

# The Effect of Using Computers on Developing Students' Skills in the Art of Commercial Design

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The tremendous scientific and technological progress in the twentieth century and the beginning of the twenty-first century had a significant impact on the progress of human life and its development in all fields, the most important of which is the field of education, and what relates to this field in many matters, whether in its goals, methods, teaching methods, curricula, or His techniques .One of the products of this development and progress is the use of computers in the educational process, and because of the many positive features that distinguish this device, it has been used in the field of teaching plastic arts to create a generation characterized by the ability to scientific thinking and creativity, which benefits people present and future, especially in teaching arts, including the art of design for what it is distinguished It is difficult, and this difficulty is due to the nature of the artistic design material, as it is full of technical and cognitive skills at the level of form and content, in addition to the diversity of technical expertise and design phenomena that include them, and these experiences and skills may be far from the student in time and space . In addition, most of the teaching methods used depend on learning by doing or using the modeling method, which exposes teaching material and technical skills to forget over time .Therefore, there was a need to use modern and advanced educational techniques such as computers to develop teaching methods and methods to be more effective and productive than the traditional methods and methods in which the teacher is the center of activity in the educational process, as the educational situation is required for the student to be the center of this activity, and this is what you seek to confirm Modern educational theories, which is provided by the computer in terms of elements of excitement, suspense, time reduction and increased learning effectiveness, especially in the field of art . So the aim of the current research is to find out what's coming.

**Key words:** *The effect of using computers on developing students' skills in the art of commercial design.*

## Introduction

To verify this, the researcher chose an experimental design with partial control, and randomly selected the second stage students from the research community (students of the Department of Fine Arts - College of Fine Arts - University of Babylon) to be a sample for the research, as the number of its members reached (20) students, and (40) students For both experimental and control groups. The researcher conducted parity among the students of the two research groups in the variables of time age, previous experience, and their social background, as the researcher excluded who are the children of artists and graduates of the Institute of Fine Arts. After the researcher determined the scientific subject, which is the commercial design, he formulated behavioral goals for the educational subject that reached its number (37) Aim, then prepare a computer-based educational program using PowerPoint applications (PowerPoint) Program applications Cor- Drawing, And educational plans for the two research groups, and presented examples of them to a group of experts and specialists in the field of art, art education and computer. To analyze the results, the researcher used the following statistical means: T-test with two ends for two independent samples, T-test for two interlinked samples, Pearson correlation coefficient for calculating test stability, Chi-square, the paragraph difficulty factor, the paragraph discrimination factor formula, and the effectiveness of the incorrect alternatives formula. The researcher reached the following: The experimental group that studied the technical design subject using the computer outperformed the control group that studied the technical design subject in the traditional way in the skill and cognitive achievement. In light of this result, the researcher recommended adopting the use of computers as an aid in teaching technical design material, because the use of computers had an impact in developing technical and cognitive skills for students studying in the experimental group.

## Research Problem

Arts are a civilizational interface for any society. Through it, the level of its progress and prosperity is measured, and just as the individual logically needs the necessary requirements of life, he needs psychologically to emotional gratification and a sense of beauty, and it is not hidden that the ability to aesthetic taste and artistic creativity is inherent in every person and capable of growth. With training and refining. Design is one of these arts and the most applied to all activities aimed at organizing and creating things, as it is a basic work for the human being because most of what he does include an aspect of design that is one of the important artistic and civilizational foundations, design is creativity and creation for beautiful, interesting and beneficial works, which is the plan It is complete to form something and

