Research on Teaching Innovation of Packaging Design Course under the Background of Integration of Production and Education

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Abstract: In the new era, the integration of production and education is an important link connecting colleges and universities, enterprises, industries, etc., and has a significant driving role in promoting the cultivation of innovative talents in colleges and universities, and assisting the development and progress of enterprises and industries. As a course closely related to practice, the packaging design course infiltrates the concept of integration of production and education into the teaching of packaging design course, which can undoubtedly promote students to further grasp the development trend of the industry, optimize their own skill structure, and occupy a dominant position in the fierce market competition. This paper focuses on the current situation of packaging design course teaching under the background of integration of production and education, and proposes the countermeasures.

Keywords: Integration of production and education; Packaging design; Curriculum teaching; Innovation

1. Define the teaching orientation and grasp the internal logic

1.1 Clarify who it is for

There is a gap between the talents trained by the current packaging design course and the actual needs of industry revitalization. We should face this problem and clarify the relationship between the subject and the object of the packaging design course. On the one hand, packaging design course, as a professional course, has a high theoretical and practical, no doubt for the students of packaging design to carry out, which is also the breakthrough point of packaging design teaching innovation. Therefore, the packaging design course should consider the learning needs and learning characteristics of professional students, and at the same time, strengthen the intuition and practice, avoid designing a package design course as a guided tour for students to gather information on the internet. At the same time, packaging design courses can also be interested in design and interested in this investment in industrial revitalization of students. For this kind of students, the teaching difficulty of packaging design course should be reduced, the theoretical connotation and practical application of packaging design should be displayed in a more vivid way, and the curriculum should be designed in a more popular and experiential form, in order to promote the popularity of packaging design courses. On the other hand, packaging design course should be carried out around the object of industry service under the background of integration of industry and education. Packaging design is not a metaphysical gorgeous shell, but needs to serve the promotion of products and the revitalization of industry, therefore, in the course of teaching design should be clear about this concept, and it will be the spirit of innovation and pragmatism integration, so as to enhance the effect of packaging design course. When carrying out the teaching of packaging design course, we should take full account of the basic level of students as a whole, and give priority to the teaching of professional skills, supplemented by the appreciation and experience of works, the role and significance of packaging design course in product culture and industry revitalization are clearly defined, and the students' deep-level thinking and critical thinking are guided, so that students can improve the overall cognitive ability of packaging design, so that they can really understand the content of the subject after experiencing the visual level of wonder.

1.2 Clarify why it is for

The vague orientation of the packaging design course, to some extent, comes from not knowing where the packaging design course

should come from and where it should go. On the one hand, we need to recognize the specialty of packaging design course. Different from other design courses, the particularity of package design is reflected in its consideration of both decoration and practicability. Packaging design needs to ensure that beautiful, it is possible to attract user attention, transfer products and industrial ideas. At the same time, packaging design also need to consider the practicability, will not overshadow the main, or be unpacked after the disposal of the cumbersome. Therefore, the teaching orientation of packaging design course should pay equal attention to the cultivation of students' aesthetic thinking and practical thinking. On the other hand, to realize the relevance of packaging design courses, which is also its"Where to go" positioning response. The talents trained by the packaging design course and the packaging products designed should serve what industry, to what extent and on what scale they can be applied, and how to guarantee their use time and renewal period, is the packaging design curriculum in the teaching of innovative positioning stage that needs to be considered. Under the background of the integration of industry and education, the packaging design idea should break through the old idea of the packaging being gaudy and useless, and be abandoned when the packaging is opened, but to shape the brand image through the packaging design, the cultural connotation of corresponding products and industries is transmitted by means of packaging.

1.3 Clarify how it is for

The course of packaging design has strong practicality, and improving students' practical ability is the final destination of the course teaching. On the one hand, the practice-oriented teaching orientation can be made clear through the design of teaching objectives, teaching scoring indicators, etc. . On the other hand, the practical orientation of packaging design courses can also be promoted by incorporating them into the labor education system or the system of vocational skills appraisal and practice exercises, through the work of students, curriculum management, employment and other dimensions of multi-pronged approach, highlighting the integration of teaching design ideas and intentions.

2. Comb the teaching content and integrate the resources effectively

Carding teaching content is the most important teaching innovation of packaging design course. Without solid teaching content, any teaching innovation will be reduced to castles in the air.

