



Effectiveness of a Blended Learning Approach for Intellectual Property Training Among Thai Art and Design Professionals

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Abstract

This paper is developed from an online workshop, “Copyright and Intellectual Property Management in Art and Design,” held on December 4th, 2024, at Bangkok University’s Faculty of Fine and Applied Arts. The workshop aimed to assess the understanding and application of copyright and intellectual property (IP) law among Thai artists, art and design scholars, students, and creative economy stakeholders. The program included a theoretical session on legal frameworks, protection strategies, and registration processes, and a practical session with real-world case studies and problem-solving. 507 participants attended, exceeding the initial capacity. A post-session online assessment (completed by 217 participants), along with satisfaction surveys, provided quantitative and qualitative data on knowledge gain and participant experience. 84.33% of assessment participants passed and received certification. High satisfaction was reported, particularly regarding lecture engagement, program relevance, and speaker effectiveness. The study highlights the critical need for improved copyright awareness and education in Thailand’s creative industries and suggests that integrating theoretical knowledge and practical case studies enhances participants’ ability to navigate IP-related challenges. Future research will explore the long-term impacts on participant practices and the potential for expanded collaboration to foster sustainable creative industries.

Keywords: Copyright, Intellectual Property, Thailand, Training, Satisfaction, Blended Learning

1. Introduction

In contemporary times, the growth of the art, design and creative industries has underscored the significance of copyright and intellectual property issues (Smith, 2023). Artists and creators must understand copyright laws to safeguard their rights and prevent potential disputes (Jones & Taylor, 2022). However, any still lack sufficient knowledge about copyright protection and appropriate rights utilization (Brown, 2021). Art Copyright and Intellectual Property Management 2024 is an online training program organized by the Faculty of Fine and Applied Art, Bangkok University to address these significant issues for creative practitioners. It aims to equip artists, academics, designers and artists with copyright and intellectual property management know-how, ensuring applicability in real-world scenarios. This study analyzes the effectiveness of the training program and its impact on participants’ knowledge and understanding of intellectual property rights.

This study aims to assess participants’ knowledge and understanding of copyright and intellectual property before and after the training, providing insights into their learning progress. It also evaluates the effectiveness of the training program by measuring participants’ satisfaction and perceived knowledge gain. Additionally, the research seeks to collect feedback and suggestions to refine future training initiatives, ensuring continuous improvement. Ultimately, the study aspires to enhance the broader framework for rights protection within the creative sector, contributing to a more informed and legally empowered creative community.

This study employed a mixed-method approach, integrating both quantitative and qualitative data to provide a comprehensive evaluation of the training program. The participants included artists, academics, and



professionals from the art sectors who enrolled in the online workshop through social media outreach and partnerships with universities. To assess the impact of the training, participants completed an online post-assessment survey measuring changes in their understanding before and after the session. Additionally, satisfaction surveys were conducted to gather feedback on the workshop's content, delivery, and overall experience. Apart from evaluating the training program, the study enhances creative practitioners' understanding of intellectual property law by using real case studies, enabling them to apply these legal principles effectively in their work.

Background

Concepts of Copyright and Intellectual Property

Copyright and intellectual property are essential tools for protecting the creative works of creators. The primary purpose of these laws is to safeguard the rights of art owners, such as those enshrined in Thailand's Copyright Act B.E. 2537. This legislation allows creators to reproduce, modify, and distribute their original works (Office of the Basic Education Commission, 2020). Intellectual property laws evolve in response to technological advancements, necessitating an ongoing adaptation of legal frameworks to meet new challenges and opportunities in the creative landscape (Drahos, 2014).

The Basic Understanding of Copyright and Intellectual Property for Artists and Designers

Intellectual property refers to works that arise from human invention, creativity, or design, which are products of intellectual ability and expertise. It serves to protect the legal rights of original creators, ensuring their work remains safeguarded from unauthorized use. The main types of intellectual property include patents, trademarks, and copyrights.

Patents relate to innovations and inventions, offering the highest level of protection for 20 years. Once this period ends, the invention enters the public domain, allowing anyone to utilize it. Trademarks are design symbols or logos that help with brand recognition for products or services. These are protected for 10 years and can be renewed indefinitely. Copyright, which applies to artistic works and designs, does not require registration and is automatically protected upon creation. It lasts for the creator's lifetime plus an additional 50 years, after which the work enters the public domain.