install it in a unified template from a functional and aesthetic standpoint .We cannot dispense with advertising as an academic science that studies all its arts, origins and rules in colleges, universities and media institutes in the world.The tremendous scientific and technological progress in the twentieth century and the beginning of the twenty-first century had a great impact on the progress of human life and its development in all fields, the most important of which is the field of education, and what relates to this field in many matters, whether in its goals, methods, teaching methods, or methods, Or his techniques. One of the products of this development and progress is the use of computers in the educational process, and because of the many positive features that distinguish this device, it has been used in the field of teaching plastic arts to create a generation characterized by the ability to scientific thinking and creativity, which benefits people present and future, especially in teaching arts, including the art of design for what it is distinguished Of difficulty, and this difficulty is attributed to the nature of the artistic design subject, as it is full of technical and cognitive skills at the level of form and content, in addition to the diversity of technical expertise and design phenomena that include them, and these experiences and skills may be far from the student in time and space. In addition, most of the teaching methods used depend on learning by doing or using the modeling method, which exposes teaching material and technical skills to forget over time. Therefore, there was a need to use modern and advanced educational techniques such as computers to develop teaching methods and methods to be more effective and productive than the traditional methods and methods in which the teacher is the center of activity in the educational process, as the educational situation is required for the student to be the center of this activity, and this is what you seek to confirm Modern educational theories, which is provided by the computer in terms of elements of excitement, suspense, time reduction and increased learning effectiveness, especially in the field of art.

### **Research Objective**

The goal of current research to know the impact of computer use in the development of students ' skills in the art of commercial design.

### **Searchlimits**

The current research determines the impact of computer use on developing students' skills in the art of commercial design. Specifically the students of the second stage in the Fine Arts Department - Faculty of Fine Arts - University of Babylon in the academic year 2018 -2019

### **Defining Terms**

Design is the process of organizing visual elements for the artistic body, and it is related to necessary elements such as line, shape, color, distance, light and surface contact so that they

are all compatible to serve the general shape. The design must achieve a specific goal that serves it1) .

### **Commercial Design Communication Means**

Communication is the transmission of information and ideas from the source (the sender) to the recipient) the recipient ,(and the need generally arises for a medium or medium for this exchange( 2 ) .

Likewise, it is a social process that targets the individual and group to obtain information, knowledge and familiarity with the experiences of individuals and other groups on the one hand and at the same time communicating opinions, ideas and experiences to others in a manner that ensures the creation of a process of bilateral social interaction in all cases( 3 ).Communication constitutes a form of public relations between people and a tool of society that connects its members through a culture that is a fabric that unites the ideas, beliefs, tendencies and patterns of behavior of members of that society( 4 ) . And based on the foregoing, communication) a process whereby ideas, meanings and information are transmitted from transmitter to receiver.

### **The Communication Process Aims to**

**A** - Attract attention to the message.

**B** - To present the message clearly and understandably.

**C** - Achieve a good impression and a desired response ( 5 ) .

It consists of communication processes are interrelated and overlapping rings and complement each other for some of them can call those loops elements noncon for consisting of:

**First: the sender ( Source )**The source of the information transmitted and communicated through the means of communication to the recipient public, it may be an individual or individuals, and often is human information( 6 ) .

**Second:** the message( Message :) It is the content of the communicative process ,or information to be delivered to the Recipient J and include the use of written and image icons and audio for the transfer of ideas and meanings ,and the terms of the success of the message to be fully Read the recipient, and in the design process two - dimensional are delivering the icons through the sense of sight and can Interest the recipient ( 7 ) .

**Third:** The means ChannelIt refers to the channel through which the sender communicates a certain message to the receiver, and it is often difficult to distinguish between the sender and the channel .Considering that they together represent the source of the message( 8 ) .

**Fourth:**The Future9 Receiver) It is Recipient me who interprets the message and try to decipher Or realize its meanings by using his mind, awareness and psychological

preparations, such as remembering, recognizing, and paying attention to understanding that message( 9 ) .

**Fifth :**Feedback) Feed BackIn it, attention is paid to knowing the effect of meanings, ideas, and symbols that the sender sends to the future) i.e. communicative behavior and whether they have an effect on modifying the direction or behavior ( 10 ) .The researchers classify the types of communication according to the methods used to:

- A. Verbal Communication: It depends on the message being delivered by pronouncement, whether written or audible.
- B. Non-verbal communication :it depends in which the message delivery through non-verbal language of such images and movements suggestive symbols and the language of silence( 11 ) .

