

Research on the Teaching Mode and Teaching Management of Visual Communication Design under the Background of School-Enterprise Cooperation

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Abstract: The teaching goal of visual communication design major is to cultivate graphic designers and art editors who can serve for advertising companies, TV stations, magazines, websites and other enterprises and institutions. Can say the professional itself has a certain commercial, so the professional teaching work and university-enterprise cooperation vocational education mode has a very high adaptation, in the process of daily teaching work, relevant teachers should actively integrate university-enterprise cooperation related teaching means into the professional teaching work, reasonable design teaching mode and teaching management scheme, promote the visual communication design professional quality, for the development of universities and students employment also has a very important practical significance. Therefore, the following will analyze and study the teaching mode and teaching management of visual communication design major under the background of school-enterprise cooperation, aiming to further enhance the teaching effectiveness of school-enterprise cooperation and comprehensively promote the development of national education.

Keywords: School-Enterprise Cooperation; Visual Communication Design Major; Teaching Mode; Teaching Management; In-Depth Research

Introduction

Visual communication design professional teaching content has very obvious dynamic, practical and innovative characteristics, in order to promote the quality of the professional talent training, teachers in the process of teaching work should pay attention to the effective training of students' practical ability, make students can in continuous practice work, develop innovative thinking ability and innovative practice ability, realize the dynamic development of their comprehensive accomplishment. Therefore, in the process of education teaching work, related education workers should strengthen the attention of the school-enterprise cooperation teaching mode, make students can have sufficient practice opportunities, further enhance the visual communication design professional actual teaching level, realize the comprehensive development of students' comprehensive quality, ensure the quality of talent training can meet the actual needs of the industry.

1. Advantage analysis of school-enterprise cooperation mode

School-enterprise cooperation has become one of the teaching means commonly used in the process of higher education work in China. The application of this means to carry out teaching work can give full play to the advantages of enterprises and schools, and cooperate and effectively train the talents needed by the society. And through university-enterprise cooperation teaching work efficiently, can further enhance the level of cooperation with related enterprises, realize the organic combination of teaching and production, both sides under mutual support, mutual penetration, two-way intervention, complementary advantages, resource sharing, finally realize should contribute, build a modern higher education model, effectively promote the development of social productivity, realize the coordinated sustainable development of education and production. The specific application advantages of the school-enterprise cooperation mode will be expounded below.

1.1 Enrich students' work experience and improve the school employment

level

In today's talent market, because there are a large number of college graduates every year, resulting in the supply of hot positions in short supply, so the relevant employers will put forward higher requirements for human resources, among which has a certain work experience is one of the specific requirements. The requirement is relatively demanding for students who have been studying on campus, and the vast majority of students cannot meet it at all. But under the effect of school-enterprise cooperation teaching mode, through the combination of engineering, according to the actual production demand and service requirements during the period of school working hours, can help students to obtain certain work experience, and meet the actual recruitment demand of relevant unit of choose and employ persons, promote to further enhance the school employment level^[1].

1.2 Improve students 'professional quality and effectively change students'

social role

In the process of carrying out the enterprise internship work, the student union actively participates in the work practice, which is of very important practical significance for cultivating the students' professional spirit of love and dedication, bearing hard work and standing hard work. In this process, students' feelings for the post and the career will be further enhanced, and they can receive the influence of good corporate culture as soon as possible. At the same time, students can also integrate and unify the theoretical knowledge and practical skills learned in school in their work and practice, give full play to the practical value of school education work, and further improve the quality of college education. In addition, in the process of working hours, students' various abilities and qualities will be significantly improved, such as practical ability, comprehensive analysis ability and the ability to complete the work independently, with the relevant excellent professional ability, students will be able to fully meet the actual needs of the post.

1.3 Smooth job docking of students, and a comprehensive grasp of

vocational and employment information

In the process of enterprise internship, students can have a comprehensive and in-depth understanding of the actual production work and service work, and clarify the actual requirements of relevant enterprises for talent quality and the talent employment intention of enterprises, so as to realize the effective collection of high-quality employment information. In addition, in the process of university-enterprise cooperation work, the school will depth analysis of industry development trend and understanding, grasp the industry development trend, master industry demand of choose and employ persons, and based on the demand to optimize the university-enterprise cooperation teaching mode, make the school graduates can have better employment situation, achieve a win-win situation of universities and enterprises.

