

Analysis of Teaching Reform Methods of Advertising Visual Communication Courses in Colleges and Universities

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Abstract: Visual communication design is a professional course offered by ordinary colleges and universities in China. Its main teaching contents include Chinese and foreign design history, design theory, design technology, visual communication application and visual communication design communication. Advertising visual communication is a professional sub-course under visual communication design. In terms of the main teaching content, it is generally consistent with the theoretical basic content of visual communication design, and there is a certain degree of difference in the specific application field. Advertising visual communication, in terms of the nature of the course, mainly belongs to the type of applied technology. Its main training goal is to provide enterprises and public affairs units with advertising program planning and advertising visual symbol design. Due to the specialization of technology types and the integration of industry and teaching, schools and teachers need to extract and optimize professional content in the actual teaching process, that is, carry out teaching method reform, so as to enhance their market-oriented education training goals and give full play to the maximum educational effect of this professional learning.

Keywords: Visual communication design; Advertising Visual Communication Course; Reform methodology

Introduction:

Since the reform and opening up, China's main economic types and enterprise organization forms have undergone great changes. Enterprises of all types, sizes and formats have also developed by leaps and bounds in the context of the development of the new era. In the process of development and growth, enterprises continue to improve the brand value of their products, expand sales channels and other aspects, which is more and more important in the process of enterprise success. To create the brand value of the company's own products, in addition to the quality factors of the product itself, the role of advertising communication cannot be underestimated. An excellent product advertising should not only conform to the company's own strategic positioning, highlight the overall social image of the enterprise, but also need to seize the consumer's consumption desire with the help of advertising visual symbols, cause consumers' purchase behavior, and then help the product expand the market share and achieve the improvement of the economic benefits of the enterprise. The reform of the teaching methods of advertising visual communication courses in colleges and universities is to cultivate advertising talents that meet the needs of the modern market.

1. The main teaching content of the visual communication course of advertising in colleges and universities

1.1 Basic issues in the visual communication of advertising

The basic problems of advertising visual communication mainly involve four aspects, namely market problems, communication problems, art problems, and business management problems. Among the four aspects involved in this advertising visual communication, the theoretical concept of consumer society, the principles and skills of advertising visual design, the mining of the cultural value of advertising visual symbols, and the psychology of consumers' market demand are its main components ^[1].

1.2 The basic characteristics of advertising visual symbols

The visual symbol of the advertisement is the main part of the advertising content. The traditional form of advertising visual design is mainly static illustration with text description. The development of modern network information technology has changed

the way of receiving and disseminating information to a large extent, and the advertising design and communication methods such as dynamic visual communication and comprehensive visual communication have also developed rapidly. A good advertising art symbol system needs to have emotional, referential and ontological characteristics.

1.3 The dissemination effect of advertising visual information

In terms of the main content, advertising visual information is the process of symbolizing product information. According to the functions and characteristics of the product, the designer of the advertising visual symbol creates certain advertising design content through the operation of professional drawing software and under the premise of conforming to the psychological cognition of the audience. In the process of disseminating advertising visual information, it needs to be decoded and recognized by consumers, which is also the final step of advertising visual communication.

2. The current problems in the teaching of advertising visual communication courses in colleges and universities

2.1 The organic integrity of advertising visual communication content is fragmented

When teaching the actual advertising visual communication course content, teachers mainly adopt the teaching mode of "theory + practical training". The teaching mode of "theory + practical training" mainly means that while teaching the theoretical concepts of advertising visual communication courses, teachers will combine actual cases to help students deepen their understanding of relevant knowledge and content on the one hand, and on the other hand, they will investigate students' practical ability in the form of classroom assignments. In the learning process of advertising visual communication theoretical knowledge, due to the students' own learning characteristics and teaching standards, teachers will mainly highlight the creative performance of advertising and the implementation effect of advertising visual symbol design in the specific teaching content. The reason for this separation of the organic integrity of advertising visual communication content is that, on the one hand, students or teachers do not have personal experience in the operation of the advertising market, on the other hand, students' traditional advertising visual communication cognition needs to be scientifically adjusted by the system.