Others classify communication as:

- 1- Direct communication means: It occurs between the sender and the receiver directly without a medium.
- 2- Indirect means of communication :It takes place between the sender and the recipient through a medium between them and he More widespread ( 12 ) .

**The idea has a major role in advertising design by achieving the following :**

- A - Strong clarification.
- B - Aesthetic satisfaction of visual impressions.
- C - Raising the suspense that is the bright side of the advertisement( 13 ) .

Accordingly, the survived h trade declaration depends primarily on the basis of the possibility of the designer and design skills in employing innovative idea simplified to achieve the objective of the design process in contact with the receiver and attract attention and stir interest.

There are important specifications that must be present in the advertising design in order to achieve its communication goal, namely(14):

- 1. Attract attention
- 2. Attract attention
- 3. Stimulating desire
- 4. Persuasion
- 5. Response
- 6. Consolidating ideas

The ads being way communication are heading to the large audience is not homogeneous and is personally known for the source as they are through the provision of secured representation

meanings and ideas and trends in ways interesting and attractive by employing images, graphics, fonts, colors .... etc in order to achieve the purpose and influence the public . Advertising is a communication means aimed at presenting facts, information and ideas and enlightening minds by exchanging these ideas and information by using various technical means to achieve visual tension and effect the desired effect on the recipient, and its importance increases in society as the progress of progress, civilization and civilization increases and the educational, cultural and intellectual level in society increases (15) .There are aset of factors that lead to the attraction of attention and can be identified as follows :

( 16 )

- 1- Advertising space :Big ads attract more attention than small ads because of their clarity.
- 2- Location :The strength of the advertiser's attention to the recipient's attention varies with their location ( 17 ).And the choice of the site is one of the important elements in attracting attention, and taking into account the choice of the site that provides the advertisement with ease of visibility and clarity from a sufficient distance.
- 3- Design and Directing :The design and production of the advertisement is the starting point for attracting attention and the main pillar in achieving the targeted success of the advertisement, which translates its goals to lead to attract the attention of the recipient and arouse his desires.
- 4- Individualization :That is, the presence of the advertisement in a place that attracts attention easily, especially in places free of other advertisements, because there is no competitive factor that distracts attention.
- 5- Use pictures, drawings and colors :The use of the image along with what achieved from advertising and psychological goals lead to attract the attention of the recipient so that the successful use of this leads to increased advertising effectiveness in attracting attention and the achievement of advertising and psychological goals of the other( 18 ) .In addition to the use of multiple color systems in advertising that achieve one of the main factors in attracting attention.

**Contrast and Contrast** :The different thing about the other things surrounding it draws attention to him and no one else and be a magnet for attention, and the use of variation in the forms of advertising is to bring about a certain degree of balance that helps to ablation to attention (19) .Accordingly, the successful designer is the one who employs these factors in relation to the basic idea of the design to produce a design achievement that will attract the attention of the recipient and arouse his interest, and thus achieve communication with him.

## **Building Components in ad Design**

The ads are composed of modular units which are considered) basic units that fall within the design of the advertisement in terms of its structural planning and definition( 20 ) .

**A - The idea :**Do not break down in two on the importance of the concept of the design is not only in advertising but in all other branches of design and represent" the foundation built upon the artwork (21) ".And through which the designer can put the appropriate design process and treatments for the idea, so the directive and design process only embodies the design idea through certain formal and organizational hires that suit the subject and idea and that the functional and aesthetic purposes are important in the design of advertisements (22) .The idea also expresses the content, so the content, that is, the idea appears expressing what is the form that serves the ideas underlying it, just as the content) the idea ( is not alive and expressive except through the form so the meaning plays a major role in the content of the artwork in designing a poster or advertisement or newspaper ..... etc(23) .

