**The Effect of Different Presentation Patterns of Video Casting in Developing E-Books Design, Production Skills and Academic achievement motivation**

# Abstract

The aim of this research was to investigate the effect of Presentation patterns of video casting in developing the skills of designing and producing e- books and academic achievement motivation during the spring of 2012. And a total of 75 students were divided into three groups, each group was subjected to a different Presentation pattern of video casting, the first group used for alternative pattern that gave students an explanation of skills through vodcasts rather than the teacher explained in the lecture. The second group was the supplementary pattern supported by using vodcasts for the demonstration which began with teacher face to face during the lecture. The third group was the innovative pattern which offered creative ideas represented the application of these skills. The results showed statistically significant differences between the mean scores in three groups, the innovative pattern were less equal groups. The results reflected that all the groups were highly motivated for academic achievement after being subjected to the three different patterns. And that was the best of all, the alternative pattern group. The study recommended wider use of video casting for improving the learning of students in different courses and diversity patterns submitted to meet the needs of learners