

# Exploration of Ideological and Political Reform Path of Packaging Design Course in Colleges and Universities from the Perspective of “Three full Education”

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**Abstract:** Under the vision of Chen Xiang -” three full education “, packaging design courses in colleges and universities are faced with the challenge of integrating ideological and political education into professional teaching effectively. At present, the packaging design course has some problems in ideological and political education, such as the content is not in-depth, the method is not flexible, and it is difficult to give full play to its educational function. By digging deeply into the ideological and political elements of the packaging design course, combining the socialist core values and the excellent traditional Chinese culture, the course content is more rich and in-depth. At the same time, project teaching, scene simulation and other diversified teaching methods are adopted to stimulate students’ learning interest and enthusiasm. The purpose of these reform measures is to integrate ideological and political education into the packaging design course naturally, and realize the organic combination of professional skills training and ideological and moral education.

**Keywords:** Three full education; Packaging design course; Ideological and political reform

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## Introduction:

Packaging design is an important part of the field of modern design, and the training quality of its professionals is directly related to the overall development level of China’s design industry. In the higher education system, the packaging design course is not only a platform for imparting professional skills, but also an important position for cultivating students’ comprehensive quality. However, the current packaging design courses in some colleges and universities have shortcomings in ideological and political education, failing to effectively combine professional skills training with ideological and political education, resulting in unsatisfactory quality of talent training. Therefore, under the guidance of the concept of “three full education”, it is particularly urgent to carry out ideological and political reform of packaging design courses. This paper will focus on the research and discussion of the ideological and political reform path of packaging design course in colleges and universities from the perspective of Chen Xiang -” three full education “.

## 1. Present situation of ideological and political education of packaging design courses in colleges and universities

At present, there are indeed some problems in ideological and political education of packaging design courses in colleges and universities, which cannot be ignored and need to be solved. The disconnection between curriculum objectives and ideological and political requirements is an obvious problem. In the course of teaching packaging design, some teachers overemphasize the cultivation of professional skills, while ignoring the edification of students’ ideological and moral qualities. Packaging design is not only a technical operation, but also contains profound cultural connotation and moral requirements<sup>[1]</sup>.

In the current packaging design course, we can hardly see the teaching content and cases closely combined with ideological and political education. As a cultural and creative industry, packaging design contains rich historical, cultural and social values behind it, which are valuable resources for ideological and political education. However, due to the limitations of teaching content, these resources have not been fully explored and utilized. Traditional lecture-based teaching has been unable to meet the needs of modern students, who are eager for more diversified and vivid learning methods. Therefore, we need to introduce more innovative and

interactive teaching methods, such as case teaching, group discussion, practical operation, etc., in order to stimulate students' learning interest and enthusiasm. Students lack the opportunity to apply theoretical knowledge to practice, and it is difficult to form a complete packaging design ability and comprehensive quality.

## **2. The ideological and political reform path of packaging design course based on the concept of “three full education”**

### **2.1 Clarify curriculum objectives and strengthen ideological and political requirements**

In college education, the course of packaging design is not only a professional skill course, but also a carrier containing rich ideological and political elements. To clarify the ideological and political objectives of packaging design course is of great significance for cultivating compound talents with noble ideological and moral qualities and professional skills.

When formulating the course outline and teaching plan of packaging design course, we should fully consider how to integrate ideological and political elements into it naturally and appropriately. The content of the course should closely revolve around the socialist core values, emphasizing the embodiment of integrity, innovation, responsibility and other qualities in packaging design practice. Through case analysis, practical operation and other forms, guide students to transform ideological and political requirements into specific design ideas and work presentation. Teachers should establish the correct concept of educating people and run ideological and political education through the whole process of curriculum teaching<sup>[2]</sup>. This requires teachers to teach professional skills at the same time, pay attention to the cultivation of students' ideological and moral qualities, guide students to establish a correct world outlook, outlook on life and values. At the same time, teachers should also pay attention to cultivating students' innovative ability and practical ability, and encourage students to play their subjective initiative in design practice, and have the courage to innovate and practice. Schools should attach great importance to the ideological and political construction of packaging design courses, ensure that the course content is in line with the ideological and political requirements, and contribute to the cultivation of outstanding talents with both morality and talent.

