

## Creativity in Development of Multimedia Presentation

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**Abstract :** Creativity is marked by the ability or power, to produce through imaginative skill and create something anew. The University is one of the great places to improve the talent in imaginative skill. Thus, it is important that for the student have a creativity to adapt the multimedia element in the development of presentation products for learning and teaching the process. The purpose of this study was to identify a creativity of the student in presentation product development. Two hundred seventeen Technical and Vocational Education (TVE) students in Universiti Tun Hussein Onn had chosen as a respondent. This study is to survey the level of creativity which is focused on knowledge, skills, presentation style and character of creative personnel. The level of creativity was measured based on the scale at low, medium and high followed by mean score level. The data collected by questionnaire then analyzed using SPSS version 20.0. The result of the study indicated that the students showed a higher of creativity (mean score in Knowledge = 4.12 and Skills= 4.02). In conjunction with the findings s implications and recommendations were suggested forward like to ensconce the research and improve with a more creativity concept in presentation product of development for learning and teaching the process.

**Keywords :** creativity, technical, vocational education, presentation products and development for learning and teaching process

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