

## C442282: MAJOR : ART EDUCATION

KEY WORD: EVALUATION MODEL/ART THESIS IN VISUAL COMMUNICATION ART PROGRAM/  
UNDERGRADUATE

AREEYA KLUNGCHAMNAN: THE PROPOSED MODEL OF ART THESIS EVALUATION ART PROGRAM AT THE UNDERGRADUATE LEVEL. THESIS ADVISOR: AMPAT TIRANASAR, Ph.D., CO-ADVISOR: ASST. PROF. SUWATTANA SUWANNAKHETNIKOM, Ph.D.

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The purposes of this research were 1) to study state and problem of the process and criteria of Art thesis in Visual Communication Art Program, and 2) to propose model of Art thesis evaluation in Visual Communication Art Program at the undergraduate level.

The samples included 1) 28 university art instructors, 2) 32 art students who had already passed art thesis evaluation and 3) 10 experts composed of art evaluators, art educators and a visual art administrator. This research conducted by means of interview, the sketch model of art thesis evaluation and the questionnaire. The data were analyzed by content analysis and frequency calculation.

The findings include 1) The state of the thesis evaluation process was done by a committee to evaluate in two ways : including the advisor in committee and excluding the advisor. The scoring process is either cumulative, score summation or the agreement among the committee. The evaluation criteria are from considering the end product by either using itemized list in detail or looking at overall success. The problem of Art thesis evaluation included the inappropriateness of scoring and judging, the bias from the advisor in evaluating, and the unclear and uncovered of the evaluation criteria.

2) The model of Art thesis evaluation proposed includes the process and the criteria. There are 5 stages in evaluation process: a) the proposed of Art thesis evaluation, b) study and analysis data evaluation, c) sketch design and improvement evaluation, d) working habit evaluation, and e) product evaluation. The advisor is included in the evaluation committee. The evaluation is done by using complete criteria. The evaluation criteria are in the form of overall evaluation which cover all items in all aspects. The grading process comes from score cumulation and the agreement of the committee.