macromedia Flash and Macromedia Director. The Audio position needed the knowledge of voice communication psychology and the skill of voice application as Sound Forge and Cake Walk were mostly useful. The personnel in Graphic Design mostly needed the knowledge and skill of composition and had the ability to use the drawing tools like Adobe Photoshop, Adobe Illustrator, 3D Studio and Macromedia Flash. The Programmer needed to be smart in coding program and the popular applications were Java Script and Visual Basic.