## **B – Address**

The title is one of the main components in the design of the ad, as it aims to inform the reader of the content of the material advertised, and helps focus the reader's interest on the most important ideas contained in the ad (and that many design experts believe that the success or failure of the ad may depend on the integrity of the title and its effectiveness because it determines The psychological atmosphere is common in the rest of its parts (24), so those responsible for writing the title have become the most complicated tasks in the advertising image, drawings, and numbers due to the inability of word codes to understand and interpret in some cases, for some people, so that it is easy to feel the interpretation of the image or shape, Words, inevitably, do not convey the same idea, due to the difference in the importance of some words and the difficulty in measuring the influence of others on groups of readers, especially if these groups are heterogeneous. (25)

## **There are Types of Addresses, Including**

The main title, which is the size of a letter larger than other addresses, which is the important address. The subtitle is second in importance and plays an explanatory role for the content the published material is designed to reduce the severity and step of the lines.

Side title starts with less important side topics. Titles perform multiple functions, including: (26), (27)

1. Evaluating news and various topics, presenting their contents and explaining their facts in a nutshell.
2. The titles summarize the topics accurately, focused and eloquent, which makes it easy for the reader to choose the topic that interests him and also analyze the topics.
3. Headlines increase the appeal of printed advertising and draw attention to a specific topic.
4. It works in the kernels of the different letters of the neighborhood in the shape and type of the font with its dimensions and the density of letters.

### **C –Logo**

The logo is a simple composition that draws a small size that expresses the deep meanings of gloss and is subject to the design model of the logo for the technical and scientific company of Maya T in the art of drawing, calligraphy and direction, and needs precision in choosing the artistic elements in terms of the name and type of the letter and the lines and color spaces, which is a main unit in Design flyers, and the logo expresses the idea and its content and represents the brand of the organization or a specific product in advertising design and has a specific meaning in newspapers for the country in which the newspaper is issued or the direction and policy of the newspaper itself. (28)

### **D - Use of Images and Graphics in Commercial Design**

Photographs are more realistic to bring the reality of this element and its surroundings, so he has used a lot of drawings heavily, and there are many ideas of design that can be expressed with alternative graphics of the images and use to give a certain effect Balnz the ability to control the drawing of the image. There are types of fees that include: (29)

- ✓ Realistic graphics: Record events as they are.
- ✓ Symbols: Symbols used have certain connotations and implications.
- ✓ Emoticons: works reflect the content of specific ideas and themes.
- ✓ Abstract graphics: Take care of some abstract wizards.
- ✓ Illustrations: clarify the purpose of the idea.
- ✓ Cartoon: depends on exaggerating the personalities.
- ✓ Image processing lab: where image labs are used to show the appearance consistent with the idea.

Consequently, the image is the visual expression tool, and it is one kind of experience that the designer of avatars can genuinely record his internal or external experience in the Astti p world expressed in words. The effectiveness of any ad is greatly influenced by the use of images and graphics because it plays a functional and psychological role aimed, we can provide the most important features as follows:

- ✓ The communication process is more efficient than the words that make up the text, which leads to the message being delivered to the viewer in a fast, convincing, and effective way.
- ✓ Attracting the majority of viewers.
- ✓ Stimulate interest in the subject of the advertisement.
- ✓ Respond to the idea of the topic.
- ✓ Clarify the basic idea of the topic.
- ✓ Give the element of honesty and make it more effective for authentication.
- ✓ Explaining the advertising text and clarifying its contents in an illustrative, understandable, and simple way.

It becomes clear to the researcher from the above that the effectiveness and success of any advertisement design depend to a large extent on the use of the image because it is a topographical component that has a rapid and direct impact on the recipient and because it is an understandable, easy and fast language to be accepted by people. Focusing on the ad image mainly contributes to the structural support for idea formation. The image has a visual effect, i.e. direct effect features if it is in an aesthetic or functional direction. Its promise is the basis of the general component of idea building, which will pave the way for a picture in all its details:

- 1- The power of persuasion increases.
- 2 - The communication mechanism will be facilitated.

