

Discussion on Teaching Reform of Visual Communication Design Major

Xiao Dong

School of Art & Communication, Hubei Business College, Wuhan 430079, China

Abstract: At present, with the continuous innovation and development of education, social demand has put forward new requirements for the development of professional education in colleges and universities. The traditional way of education has been unable to meet the needs of talents in the current society, especially the visual communication design major, which needs to accelerate its curriculum teaching reform in the new era to train more excellent design talents. Therefore, this paper takes the teaching reform of visual communication major as the content, and studies how to improve students' understanding of visual communication design and carry out reform and innovation as the content, so as to cultivate students' hands-on ability, hoping to be helpful to relevant researchers.

Keywords: Visual communication design; Teaching reform; Explore

Introduction

With the progress of science and technology and the advent of the era of big data, new modes of information exchange have also emerged, and visual communication design is in urgent need of innovation. In the past, the visual communication design major was mostly based on the graphic media, cultivating talents with unique thinking and design consciousness, as well as the ability of practical operation. In the age of information technology, the overall level of media design needs to be improved. At the policy level, it is necessary to take into account the current development trend and adapt to the needs of society. Based on modern science and technology, it is necessary to increase the content and mode reform of visual communication design education in design, creativity and technology, and closely link the subject theory with practical operation, so that students can not only master the basic knowledge, but also better adapt to the needs of society.

1. Teaching status of visual communication design

1.1 Outdated teaching methods and concepts

At present, the teaching of visual communication in our country is still based on teachers. However, with the rapid development of science and technology and the rapid development of society today, the traditional personnel training model has been difficult to meet the needs of employers. With the increasing demand of the society for talents, it has a great impact on students' employment and teachers' education level. The combination of "project" and "theme" has not yet formed a relatively stable system. The course of visual communication design has a large proportion, but in the actual operation process, due to the many topics that can be provided, unstable and other factors, its application in the actual operation process presents a "virtual" feature, so that its application in the actual operation is greatly restricted.

1.2 Students lack practical skills and experiment opportunities

In the new century, the practical ability of the visual profession is the focus of practical training, the ultimate goal of which is to prepare students to adapt to changing market conditions and have the ability to adapt to ever-changing market conditions. The training of applied talents is the basis of the training of applied talents. At present, the visual communication design courses in colleges and universities lack practical skills and experiment opportunities, and such visual communication skills are difficult to adapt to the

changes of the market.

1.3 Lack of textbooks suitable for the course

At present, visual communication design is limited to the most basic concepts based on “design”, and lacks deep practical mining in this field. “Design” is a very practical content, and it must be combined with the corresponding project content to detect the learning outcomes of students. It does not adapt to the development of applied curriculum and cannot ensure its scientific, systematic and comprehensive nature.

The content of the course should be suitable for the development of the industry. However, in the current situation, the course of visual communication design does not meet the requirements of the industry, so what students learn is incompatible with the development of the industry, resulting in the loss of information and “lag”. In the teaching process, there is a big gap in the students’ practical operation ability and professional technical level.

2. Thoughts on course reform of visual communication design

2.1 Improving education methods

Reform is an effective way to improve the quality of running schools and enhance the characteristics of running schools. Under the new era background, the traditional media can no longer meet the new social needs. In the era of big data, it is necessary to improve the current teaching methods, analyze the current teaching mode, adapt to the market demand, build a curriculum system, and improve the educational software to meet the needs of The Times. While cultivating students’ vocational skills, practical courses should be set up to cultivate students’ hands-on ability.

2.2 Strengthen the education of design theory and design method

Strengthen design theory, especially symbolic language and visual design in visual design, and integrate history, visual culture and other languages into visual communication. On this basis, the application field is further expanded, and the basic theoretical research on visual communication is strengthened. In particular, the course of Visual Communication Design should be regarded as the focus of teaching reform, and students’ practical ability should be improved by means of realistic training. Taking visual language as the entry point is a long-term goal of the reform of visual communication design planning. In order to change people’s understanding of the design discipline, we must first change the concept.

Therefore, it is very important to promote the culture of the whole design discipline. On this basis, the teaching staff of the new curriculum is further improved to meet the requirements of the new curriculum reform. Improve the overall cultural quality and teaching level of design teachers. In the teaching process, I will learn how to use design language, how to express design symbols in creative ways, take creative theme design as the starting point, and combine the global vision with creative thinking.

2.3 Local applied universities cultivate students’ practical skills

Applied social talents should have a variety of skills and be able to meet the needs of society well. Its main performance is as follows. First, effectively implement the teaching content of “school-enterprise cooperation”, “integration of industry and research”, “strengthening students’ professional practice”, “market-oriented” and “socialization”; The second is to give more support to college students in policy, and actively participate in all kinds of practical social practice activities, so that college students have better communication skills and teamwork spirit, so as to improve their professional quality.

2.4 Update traditional textbooks to meet the needs of the market

In the classroom, students have more free time, they can profoundly summarize and learn the text, can reasonably and effectively update the textbook, better access to knowledge. In order to improve students’ professional ability, it is necessary to update teaching materials and traditional textbooks in time. Its teaching process is based on examples of industrial development and strengthens the training of practical activities to match its theoretical foundation.

3. Conclusion

In today’s rapid development of information technology, in order to meet the market demand, we must constantly improve the course system of visual communication, and build a new teaching model that is more in line with the market demand. Student-oriented, based on course content, using representative theme design, projects and teaching methods. In this way, students will be inspired to have a deeper understanding of visual communication, and at the same time, they can better use various teaching methods to exert their creativity, so as to improve their learning ability and innovation ability.

References:

- [1] Zhu Xiaojun. Research on Curriculum Teaching Reform of Visual Communication Design Major under the background of digital Creative Industry [J]. Shaanxi Education (Higher Education),2022(09).
- [2] Gong Yu. Innovation in course teaching of Visual Communication Design under the background of “New Liberal Arts” [J]. Popular Literature and Art,2022(16).
- [3] Zhang Zhenbian. Teaching Reform Strategies for Visual Communication Design major [J]. Yihai,2018(12).
- [4] Liang Bin. Curriculum Innovation of Visual Communication Design under the Background of new Liberal Arts [J]. Dagan,2023(02).
- [5] Chen Hongchu. Research on Teaching reform of Visual Communication Design Major [J]. Liberal Arts Lovers (Education and Teaching),2019(05).
- [6] Liu Jingxin. A study on the cultivation of innovative ability of Visual communication design professionals from the perspective of new liberal arts: A case study of the School of Art of Guangdong University of Foreign Studies [J]. Art Education Research,2022(22).
- [7] Li Yunge. Teaching of Visual Communication Design Based on the Cultivation of Creative ability: A review of the Principles of Visual Communication Design Form [J]. Chinese Journal of Education,2023(01).
- [8] Zhao Zencen. Teaching Reform Strategies of Visual Communication Design Major in colleges and universities [J]. Art Education Research,2022(24).
- [9] Zheng Zhe; Kong Ivan. Research on the Construction of Curriculum Innovation System for Visual Communication Design [J]. Art Education Research,2023(03).
- [10] Du Yan. Research on the teaching reform practice of “Literary Transmission and Creation” in Visual Communication Design Major under the background of new liberal arts [J]. Art Education Research,2023(09).

About the author:

Xiao Dong (1993.2 -), female, Han nationality, born in Wuhan, Hubei Province, Master’s degree, teaching assistant, School of Art and Media, Hubei University of Commerce, Major: Visual communication design, research interests: Brand design, video advertising design, Service design.