2. Teaching mode analysis of visual communication design major under the

background of school-enterprise cooperation

At present, the university visual communication design professional teaching work in the process of related teaching content excessive pursuit of academic value and training professional art talents, no industry and market development status, lead to visual communication design professional education concept and market economy development law, related design products have certain artistic value, but serious commercial shortage, enterprises cannot create the corresponding economic profits. In the face of the professional development status, university education workers must strengthen the enterprise cooperation teaching mode, in the process of visual communication design professional teaching work, the implementation of the university-enterprise cooperation road, play the actual value of university-enterprise cooperation mode, form the complementary advantages of schools and enterprises, help students earlier, more quickly, more efficient to understand the

market, and to adapt to the market, in line with the industry employment. And under the role of the school-enterprise cooperative teaching mode, the innovation and transformation of the visual communication design major will also be effectively promoted, promote the further improvement of teaching quality, realize the innovative development of teaching work, and finally ensure that the quality of talent training in colleges and universities can meet the actual needs of the industry and the market.

3. Teaching management strategies of visual communication design under the background of school-enterprise cooperation

3.1 Clarifying the professional teaching objectives

In today's era, the relevant design enterprises need to give priority to the change is to strengthen the importance of basic investment, research and development, creativity and theoretical knowledge, and change too much attention to work experience this talent selection concept, to ensure that the relevant design talents can effectively master the nature and effective design experience. In college visual communication design professional, related teachers should also timely change the traditional teaching concept, have a clear understanding of their teaching orientation, the traditional academic teaching mode into the entrepreneurial education mode, in the process of teaching work, strengthen the application of modern technology, the market development trend as a teaching guide, the digital art design, multimedia art design and data information design into the teaching work, fully meet the market demand of today's era^[3]. In addition, in the process of teaching work, teachers should pay attention to the coordinated development of production, research, learning three work, clear three content in visual communication design professional teaching group, and by actively build a reasonable teaching mechanism for the development of the integration of the three, make three work content can further promote the visual communication design professional teaching level, and effectively enhance the application of school-enterprise cooperation teaching mode, realize the comprehensive training of high quality design service personnel.

3.2 Optimize the professional teaching content

In the process of optimizing enterprise practice teaching content, teachers should be clear related teaching content disadvantages, such as teaching content is too fixed, pay too much attention to students 'practice ability training, no organic combination of production, learning, research, for students' innovative thinking development and comprehensive ability, the corresponding defects will lead to achieve compound, innovative design service personnel effective training, so the relevant staff should further strengthen the attention of the enterprise practice teaching content optimization. In view of the defects of such enterprise practice and teaching work, teachers should pay attention to the effective combination of enterprise characteristics and the professional teaching characteristics of visual communication and design in the application process of school-enterprise cooperative teaching mode. In the process of practice, enterprise "teacher" should pay attention to the reasonable cohesion of professional knowledge and practical work, after the theoretical knowledge teaching work, timely carry out the practice teaching, realize the theoretical knowledge and practice without gap docking, really help students realize the organic combination of theory and practice, effectively prevent students in the process of practice of theoretical knowledge. In addition, in the process of practice, enterprise "teachers" should also strengthen the attention to the integration of production, learning and research, and in this process to publicize the innovative development of design and production work to students, to realize the effective cultivation of students' innovation ability, and comprehensively improve the comprehensive quality of students.

3.3 Build a school-enterprise cooperation base

In the process of applying the school-enterprise cooperation teaching mode to carry out the professional teaching work of visual communication design major, it is of very important practical significance to actively build the school-enterprise cooperation base. Through the effective construction of the school-enterprise cooperation base, the school-enterprise

cooperation teaching mode will be effectively optimized. First of all, the development of the enterprise practice work will become more convenient and efficient, which can comprehensively improve the students' design and practice level. Secondly, in terms of teachers and students, teachers and students' teaching bases will have a more comprehensive understanding of practical teaching. In order to further improve the teaching quality of visual communication design major, the proportion of practical teaching will be further expanded. Third, in the process of teaching work, teachers can according to the actual teaching situation, put forward effective Suggestions for practice teaching content, to optimize the practice teaching content, make the effectiveness of practice teaching work can be further play, improve students 'comprehensive quality, promote students' design service level^[5]. Also through the work of effective cooperation between universities and enterprises will become closer, and to further improve the cooperation mechanism, such as the application of students' practical work to create economic benefits for enterprises, realize the effective control of enterprise teaching cost, and promote the sustainable development of university-enterprise cooperation base.

Conclusion

To sum up, under the background of school-enterprise cooperation, the teaching work of visual communication design major will be carried out more efficiently. With the support of the school-enterprise cooperation mode, students will get more sufficient practice opportunities, promote the further improvement of students' comprehensive quality, help students to have a more comprehensive understanding of the current market employment information, and effectively prevent college graduates from the disconnection with the society. Through high-quality and efficient school-enterprise cooperative teaching work, the comprehensive quality of visual communication and design major students will be further improved, truly achieve the goal of training compound and innovative talents, and fully meet the actual needs of market talents.

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