### **Computer Technology and Design Art**

Modern education confirms that there are global turning points that impose a fundamental change in the concept of teaching and learning processes, from education based on indoctrination to education that unleashes the imagination of the mind and building values that make up the planetary citizen. Children enter the age in which we live. Therefore, it is not necessary to rely on traditional education in the educational field, but rather go to education that explodes energies, and aims to stimulate the mental capabilities of children and motivate them to continue studying and life through forms of education appropriate to the requirements of working life and societal needs and exceed them to the ideas of global partnership, which is what it provides Indeed art education - which is one of the important study subjects - in educational processes through education through art, and it is noticeable in the artistic educational field, that the most important achievements in the field of developing commercial design production are the emergence of (computer drawing). Computer Graphics) Which contributes to the improvement of drawing, word, and coloring in books and publications in general and sees "Night Voice" Lilavois "Computer graphics provide images that are capable of communicating the full meanings of the message, and they also

have the property of presenting concepts and information in a particular form, then re-presenting them in another form and color at the same moment, and thus computer graphics are the easiest, cheapest and best. For art decisions, Chipman sees" Chapman "The importance of computer graphics programs lies in their capabilities that appear in increasing the production of the course and its outputs, and the possibility of improving this production, especially if the educational designer is able to interact with computer patterns and the subtleties of graphics programs, and this comes only when the designer is familiar with the cognitive and skill requirements necessary to operate Using the computer, which leads to the abbreviation of several skillful steps. Also, these programs have developed forms and images used in education, and have also given a space for interaction, which makes them represent a new phenomenon for the future of the curriculum, with its flexibility, simplicity and expression strength. Software Graphic. Forms of thinking that achieve visual, sensory, and imaginative education, and help children perform many operations, including composition is concerned with developing the ability of art learners to present new installations or unprecedented formulas in the field of art through what has been studied and what is being studied, and its results appear through education, such as building new artistic subjects or re-arranging elements of something such as recreating artwork or reconstructing it. Writing text, which is provided by the computer, through the available technical programs and tools.

### Search Community

The research includes community i Lab Phase II - Department of Arts Walt Hkilih - Faculty of Fine Arts - University of Babylon, for the academic year 2018 - 2019 who taught Wen design material prescribed within the curriculum section totaling 75 students divided into three study people, as shown In the following table.

**Table 1:** Shows the distribution of the original research community for students

Number of students	Division
25	Third
25	Third b
25	Third c
75	Total

### The Research Sample

The researcher selected two groups representing the research sample, which were chosen randomly, the first group, the group(C ) The number (20 ) students were elected from Division ( B ), while the second group represents Group ( Z ) and the number (20 ) students was elected from Division ( C ). It was externa Lab graduates from junior high ( literary, scientific, commercial ) , and there is one which m graduated from the Institute of Fine Arts,

and so may still the possibility of possession of a previous experience in the subject of research ( the impact of computer use in the development of students ' skills in the art of commercial design of the Students of the Faculty of Fine Arts at the University of Babylon )

### **Search Tools**

Guilford test capabilities innovative as he used his researcher in the tests and tribal dimensional and experimental groups and control in order to measure the mental capacity has m , as it used this test in more than one study in the Iraqi environment.

### **Search Experience**

#### **Experimental Design Experimental Design**

The experimental research methodology assumes that each research has its own design, because the validity and integrity of the design is the primary guarantee for reliable results .The choice of the experimental design depends on the nature of the research problem and the conditions of the sample included in the research. The researcher followed the experimental design with two sets of equivalents of pre and post test, to be the experimental design and the design was approved.

