

## **THE IMPACT OF USING BLENDED LEARNING ON THE DEVELOPMENT OF SKILLS IN THE DESIGN OF ELECTRONIC CONTENT MATERIAL FOR POSTGRADUATE STUDENTS AT TABUK UNIVERSITY**

**Mohareb A Alsmadi**

Associate Professor in Curriculum and Teaching, Tabuk University, SAUDI ARABIA

**Mohammad A Alsmadi**

Assistant professor in Education Psychology, Tabuk University, SAUDI ARABIA

**Feras M Almatarneh**

Assistant Professor in Computer Engineering/Network, Tabuk University, SAUDI ARABIA

### **ABSTRACT**

The study at hand investigates the impact of prompt training programs on master degree students, in the areas of Curriculum and Teaching methods. The study examines the development of the electronic content and design skills. To achieve their goals, the researchers developed an achievement tool, which measures the efficiencies of electronic content and design, and the card to analyze the students' projects, and verify the validity and reliability of the tool. The study sample consists of 39 students. The results showed the superiority of the experimental group students in post-test performance, due to the efficiencies of electronic content designed to measure the control group. Statistical significant differences, also emerged, in relation to the performance of the experimental group students, in analyzing Students' card projects, and which are compared to the control group students.

**Keywords:** Blended Learning, Electronic Content Design, Instruction Design.