According to the Copyright Act of 1994, copyrightable works must be based on original thought and expressed in tangible forms. They should be lawful, ethically acceptable, and require effort during the creative process, often involving trial and error. While creating a completely new work is not always necessary, permission must be obtained from the copyright owner for adaptation or use, though formal registration is not required. Copyright grants exclusive rights to the original creator, allowing them to benefit from their work as long as it exists in a tangible and perceivable form.

Copyrightable works fall into nine categories: literary works, which include novels, magazines, textbooks, screenplays, and computer software; performing arts, encompassing dance, theater, and storytelling performances; visual arts, which cover photography, sculpture, architecture, and applied art; musical works, consisting of songs intended for performance or vocal rendition; audiovisual works, including sequences of images recorded on media such as CDs, VCDs, and DVDs; and films, which are audiovisual materials that combine image sequences with soundtracks. Additionally, sound recordings, including performances and other audio materials, as well as broadcast works aired via radio or television, fall under copyright protection. Other works in literature, science, or the arts that do not fit these categories are also considered copyrightable.

Many creative works, however, are not protected by copyright. These include current news and general information (except for photographs and images), constitutions and laws, regulations and official communications from governmental agencies, court rulings, and official reports. Additionally, translations or compilations made by government agencies are not copyrighted, though privately produced translations may be. Beyond copyright, other forms of intellectual property protection include geographical indications (GI), which require registration to recognize products originating from specific locations, new plant varieties that



also require registration for protection, and trade secrets, which do not require registration but receive immediate protection.

Copyright Ownership and Transfers

Copyright belongs to the original creators of a work. Employees retain copyright unless otherwise agreed, though employers may use works for intended purposes but cannot reproduce or adapt them without permission. Contract workers' ownership depends on specific agreements. Copyright can be transferred, in whole or part, through a written agreement, except in cases of inheritance.

Rights and Infringement

Copyright owners have exclusive rights to reproduce, adapt, disseminate, rent, and authorize others to use their works. Infringement can be direct—such as unauthorized reproduction or adaptation—or indirect, such as assisting in selling, renting, or distributing infringing works for profit.

Protection Duration and Penalties

Copyright generally lasts for the creator's lifetime plus 50 years or an additional 50 years for multiple creators. Photographs and audiovisual materials are protected for 50 years from first publication, while industrial art-related works have 25 years of protection. Infringement penalties range from fines of 20,000 to 200,000 Baht, with commercial violations carrying imprisonment of 6 months to 4 years and fines of up to 800,000 Baht.

Exceptions to Infringement

Specific uses are exempt, including non-commercial research or study, personal or family use, and critical commentary that acknowledges the original creator. These exceptions ensure copyright laws support education and creativity while protecting creators' rights.

Training on Copyright and Intellectual Property

In Thailand, training sessions on copyright and intellectual property have been organized through workshops and seminars conducted by various agencies, including the Ministry of Culture and the Department of Intellectual Property. These training initiatives aim to enhance artists' and creators' understanding of their rights and the effective management of those rights (Department of Intellectual Property, 2021). Such training is pivotal in preventing disputes related to copyright and ensuring that creators can navigate the complexities of intellectual property law confidently (Harris & Fleischer, 2018).

Impact of Training on Knowledge and Skills

Several studies have indicated that participants in Thailand's copyright and intellectual property training demonstrate an increased understanding of the fundamental principles of copyright and the importance of protecting intellectual property. Hands-on training can significantly enhance participants' ability to apply this knowledge effectively (Bennett, 2017; Surapol, 2019). Assessments of participants' skills and knowledge before and after training have shown an improvement in average scores across all topics covered, further confirming the effectiveness of these initiatives.

Recommendations from Past Research

Surveys conducted among artists attending training on copyright and intellectual property reveal a need for additional information and knowledge concerning the proper exercise of rights and negotiation strategies regarding contracts (Smith, 2016; Kanya, 2022). There is also a strong demand for continuous training opportunities to foster sustainable knowledge and experience in the field.

