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Thesis Title : A Study of Problems and Needs of Graphic Design  
for Thai Textbooks in Higher Secondary Education  
in Some Bangkok Metropolis Schools.  
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### Abstract

The purpose of this research were to study of problems and needs of Thai textbooks graphic design for higher secondary education in some Bangkok Metropolis School. The 540 samples were selected by purposive sampling from a group of higher secondary students in some Bangkok Metropolis schools. The research instruments were the questionnaire, the synchronized slidetape, specimens and real objects. The questionnaire were sent to the samples and collected by the research 100% of the questionnaires were returned. Data were analyzed by using percentage, arithmetic mean and standard diviation.

The research results revealed the following problems of graphic design were ranked high: not interesting cover design, low paper quality, not attractive black and white illustrations, less detail illustrations, unrealistic illustrations, not strong binding. The higher secondary students needed to have color graphic design in their textbooks, the graphic design must be related to the content, bond paper should be used for textbook printing, the size of illustrations should be 1/4 of page, printing should be in color, smyth sewed binding should be used for binding textbooks. They preferred upright 8 x 11 inch size. The printing quality satisfied them in moderate level.