

Innovative Research on Visual Guidance Design Course Based on Digital Media Era

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Abstract : With the rapid development of cloud computing, big data and other technologies, the popularization of digital information technology is inevitable. The application of digital media technology in the teaching of visual guidance design can effectively make up for the shortcomings of traditional teaching and enrich teaching means. Based on this, this paper discusses the innovation of visual guidance design course in the digital media era for reference.

Keywords : Digital Media Era; Visual Guidance Design; Courses; Innovate

1. Introduction

Digital media is an emerging discipline with a wide range of applications. It is dominated by information science and computer science. Under the guidance of mass communication theory, it widely applies information technology to many fields such as culture and art. It is an interdisciplinary subject with the comprehensive integration of art and science. There are many forms of digital media, such as text, animation and so on. Its communication mode and content are based on digital technology. Integrating digital media technology into the teaching of visual guidance design course in colleges and universities plays a very important role.

2. Characteristics of visual guidance design in the digital media era

2.1 Characteristics of manifestations

First, static digital pattern symbols. In the traditional visual guidance design, its expression form is mainly two-dimensional, that is, the static graphics, text and other elements are displayed on the two-dimensional medium through the relevant design laws, so as to convey the data information. With the rapid development of science and technology, the disadvantages of traditional visual guidance design have gradually emerged. People feel very tired of this static form of visual information communication, and are more eager to have a new graphic symbol. Digital information symbols have the technical characteristics of visual guidance design. Applying them to visual guidance design has very obvious advantages. Now they have gradually become a new and key means of visual communication. Therefore, in the visual guidance design, the efficient dissemination of digital information becomes more and more important. Digital information symbols have gradually become the medium of language communication and information dissemination, which has attracted people's attention.

Second, dynamic digital pattern symbols. With the rapid development of virtual reality technology, it has brought a great impact on the traditional pattern symbol design. Traditional visual design is generally one-way information transmission, and design works are often presented in static form. The application of virtual reality technology to visual guidance design can spread information in multi-dimensional and multi-directional ways. Digital pattern symbols have the characteristics of dynamic visualization. The computer can transform the information transmitted by traditional graphic symbols into perceptible information by using digital media technology.

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doi: 10.18686/ah.v5i12.4320

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2.2 Characteristics of communication forms

First, interactivity. When the application scope of digital media becomes more and more extensive, its advantage of real-time interaction will be more prominent. The traditional visual guidance design is limited between the designer's thinking and carrier. In the digital media environment, visual guidance design can not only make the design more three-dimensional and dynamic by using digital media technology, but also make real-time interaction with the public by using network information technology, so that the public can also participate in the visual guidance design, which further strengthens the public's visual experience.

Second, efficiency. Compared with traditional visual guidance design, visual guided simultaneous interpreting based on digital media has more advantages in information dissemination. It is no longer confined to traditional media such as newspapers and television, but also can be presented in a dynamic manner based on screen, which can transmit information more quickly and efficiently, enable people to obtain information more timely and efficiently, and to meet people's needs.

3. Innovation of visual guidance design course based on digital media era

In the digital media era, the traditional visual guidance design has been greatly impacted. Thinking innovation and mode innovation have become the basic characteristics of visual guidance design in the new era. In order to make students better adapt to the requirements of the digital media era, teachers should carry out teaching reform in teaching.

3.1 Updating teaching thinking and paying attention to the cultivation of students' innovative ability

Education is not only to teach specific facts, theories and methods, but also to train students into technicians in some aspects. Education can confuse students' existing thoughts, broaden students' horizons and inspire their thinking. In the era of digital media, in the teaching of visual guidance design, we need to pay attention to the cultivation of students' innovative thinking, consciousness and ability, and constantly optimize the traditional teaching thought of visual guidance design according to the characteristics of digital media according to the requirements of the times. In addition, teachers should break through the shackles of the narrow educational thought of professional supremacy. It is necessary for students to have a clearer understanding of the concept of visual design and innovation in the teaching process of visual design.

3.2 Updating the teaching content to ensure the pertinence of the teaching content

In the teaching work, it is very easy to happen that the teaching content can not be updated at the first time and repeated continuously without exploration and experiment, which will inevitably fail to improve students' innovative consciousness and ability. The teaching content of visual guidance design course should comply with the requirements of the digital age and highlight the characteristics of the times. In the course content design, we should highlight the people-oriented competition, extend and expand the traditional visual guidance design content. Starting from the actual situation of the digital age, scientifically construct the structure of students' knowledge, level and quality. With the application of three-dimensional visual expression in the digital media era, the demand for talents in the digital market also tends to be diversified. While ensuring the perfection of the content of students' basic design courses, it is also necessary to properly integrate the content of three-dimensional visual courses, such as 3dsMax and other three-dimensional software courses, enrich the content of courses, effectively integrate the teaching of three-dimensional digital technology and two-dimensional design, and innovate a new teaching mode. In the process of learning the basic course of visual guidance design, students can also have a more comprehensive understanding of some new auxiliary tools and design tools, which is very helpful for systematically learning the content of visual guidance design course.

3.3 Paying attention to cross-border innovation in teaching forms and mobilizing students' interest in learning

In the digital media era, visual guidance design has the characteristics of entertainment and interaction. If students want to obtain more creative inspiration, they must pay attention to the content of various fields to form their own performance style. Therefore, in visual guidance design, teachers should pay attention to cross-border innovation, that is, absorb the contents of film and television, art, design and other fields, break through the constraints of existing teaching forms, and scientifically use various teaching means to integrate images, materials and other forms into visual guidance design, in order to realize interdisciplinary teaching, cultivate students' innovation ability and improve the comprehensive quality level of learning and health.

3.4 Optimizing teaching means to ensure the teaching effect of the course

In the digital age, students can use the network to collect theoretical learning materials related to design. The websites of many domestic colleges and universities provide some high-quality courses and famous teachers' video teaching. In this environment, teachers should update their teaching means and effectively use modern technical means to make the single theory teaching more efficient and active. With the help of advanced technology and software, the effect of visual guidance design can be improved. The

details are as follows: First, teachers can use project-based teaching method. Teaching visual guidance design around design projects can make teaching more targeted and improve students' practical ability. That is, the teacher arranges specific design projects for the students to complete according to the requirements. After the task is completed, the teacher comments and summarizes. Second, teachers can use experiential teaching method. Linking the teaching of visual guidance design course with students' experience activities is the key to improve the teaching effect. On the one hand, teachers can create corresponding situational experiential activities for students according to the basic level, development needs and ability requirements of students of various majors, so that students can perceive the visual guidance design in situational activities. On the other hand, teachers can guide students to cooperate and explore learning in groups, so that students can complete the corresponding work design under the guidance of practical tasks, and experience the fun of visual guidance design. In addition, teachers should guide students to pay close attention to the latest developments of discipline development, so as to master the design and market development at the first time, use digital means to continuously optimize their own structure and improve their own design level according to social needs.

4. Conclusion

In short, the digital media era has brought new opportunities and challenges to visual guidance design. In teaching, teachers should effectively grasp the advantages of digital media, let students have a more comprehensive understanding of visual guidance design, and update teaching thinking, teaching content and teaching methods, so as to realize cross-border innovation in teaching forms, and ensure the effect of curriculum teaching.

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