### **2.2 Optimize the course content and integrate ideological and political elements**

The course of packaging design should dig deeper and use ideological and political elements to make the course content richer and deeper. The socialist core values and the excellent traditional Chinese culture are the precious spiritual wealth of the Chinese nation, and should become an important content of the packaging design course. In the course of packaging design, we can combine specific design cases to analyze the socialist core values contained in them.

For example, by interpreting some excellent packaging design works, students can understand the concrete embodiment of values such as integrity, friendliness and dedication in design practice. The teacher guides the students to explore how to integrate the elements of excellent traditional Chinese culture into the design, such as traditional patterns, colors, characters, etc., so as to make the design works more cultural and national characteristics. In order to make students more deeply understand the social value and humanistic significance of design, teachers organize students to conduct case analysis, discussion and exchange activities. By analyzing the success and failure of design cases, students are guided to think about the social background, cultural connotation and humanistic care behind the design. Such activities can not only enhance students' critical thinking ability, but also cultivate their innovative spirit and sense of responsibility<sup>[3]</sup>.

In addition, combining current affairs and social issues to carry out theme design activities is also an effective way of ideological and political education. For example, in view of the current situation of increasingly severe environmental problems, students are organized to carry out environmental protection theme packaging design creation. Through practical activities, students can experience the social responsibility of design and enhance their environmental awareness and social responsibility. Such courses can not only improve students' professional skills, but also cultivate their ideological and moral qualities and social responsibility, laying a solid foundation for their all-round development.

### **2.3 Innovate teaching methods and improve teaching effects**

The innovation and diversification of teaching methods and means is the key to enhance students' learning interest. In the packaging design course, especially when we integrate ideological and political education into it, teachers should actively explore and practice diversified teaching methods. Through the use of interactive and creative teaching methods such as case studies, group discussions and role playing, we can not only stimulate students' interest and enthusiasm in learning, but also help them to better understand the ideological and political elements of packaging design. At the same time, the combination of modern teaching technologies, such as multimedia teaching and online platforms, can make the classroom more lively and interesting, improve students' learning efficiency

and participation [4].

For example, project-based teaching is a very effective teaching method. By setting practical design projects, students can not only master professional skills, but also deeply understand and experience the connotation of ideological and political education in the process of completing the project. This way of teaching can make students more actively involved in the learning process and develop their teamwork and problem-solving skills. At the same time, scenario simulation and interactive discussion are also teaching methods worth promoting. By simulating real design scenarios, students are allowed to practice and role-play in a simulated environment, which helps them better understand the practical application and social impact of design.

Interactive discussion can fully stimulate students to think about the problem and cultivate their critical thinking and innovative spirit. The application of modern teaching technology also provides new possibilities for ideological and political education of packaging design course. Multimedia teaching can make the classroom content more vivid, image, improve students' interest in learning. Online teaching can break through the space restrictions, allowing students to learn anytime and anywhere, and at the same time, they can also use the network platform for a wider range of communication and discussion. Practice teaching can not be ignored. Through organizing students to participate in practical design projects, social practice and other activities, so that students can deepen their understanding of ideological and political education in practice. Innovative teaching methods can not only enhance students' practical ability, but also enable them to better combine theoretical knowledge with practice to form a complete knowledge system.

## **Conclusion:**

The concept of "three full education" provides a new perspective and path for the ideological and political reform of packaging design courses in colleges and universities. The introduction of this concept makes the packaging design course no longer a simple technical teaching, but into the profound ideological and political connotation, to cultivate the comprehensive quality of students. In terms of clarifying the course objectives, we should not only teach the technical knowledge of packaging design, but also cultivate students' patriotic feelings, innovative spirit and professional ethics. In terms of optimizing the course content, we combine the background of The Times and the needs of the industry, and introduce fresh ideological and political elements to make the course content more vivid and meaningful. The innovation of teaching methods is also the key, we use case teaching, project driven and other ways, so that students can feel the power of ideological and political education in practice. Colleges and universities should continue to deepen this reform, constantly improve the curriculum system and teaching methods, train more packaging design talents who understand technology and have feelings, and contribute wisdom and strength to the development and progress of society.

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