

Construction and Practice of Open Education and Teaching Evaluation System in the New Era——Take the Evaluation and Guidance of Advertising Art Design Majors in Colleges and Universities as an Example

Yunong Qin

Harbin Open University, China, Heilongjiang, Harbin, 150000

Abstract: The construction and practice of open education teaching evaluation system in the new era is an important issue in higher education. The evaluation of education and teaching should be student-centered and pay attention to students' learning process and learning effect. Taking the major of advertising art design as an example, this paper discusses the construction and practice of teaching evaluation system, which needs to be constructed from the aspects of learning objectives, curriculum setting, teaching methods and evaluation indicators. In order to ensure that the construction of a more perfect teaching evaluation system has an important guiding significance.

Keywords: Open Education; Teaching Evaluation; Advertising Art Design and Construction Strategy

Introduction

Teaching evaluation is an important means to reflect students' learning results and teachers' teaching quality. It can not only promote the all-round development of students and improve the teaching effect, but also promote the reform of education and teaching. However, the current teaching evaluation system of colleges and universities can not meet the current educational needs, so it is necessary to build a more perfect teaching evaluation system to realize the double progress of students and teachers more comprehensively and objectively.

1. The construction and practical significance of the open education and teaching evaluation system in the new era

1.1 Promote students' all-round development

The open education and teaching evaluation system is student-centered, and focuses on cultivating students' cognition in emotion, society and other aspects, as well as diversified comprehensive qualities such as practical ability, innovation ability and inquiry ability. In the practice of open education and teaching evaluation system, teachers conduct deep learning through open learning resources, interactive teaching and other ways according to the development characteristics and rules of students, so as to develop their potential in an all-round way and make contributions to their future career and social development^[1].

1.2 Improve the teaching effect

The open education teaching evaluation system abandons the single evaluation method in traditional teaching, and also includes students' independent evaluation and mutual evaluation, so on, so as to more accurately evaluate students' learning level and comprehensive quality. In addition, this evaluation method can also help teachers to find out the problems existing in teaching in time, adjust and optimize according to students' learning situation, and improve the teaching effect. At the same time, the evaluation process is also a good time for students to communicate with each other, promote the cooperation between them, improve the spirit of cooperation and communication skills. Therefore, the diversified evaluation methods of open education and teaching evaluation system is a beneficial exploration and practice, which is helpful to improve the teaching quality and students' learning effect.

1.3 Promoting education and teaching reform

The construction and practice of open education and teaching evaluation system emphasizes the diversity and individuation of teaching content, and pays attention to openness and the cultivation of students' independent ability. Different from the traditional teaching methods and contents, it pays attention to students' personalized learning needs. This education and teaching mode can better stimulate students' interest and motivation in learning, make students have the ability and quality to more adapt to the development needs of today's society, and better promote the cultivation of talents and social development^[2].

2. Construction and practice strategy of open education and teaching evaluation system in the new era

2.1 Setting of learning goals

The setting of learning objectives is the basis of the open education and teaching evaluation system, which is directly related to the effectiveness of the evaluation system and the improvement of the teaching effect. In the advertising art design major, the setting of learning goals should follow the student-centered principle, set the learning goals at different stages finely, and pay attention to the development and actual needs of students.

For example, for the basic courses of advertising art design, the learning goal can be set to master basic design principles and skills and cultivate students' aesthetic and aesthetic ability; for the course of advertising planning ability, the learning goal can be set to improve students' advertising planning ability and creative thinking, and cultivate students' marketing concept and teamwork ability. At the same time, teachers also need to consider the differences in different learning stages. For example, in the primary stage of students, the learning goal should focus on the cultivation of basic skills and thinking methods; and in the advanced stage, it should pay attention to cultivating students' professional knowledge and practical ability to achieve breakthroughs.

2.2 Optimization of the curriculum setting

Curriculum setting is the core part of the teaching evaluation system. It is not only the outline of students' learning, but also needs to consider students' interests, characteristics and actual needs in the design. Therefore, students' learning needs and the characteristics of courses should be fully considered in the construction of curriculum setting. Teachers need to fully tap the potential of curriculum content and design corresponding curriculum setting in combination with teaching objectives, so that students can learn relevant knowledge and skills comprehensively and systematically.