First of all, carding packaging design curriculum teaching content should start from the construction of teaching framework. On the one hand, should be placed in the whole framework of the packaging design curriculum to consider the teaching content. Packaging design courses are generally arranged in the middle of the relevant professional, with a link between the key role. On the basis of basic knowledge of packaging and design concept, packaging design course can become a better carrier of practice. Therefore, under the overall framework, the contents of packaging design courses should be related to the basic theory, so as to pave the way for the realization of industrial integration. On the other hand, the innovative teaching content should be put under the teaching logic frame of packaging design course. The teaching logic of packaging design course revolves around the transition from zero to one, from the basic package decoration function to the cultural connotation of packaging design. Therefore, the teaching content should also include the concept of style, the selection of materials, related software and technology practice, packaging design application and so on.

Secondly, the teaching content of packaging design course should consider the selection of teaching materials and teaching resources, which is also the guarantee of the integration of production and teaching of packaging design course. On the one hand, the selection of teaching content needs to keep pace with the times, considering the current high popularity of electronic technology, the Internet and other industrial needs, from the user experience and style preferences, guide students to use the cutting-edge elements of the times, design feasible and usable packaging. Therefore, packaging design course teaching content and materials are not unchanged, according to the text, but need to combine the needs of the times and the development of the industry to constantly update. On the other hand, the development of teaching content should grasp the key points and difficulties, from the shallow to the deep. The content difficulty of packaging design course lies in the design dimension, the reason, the design has the higher request to the esthetic ability, the user psychology grasping and so on. Therefore, the structure of teaching content can start from the design of classic cases, analysis of the classic elements, refining the design concept, and then from the color, elements, style requirements of less dimensions of the plane packaging design, gradually transition to three-dimensional grand packaging design.

Finally, the teaching content of packaging design course should focus on the teaching of"Tao", to the specific operation of"Technology" to keep more open and inclusive space. On the one hand, in the teaching design, we can supplement the packaging design stories of different schools and styles through the knowledge development module, and strengthen the relationship between the packaging design and the needs of the times and the development of the industry, extend the idea of packaging design thinking of the times, enrich the content of teaching. On the other hand, the selection of teaching content of packaging design course should

emphasize reference and inspiration rather than imitation, it is emphasized to provide inspiration for students to choose the ideas and style elements of packaging design through the cases of excellent packaging design or cases with greater room for improvement, instead of using the description and imitation of high similarity as the evaluation standard. The permeation of open and inclusive design concept leads to innovation in the selection of packaging design course content, which helps to activate students' independent innovation and the spirit of exploration.

3. Construct the curriculum system and promote the implementation of teaching

3.1 Chapter content

From the perspective of integration of industry and education, this paper clarifies the requirements of industry development on students' packaging design ability, and divides the teaching contents of each chapter as a whole. The author unifies this school packing design curriculum teaching present situation, this paper focuses on several topics, such as packaging overview, packaging design shape, packaging materials, packaging visual image design, packaging design and printing production, packaging design culture and innovation development, etc. , it can train students' ability of packaging design step by step by following the order from simple to deep, from theory to practice.

3.2 Course modules

In the course module, mainly around the source and characteristics of packaging, packaging shape modeling, packaging design strategy and skills, packaging modeling materials, packaging visual image design. The content of the above-mentioned course focuses more on the skill training of packaging design, focusing on industrial development-oriented, promoting the division of curriculum modules, so as to achieve a better integration of curriculum construction and practical application.

3.3 Practice content

The content of practice is the key to the implementation of packaging design course, and also the key to promote the transformation of results and deepen the integration of production and education. In the design of practice content, it mainly includes case analysis and design cognition, training of basic packaging shape, research of quality material packaging shape, theme design draft design, workshop craft practice, etc. , these challenging content designs help to fully mobilize students' innovative consciousness and hands-on ability, so as to transform the theory into practical skills and create conditions for subsequent career development.

3.4 Online guidance

With the penetration of Internet technology in the teaching of packaging design course, on-line guidance will create conditions for improving the effect of packaging design course. Online guidance can include the use of self-built online course guidance, teachers and students online real-time interaction, the use of moocs platform to participate in knowledge sharing and other channels, so as to ensure that the packaging design curriculum space is more open, to promote the professional quality of students.

4. Conclusion

Under the background of the integration of industry and education, the packaging design course has much room for innovation, but there are some deficiencies in the present packaging design course. Based on this, the author combined with his own practical experience, through clear teaching positioning, combing teaching content, building curriculum system, innovative teaching mode, etc. to fully promote the smooth implementation of the integration of industry and education for students to lay the foundation for future development and progress.

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