2.2 The cultural value of visual advertising is not reflected in the overall teaching content

The cultural value of visual advertising is not only the all-round display of commodity information, but also an important communication channel for enterprises to integrate and develop concepts in the process of commodity production. The social influence of enterprises mainly lies in the fact that the development concept of enterprises can be combined with actual brand products to be recognized by consumers. The development concept of the enterprise mainly includes the industry development positioning of the enterprise, the management measures of the enterprise for the service objects, and the marketing concept of the enterprise. Therefore, designers of advertising visual communication should pay attention to mining and creating the cultural value of visual advertising in the process of advertising visual design. The content of this aspect is not reflected in the current overall teaching link.

2.3 Students themselves lack an understanding of the concept of consumer society

Under the influence of China's modern academic system, it is relatively rare for students to receive education directly in the social environment, resulting in students' social experience and interpersonal skills being relatively insufficient. The advertising visual communication course requires students to design creative, valuable and emotional advertising visual symbols on the premise of being familiar with the development of enterprises and advertising operations. On the contrary, students themselves lack an understanding of the concept of consumer society.

3. The teaching reform method of advertising visual communication courses in colleges and universities

3.1 Optimize the teaching content of advertising visual communication

Teachers can still adopt the teaching mode of "theory + practical training" in the actual advertising visual communication course. However, in terms of teaching methods and teaching content, teachers need to make certain adjustments. First of all, at the level of teaching methods, on the one hand, teachers should comprehensively adopt a variety of teaching methods, such as situational teaching methods, task-oriented teaching methods and action-oriented teaching methods, etc., through reasonable planning of learning content in teaching design, so as to fully mobilize students' enthusiasm for learning; On the other hand, teachers highlight the development needs of students and the training requirements of courses in teaching design, and organically integrate the two in the process of choosing teaching methods to match the content of students' social practice. Secondly, in

terms of teaching content, on the one hand, teachers can optimize and reorganize the course content, but they cannot separate the position of the teaching content in the knowledge spectrum, nor can they ignore part of the teaching content; On the other hand, in the selection of teaching content, teachers can highlight their own advertising visual design experience, and can also choose advertising visual design cases that are closely related to students' daily lives. However, the selection of these teaching contents must be carried out in the form of a complete project lecture^[2].

3.2 Pay attention to excavating regional culture to enrich teaching content

The visual communication of corporate advertising is actually far from the actual life of students to a certain extent. Although students are familiar with the advertising visual design of a certain enterprise in the classroom or in life, students cannot directly apply the relevant design content to a large extent in the process of advertising visual symbol design practice. Moreover, in the design process of advertising visual symbols, not only the intuitive expression of symbols, but also the cultural values or development concepts contained in them should also be reflected.

Regional culture reflects the history, culture and customs of a certain region. In the vast cultural background, some traditional handicraft products and traditional folk villages are cultural commodity resources that can be developed. Teachers' daily teaching content can guide students to explore and innovate the untapped cultural commodity resources of local life, and enrich the teaching content on the one hand. On the other hand, students exercise their advertising visual design ability.

3.3 Build a display platform for students' social practice through multiple channels

In the process of teaching advertising visual communication courses, teachers should be guided by market demand and rely on social industry, strengthen cooperation and ties with enterprises, establish a social practice base for production, education and research, and build a display platform for students' social practice through various channels.

4. Concluding remarks

In summary, visual communication design has a strong market-oriented university major. Therefore, in the actual teaching process, teachers should reform the traditional teaching methods that are not suitable for the development of the modern market according to the direction of student training, so as to help students improve the quality and efficiency of professional course teaching, and also help students better employment and entrepreneurship.

References:

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