

DEVELOPMENT OF DIGITAL VISUAL INTERACTIVE LEARNING MEDIA FOR COLOR THEORY AND COMPOSITION

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ABSTRACT

This study investigated the effectiveness of interactive digital visual-based learning media in improving students' understanding of color theory and composition in graphic design education. Using a Classroom Action Research (CAR) approach based on Outcome-Based Education (OBE) and Student-Centered Learning (SCL), the study was conducted in two cycles. The results showed significant improvements in student participation, learning achievement, visual creativity, and design analysis skills. The implementation of the media also enhanced students' abilities to analyze, evaluate, and create design works based on color theory. Overall, interactive digital visual-based learning media proved effective in developing students' Higher Order Thinking Skills (HOTS), particularly at the levels of analysis, evaluation, and creation.

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