### **Education Program**

In this test exposed externa Lab ( sample ) in the two groups ( v ) and ( z ) to test the tribal, to determine the levels in commercial design , and then exposing the group ( v ) the independent variable , a ( tutorial ) while the group remains the control without the introduction of The independent variable, M, is studied in the usual way. Then groups ( T ) and ( Z ) are subjected to the post-test to find the difference between the two groups .

### **Steps to Build a Tutorial Using a Computer**

1. Determining the needs of the target group : For the purpose of identifying the needs of the target group in the unit, the researcher prepared an achievement test [ \* ] M ,headed to the researcher's sample, included the students of the experimental and control groups, and the aim of this test was the following:
2. Determine the level of externa Lab and the extent of parity between the two groups.
3. Determine the content of the educational material that the fact that the student may need a test included a series of questions and objective as follows:

4. The first question : included a set of points for each model point to the shape of the design of the commercial ) image ( is required from the student to the place in the box that is beside the point either the word true or false guarantees ) five points.
5. The second question :included) multiple choice (which means that the people of the student ,given the existing models and in front of my place a circle around the correct answer or a character that you see are correct .Included) five points.
6. Third question :has included filling Lafraga t included) five points also.
7. Fourth question :a practical side ,where given the researcher special) three (questions in one question required students to the Khtar one of these required actions it implemented knowing that the researcher provided all the supplies needed external Lab researcher has to correct the forms by giving %75 of the class to The cognitive achievement side and %25 for the practical side. The results were the parity of the experimental group with the control group in the result of the answers with the urgent need of the experimental group for the educational program to improve its levels and the table that represents the averages and standard deviations of the students of the control and experimental groups

**Table 2:** It represents the standard averages and deviations for the students of the control and experimental groups

standard deviation	SMA	Sample volume	the group
4.41194	34.32	25	Experimental
4.2464	34.68	25	Control

The researcher presented the vocabulary of the course curriculum to a group of experts and extracted a set of vocabulary for it Conformity of the procedures discussed in order to achieve its goals and that leads to improving their level according to mental capabilities and individual differences

### **Between them**

Defining the target group: For the purpose of identifying the needs of the target group in the pay Z program, a pilot study researcher directed to a sample from the i Lab in the Department of Arts that Hkilih in the third grade who studied and designed subjects in the same year (2018-2019), the student number (20) Student. A set of questions was asked to know the levels of students. M. has answered questions. The researcher relied on designing educational content according to those needs, and the goals were derived from it.

Defining the characteristics of the target group: The characteristics of the external filling (the class used) were defined as one of the important elements on which the design of the educational unit is based, and an accurate knowledge of the characteristics of learners, which

indicates the necessity of disclosing your possibilities in advance for them and the researcher found that there are common characteristics of the i Lab Sample unit for which it is designed:

1. The pan - Co - yen in the unit is located Wen within the average age (20) years ,which indicates the level of mental maturity and his artistic m.
2. Collected approximately the level of the school before entering the M College of Fine Arts - Arts Department of Walt Hkilih being m from a graduate of the scientific, literary and commercial branches of study prep.
3. Has never m that over and previous experience or briefed ,and on a learning module similar to this unit.
4. It turned out equality of the two groups) the experimental group and the control group (through the pre - test that wages uh researcher on the research sample .These characteristics gave good indications of the sample layer for which the educational unit was designed.

Defining educational goals and formulating them behaviorally : Formulating goals is one of the basic and important steps in building any educational unit because it is the primary criterion in evaluating the educational process and issuing judgments on the curriculum, as well as it helps the teacher in identifying the content of the learned material and work to organize it and choose the appropriate method of teaching and formulate goals behavioral which must be ) an accurate description of the different forms of performance expected to be carried out at the end of the lesson and should take approach scientifically easily implemented , (and after reviewing the objectives of content developed by the Faculty of Fine Arts / Department of Arts Walt Hkilih Article design / grade the third nee found the researcher that general is characterized by focus and the difficulty of measurement as well as they do not refer to behavioral patterns that require externa Lab to master so promising researcher a group of public and private behavioral per unit goals alone have these offered targets a group of experts in the field of design and in material teaching methods in education Technical and educational design in order to demonstrate its objectivity and sincerity, and that it was covering the general goal and special goals.