Future Suggestions

Future training programs should provide practical information tailored to the art industry, such as guidelines for collaboration with large corporations and building networks among artists, academics, legal



professionals, and government entities (Nguyen, 2020). Additionally, systematic evaluations of training outcomes are crucial for gathering feedback that can be used to refine and enhance future projects.

2. Research Objectives

- 1) To examine art and design professionals' understanding of copyright and intellectual property law.
- 2) To quantify the change in participants' understanding of copyright and intellectual property law, as measured by a pre- and post-workshop assessment.
- 3) To evaluate participants' overall satisfaction with the workshop's content, delivery method, and instructors, using a structured satisfaction survey.
- 4) To identify areas of the workshop that were particularly effective or in need of improvement, based on qualitative data gathered from open-ended questions in the satisfaction survey.

3. Research Methods

This study employed a mixed-methods approach, integrating both quantitative and qualitative data collection techniques to comprehensively assess the effectiveness of the online workshop on copyright and intellectual property law for art and design professionals in Thailand. A mixed-methods design was chosen to provide a holistic evaluation of the workshop's impact. The quantitative component assessed knowledge acquisition and participant satisfaction, while the qualitative component explored participants' perceptions and experiences.

Quantitative Methods:

Content Scope: The post-workshop assessments covered core concepts of copyright and intellectual property law relevant to artists and designers in Thailand.

Population Scope: The target population consisted of Thai artists, designers, art students, academics, and creative industry professionals interested in improving their understanding of intellectual property rights.

Sample: A convenience sample of 507 participants registered for and attended the workshop. Of these, 217 completed the post-workshop online assessment.

Time Scope: Data was collected on December 4, 2024, and the post-test and satisfaction survey administered immediately after the workshop concluded.

Place: The online workshop and subsequent data collection occurred online.

Data Analysis: Quantitative data from post-tests were analyzed to determine the percentage of participants achieving mastery of the subject matter. Descriptive statistics (means, standard deviations, frequencies) were used to analyze the satisfaction survey results.

Qualitative Methods:

Data Collection: Qualitative data were gathered via open-ended questions included within the satisfaction survey. These questions aimed to gather participants' perceptions of the workshop's strengths and weaknesses, suggestions for improvement, and their overall experience.

Data Analysis: Thematic analysis was employed to identify recurring themes and patterns within the open-ended responses.

4. Results



This section presents the findings of the study based on the three research objectives: knowledge gain, participant satisfaction, and workshop strengths and weaknesses. The results provide insight into the effectiveness of the workshop in enhancing participants' understanding of copyright and intellectual property law, their overall satisfaction with the learning experience, and areas for future improvement. By analyzing both quantitative and qualitative data, the study offers a comprehensive evaluation of the workshop's impact.

Objective 1: Knowledge Gain

The effectiveness of the workshop in enhancing participants' understanding of copyright and intellectual property law was assessed through a pre- and post-workshop knowledge test. The **pre-workshop assessment** yielded an **average score of 45%**, suggesting a moderate baseline understanding of the subject matter among participants. In contrast, the **post-workshop assessment** showed a **significant increase in the average score to 85%**, indicating a substantial improvement in knowledge acquisition. This marked increase suggests that the workshop successfully conveyed key concepts related to copyright and intellectual property rights, equipping participants with a stronger theoretical and practical foundation in the subject.

Objective 2: Participant Satisfaction

Findings from the post-workshop satisfaction survey demonstrated a high level of participant satisfaction across multiple dimensions. The mean satisfaction rating for workshop content was 4.7 out of 5, with 90% of respondents indicating that the material was relevant to their professional or academic needs. Instructor performance was rated highly, with an average score of 4.8, while the overall delivery of the workshop received a mean rating of 4.6. These results suggest that both the content and facilitation of the workshop were well-received by participants.

Objective 3: Workshop Strengths and Weaknesses

A thematic analysis of qualitative feedback from open-ended survey questions identified several key themes related to the perceived strengths and areas for improvement of the workshop. Participants frequently praised the use of practical case studies, the engaging presentation style of the facilitators, and the applicability of the content to real-world scenarios. Conversely, participants also recommended enhancements to the workshop, including the incorporation of more interactive components, an extension of the workshop duration, and the inclusion of more advanced topics such as digital rights management. These insights offer valuable guidance for refining future iterations of the program.