In the advertising art design major, teachers can use project-driven teaching, through group cooperation, practical operation and discussion and other ways, so that students can understand the process and methods of advertising planning, and cultivate students' teamwork and communication skills. In the related study of "digital media design", teachers can use the teaching method of course design, so that students can fully master and master the basic knowledge and skills of digital media design by independently designing and producing digital media works, and cultivate students' creativity and practical ability.

2.3 Innovation in teaching methods

With the continuous updating of education and teaching concepts and the continuous development of the society, colleges and universities need to constantly innovate teaching methods to better adapt to the needs of The Times.

For example, in the advertising art and design major, interactive teaching is a very important teaching method. Teachers can communicate with students through discussion, interaction, sharing and other ways, so that students can better understand the knowledge and master skills. For example, in the course of advertising creative planning, teachers can design some group activities and let students conduct creative design and discussion in groups, which can stimulate students' creativity and cooperative spirit, and at the same time, students can better understand and master the relevant knowledge and skills of creative planning. Students can also participate in practical projects. For example, in the advertising creative design course, teachers can organize students to carry out actual advertising creative design projects, so that students can personally experience the whole process of advertising creative design and feel the pleasure of learning. In addition, teachers can design courses that meet students' interests and needs, so that students can more actively learn relevant knowledge and skills.

In addition, teachers can design courses that meet students' interests and needs, so that students can more actively learn relevant knowledge and skills. For example, in the design of courses related to graphic design, students should study and practice in the fields of poster design and book typesetting that they are interested in. This can better stimulate students' enthusiasm and initiative in learning.

2.4 Strengthen students' independent learning

The open education teaching evaluation system should encourage students to study independently, provide sufficient learning

resources and platforms, and provide students with necessary guidance and support to help them fully realize their potential and realize their personal value

In advertising art design major, students need to have enough creativity and artistry, so they need to explore and practice. Teachers should provide students with sufficient learning resources and set up efficient learning platforms, such as providing case analysis, practical projects, seminars, etc., to stimulate students' enthusiasm to participate in learning. At the same time, teachers should also provide students with necessary guidance and support, such as regular academic forums, art exhibitions and other forms, let students know the cutting-edge art design knowledge and skills, and stimulate students' enthusiasm for learning. In addition, teachers can also let students choose their own research directions and projects through graduate creative market and graduation design, and have in-depth discussions and guidance with teachers, so as to help students give better play to their personal advantages and realize their personal value.

2.5 Attach importance to practical teaching

The open education teaching evaluation system should pay attention to practical teaching, not only "talk on paper", but also apply all what they have learned to practical work, so as to deepen the mastery and understanding of theoretical knowledge through practice. At the same time, it is also one of the important indicators of teacher evaluation.

In the advertising art design major, teachers will arrange students to participate in practical advertising design projects, such as helping local enterprises in brand design and poster production. Students need to make creative ideas, graphic design, visual communication, etc., and talk about and coordinate with customers. It can not only consolidate theoretical knowledge, but also improve practical ability and communication ability. Then, teachers can understand students' practical ability and professional level through the evaluation of students' work results. The evaluation indicators include design creativity, performance effect, meeting customer needs, team cooperation and other aspects, which fully reflect students' practical ability and quality. At the same time, teachers will also provide students with sufficient guidance and feedback to help them improve and improve their practical ability.

3. Conclusion

To sum up, this paper takes the advertising art and design major of colleges and universities as an example, and discusses the construction and practice of the open education and teaching evaluation system. Research shows that the education and teaching evaluation should be student-centered, pay attention to the students' learning process and learning effect, and adopt a variety of evaluation methods to further improve the teaching quality.

References:

- [1] Yang Xin, Xie Moonlight, Gou Rui, et al. Empirical study of intelligent classroom model construction[J]. Audio-visual education in China. 2020, (9): 50-57.
- [2] Tan Lu, Yin Bingyan. Problems and countermeasures faced by the Open University from the perspective of the modernization of university governance[J]. China distance education (comprehensive version). 2020, (6): 60-67.