Defining the educational content :According to the learners' needs, previous requirements and behavioral goals, the educational content was determined through the following procedures:

- 1- See sources and references for commercial design.
- 2- Refer to letters and papers that included the field of commercial design.

**The educational material was prepared, which dealt with three basic aspects**

1. Module 1: The Basics of Successful Design.
2. The second unit :lighting and light in a commercial design.
3. Module Three :Modernity in Commercial Design.

The educational content has been presented to a group of design experts and commercial design teachers in each of (College of Fine Arts - Baghdad University, and the Faculty of Fine Arts - University of Babylon) to ensure the comprehensiveness of the content in covering the research topic and in the light of their opinions, what they suggested was modified from additional information. Organization of educational content :in the light of the nature of educational content and objectives to be achieved with the external Lab has been the organization of three units, each unit included a set of information that lead to educational and behavioral goals .Where each unit consists of the foreground and group of educational and behavioral objectives and activities Aligned that teach the student that does not leave the lesson or move to another lesson only after mastering the previous lesson has been collected in the program was printed on the booklet form and distributed to the researcher on the research sample) Group Pilot ( after the pre- test, a set of colored shapes was prepared and explained in detail in order to clarify that . The researcher designed a template for how to use it for the educational program.

### Tutorial Template

#### Title page and write the title of the tutorial

<p>*Instructions to enter the program To demonstrate how to use the program.</p>	<p>*Introduction It writes the purpose of the tutorial and explains the title of the program.</p>
<p>*Program contents What the program includes in the form of short points for each of its units. For example, this program includes three units: 1. The first unit: 2. The second unit: 3. The third unit:</p>	<p>*The goal of the program The overall goal for which the program was developed.</p>
<p>the first unit</p>	
<p>Content Each unit has its own content according to its title.</p>	<p>*Goals Each unit has its own goals according to its title and contents, but all units correspond to creating the necessary behavioral goals.</p>

### Research Results

The aim of the current research is to know the impact of computer use on developing students' skills in the art of commercial design. The results indicated that the average score for the experimental group differs from the results for the average score for the control group. As well as the standard deviation and T- test The following table shows:

The result	Values t Calculated	Values t Tabular	Degree of freedom	standard deviation	SMA	Sample volume	the group
Function	8 ,988	2 ,064	24	3 ,4117	,8409	0 2	Experimental
	8 ,988	2 ,064	24	,972311	,16003	0 2	Control

Thus it proved the existence of traces of the educational program by the computer in the development of students' skills in the design of commercial advertisement Faculty of Fine Arts Department of Arts Alcechelal- University of Babylon: -

### Discussion and Interpretation of Results

Superiority of the experimental group members in the posttest on the level of their technical skills in commercial design on according to Guilford test in the pre - test, which confirms the effectiveness of the educational program, is due to the following reasons:

- 1- The clarity of organizing the steps, their sequence, and their interconnectedness, from the beginning of the introduction, general goals, educational and behavioral goals, educational content ,lyrical activities ,educational terms and teaching aids until the end of each unit by answering the lyrical activities .Where the computer contributed to providing the necessary conditions for each student from time and place, each student owns a computer of his own and is able to learn by himself wherever he wishes and at any time without finding a sergeant to be held accountable at every step
- 2- Providing educational terms that encourage the student and make him walk on his own in the educational program step by step as if the teacher is walking with him.
- 3- The researcher has set additional dates for students in order to know the areas of difficulty and inquire about them in order to answer them and give each student a disk) CD ( A special program for the clarity of the program steps by the computer and give him a device of a group of photographers in Kthelokat during his education of special educational content for each unit, which contributed to increasing student motivation and effectiveness of learning according to the educational program.



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