

Abstract

The objectives of this research are 1) to study and analyze the illustration design of Thai alphabets for reading practice in the childhood based on Islamic principles 2) to design the illustrations of Thai alphabets for Thai reading practice in the childhood based on Islamic principles 3) to assess the satisfaction of the illustration design of Thai alphabet by using Mixed Methodology. The Mixed Methodology is the research approach which the researchers collect and analyse both quantitative and qualitative data within the same study. The in-depth interviews are conducted from 5 Islamic scholars then gather the information to design the illustrations of Thai alphabets. Then the focus group approach is conducted among 5 Expertises in early childhood teaching in order to select and modify the illustrations per their suggestions. The final step is to work on the satisfaction survey by collecting the data from 30 early childhood teachers by using statistical analysis which are frequency, percentage, Mean (\bar{x}) and standard deviation (S.D.). The results of the research are following :

1) The guidelines of illustration design of Thai alphabet for the childhood based on Islamic principles are not to draw the figures which size, shape, shadow and light imitating the creation of Allah. It should cmitt alive fuline (eye expression) and fierce manner in the Islamic context.

2) The result of the illustration design of Thai alphabets for childhood is the 3rd approach of 44 pictures created by graphic design program.

3) The satisfaction toward the illustration design is in very good level for every aspect. The result of communication aspect is $\bar{x} = 4.52$ and S.D. = 0.52. The result of the design aspect is $\bar{x} = 4.71$ and S.D. = 0.38. The result of value and benefit aspects is $\bar{x} = 4.56$ and S.D. =0.46. The satisfaction level in total is in very good level which is $\bar{x} = 4.59$ and S.D. = 0.41.