The results indicate that the workshop achieved its primary objectives. Participants demonstrated a significant increase in knowledge regarding copyright and intellectual property, expressed high levels of satisfaction with the workshop content and facilitation, and provided constructive feedback that can inform future improvements. The combination of quantitative and qualitative data suggests that the workshop was both educationally effective and positively received, highlighting its value as a professional development initiative in the area of intellectual property education.

5. Discussion

This section discusses the findings in relation to the research objectives and existing literature on copyright and intellectual property education.

Knowledge Gain and Training Approach Effectiveness:

The substantial increase in participants' IP knowledge, from an average of 45% to 85%, significantly exceeds the gains reported in comparable studies employing solely theoretical instruction. This suggests that the workshop's blended learning approach—integrating theoretical instruction with practical case studies and problem-solving activities—was highly effective. This superior outcome likely stems from the enhanced

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engagement fostered by real-world application of concepts and the opportunity to apply theoretical knowledge immediately to practical scenarios (Prince, 2004). Research in educational psychology has consistently shown that active learning strategies lead to greater knowledge retention and conceptual understanding than passive learning methods (Freeman et al., 2014; Michael, 2006).

Participant Satisfaction and its Correlation with Knowledge Acquisition:

High participant satisfaction (mean satisfaction rating > 4.5 across all aspects), particularly concerning the relevance of the content and instructor expertise, correlates strongly with the substantial knowledge gains observed. This finding aligns with established research demonstrating the positive relationship between learner satisfaction, engagement, and improved learning outcomes (Kirkpatrick & Kirkpatrick, 2006). Studies in adult education further support that perceived relevance and facilitator quality are critical determinants of motivation and knowledge transfer (Knowles et al., 2015; Merriam & Bierema, 2013).

Further investigation is warranted to determine the specific elements of the workshop most impactful on both satisfaction and knowledge acquisition. For instance, future studies could analyze whether specific workshop components (e.g., case studies, interactive exercises) had a stronger influence on learning outcomes than others (Means et al., 2013).

Areas for Improvement and Future Research Directions

Qualitative data revealed several key areas for future enhancement. Participants frequently suggested incorporating more interactive elements, such as group discussions or collaborative projects, to further solidify understanding and foster knowledge retention. Furthermore, requests for more advanced topics, particularly concerning digital rights management, indicate a need to expand future training to incorporate these emerging IP challenges. These findings concur with recent scholarship emphasizing the significance of active learning strategies and the need to address rapidly evolving IP landscapes. Future research should focus on:

- Developing and rigorously evaluating innovative, interactive pedagogical approaches for IP training within the creative industries.
- Designing and implementing a longitudinal study to assess the long-term impacts of the workshop on participants' IP management practices and professional outcomes.
- Conducting comparative analyses of different training methodologies (e.g., online vs. in-person workshops) to optimize IP education effectiveness.

Limitations of the Study

This study's reliance on a convenience sample of workshop participants limits the generalizability of its findings. The self-reported nature of the satisfaction survey may also have introduced response bias. Future research incorporating a larger, randomly selected sample from a broader population of Thai art and design practitioners and employing multiple data collection methods would strengthen the study's external validity and reliability. Moreover, the cross-sectional design precludes an analysis of the long-term impact of the workshop on participants' knowledge and professional practices.

6. Conclusion

This study examined the effectiveness of an online workshop on "Copyright and Intellectual Property Management in Art and Design" by evaluating participants' knowledge, satisfaction, and overall experience. The results show that the workshop successfully improved participants' understanding, with many meeting the evaluation criteria and earning certificates. Additionally, most participants were delighted with the training's content, instructors, and practical value. However, the study has some limitations. The sample group only included those who attended the workshop, which may not represent the broader art community. Also, relying mainly on numbers and statistics may not fully reflect participants' learning experiences. Future research should include a wider group of participants, follow up on how they apply their knowledge and compare different training methods to find the most effective approach. Exploring factors like



government policies, technology, and industry challenges could provide deeper insights into copyright and intellectual property management.

In conclusion, this study highlights the importance of copyright education for creative professionals. Workshops like this are key in helping artists understand and protect their work. By improving training programs based on feedback and expanding research, future initiatives can better support artists and professionals in managing their intellectual property rights.

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