

# Research on the transformation path of teaching achievements of art design major in universities -- “Layout Design” course as an example

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**Abstract:** With the continuous progress of social science and technology in our country, the wide application of typographic design in various fields has provided an important support role for social development and construction. In art design professional education in colleges and universities, as an important course type, “format design” is not only the key link of talent training, but also plays an important role in promoting the transformation of teaching achievements. Excellent layout design can not only enhance the added value of products, but also improve the competitiveness of enterprises. Therefore, colleges and universities should pay attention to the transformation of teaching results in the promotion of the course of Layout Design, promote students to adapt to the needs of future career development, deeply tap the value and potential of the course of Layout Design, and continuously improve and perfect the teaching mode to meet the urgent needs of the society for high-quality talents.

**Key words:** Universities; Art design; Teaching achievement; Transformation path

With the development and progress of social science and technology in China, the application of format design in various fields of society is becoming more and more extensive, which can play a supporting role in the development and construction of various fields of society. Layout Design is an important course type in college art design education, and the transformation of its teaching results is also an important part of promoting talent training. Excellent layout design can enhance the added value of products and enhance the competitiveness of enterprises. Therefore, colleges and universities should pay attention to the transformation of teaching results in the promotion of Layout Design course education, so as to facilitate students to adapt to their future career development, and further develop the value and potential of Layout Design course, so as to achieve the goal of improving the level of talent training. In addition, Layout Design is a highly practical course, which needs to strengthen the innovation and reform of teaching mode in continuous teaching practice. In this process, the transformation of teaching results of Layout Design course can train students’ practical ability and strengthen their theoretical level, so as to complete the talent training task with better quality. Strengthen the education level and quality of art design in colleges and universities. Therefore, it is necessary to actively promote the transformation of the teaching results of “Layout Design” in the training of talents in colleges and universities, so as to constantly adapt to the demand trend of the current social development for high-quality talents.

## I. The significance of promoting the transformation of teaching results of “Layout Design” for art design majors in colleges and universities

In the teaching of art design majors in colleges and universities, the process of transforming the teaching results of Layout Design can help improve students’ practical ability, that is to say, promoting the transformation of teaching results can enable students to apply the knowledge they have learned to practical projects, thereby helping to improve students’ comprehensive quality and practical ability, such as: In the course of “Layout Design”, students can learn skills in layout, text layout and picture processing, which are of vital significance in the development of students’ future career. During the transformation of teaching results, students can make comprehensive use of the above skills, which not only promotes the strengthening of students’ practical ability, but also helps them improve their practical ability. At the same time, it can make students clear their future employment direction and prepare for the follow-up employment of students. From the perspective of teachers, promoting the transformation of the teaching results of “Layout Design” also means the integration of teaching quality and teaching results. In the process of the transformation of the teaching results of “Layout Design”, the close cooperation between teaching process, industry and enterprises can be strengthened. In this way, teachers can more accurately grasp the employment demand of the talent market and the development trends of the industry, so as to dynamically adjust the teaching mode of “Layout Design” and make the teaching closer to the needs of talents in the industry. During the transformation of teaching results, teachers can also personally participate in students’ practical projects, which not only helps to improve teachers’ professional quality and teaching ability, but also enables teachers to better guide and help students’ professional growth in the stage of promoting education work, so as to help improve the training effect of college talents and deliver a steady stream of high-quality talents for the field of art design.

## II. Difficulties faced by the transformation of teaching results of Layout Design course for art design majors in colleges and universities

At the stage of promoting the teaching of “Layout Design” for art design majors in colleges and universities, the transformation of the teaching results of “Layout Design” is also faced with certain difficulties, and whether the difficulties can be overcome also determines the teaching effect of “Layout Design” and the quality of talent training. Therefore, it is necessary to conduct an in-depth analysis of the current difficulties facing the transformation of the teaching results of “Layout Design” for art design majors in colleges and universities, and on this

basis, put forward corresponding solutions to ensure the orderly progress of the transformation of the teaching results of “Layout Design”. In a word, the difficulties are reflected in the following aspects:

First, there is a disconnect between theory and practice teaching. In the course of Layout Design in colleges and universities, the disconnection between theory and practice is one of the important types of problems, because of the existence of this problem also reduces the professional ability of students. For example: In teaching, teachers do not pay attention to guiding students to link theoretical knowledge with practical operation. As a result, the theoretical knowledge learned by students often cannot be applied to practical design projects, resulting in the lack of practical experience, practical ability and problem-solving ability of students.

Second, the lack of industry connection in curriculum teaching. The teaching of “Layout Design” in colleges and universities has not strengthened the interconnection with the industry, which also leads to the lack of adaptability of the industry and the weak core competitiveness of employment. For example, in the teaching of “Layout Design”, teachers do not guide students to understand the development prospects and dynamic trends of the industry in a timely manner, so they do not combine the talent needs of the development of the industry in the promotion of course teaching, resulting in the mismatch between the knowledge and skills mastered by students and the development trend of the industry, which reduces the teaching effectiveness and quality.

Third, the lack of students’ innovative consciousness and innovative thinking training. In promoting the teaching stage of “Layout Design” course, college teachers often do not pay attention to cultivating students’ innovative consciousness and innovative thinking, but simply carry out mechanical teaching according to the knowledge point design of the “Layout Design” course textbook. Moreover, some theoretical knowledge of “Layout Design” course only requires students to recite and memorize. Instead of guiding students in combination with course teaching practice and industry development trend, students’ design results lack creativity and individuality, and it is difficult to meet the market demand.

### **III. The path of transformation of teaching results of Layout Design for art design majors in colleges and universities**

In order to promote the innovation and reform of the teaching of “Layout Design” for art design majors in colleges and universities, it is necessary to strengthen the transformation of teaching results, so as to continuously improve the teaching mode through the transformation of teaching results, stimulate students’ learning motivation and enthusiasm, cultivate students’ innovative thinking and innovative consciousness, and provide sustainable high-quality talents in the field of art design. In practice, the transformation of curriculum teaching results can be promoted from the following perspectives:

#### **1. Strengthen the integration of theory and practice teaching**

In the teaching stage of Layout Design for college art design majors, the integration of theory and practice is an important teaching task. Only under the background of the integration of theory and practice can students effectively exercise their practical ability and strengthen their vocational skills, especially in the teaching of Layout Design, as this course is a highly practical course. It involves the knowledge of how to effectively convey information on the plane media, so it needs the full integration of theory and practice to strengthen the effectiveness of talent training. For example: Colleges and universities can actively organize students to participate in competitions or exhibitions to encourage them to display their design results and publicize their works in the competitions. Through this process, students can receive the evaluation and feedback from professionals and the public, and at the same time increase the exposure of students’ works. So that students can find their own shortcomings and improve them. Some well-known design competitions and exhibitions can also provide the winners with practical project opportunities or cooperation opportunities, which is undoubtedly the best incentive for students, and can also make students realize the integration of theory and practice, and effectively promote the transformation of the teaching results of “Layout Design”.

#### **2. Strengthen the connection between teaching and industry**

Strengthening the connection between the teaching of Layout Design and the industry is an important way to promote the transformation of teaching results, and also helps to improve the practical level and professional ability of students. In practice, colleges and universities can strengthen cooperation with enterprises, train students’ practical ability by providing design services for enterprises, and provide students with innovative ideas and design ideas in the cooperation between schools and enterprises, so as to achieve a win-win effect for both sides. In addition, in the mode of school-enterprise cooperation, students can have a better understanding of market demand and business operation rules, so as to prepare for their future career development. In addition, teachers also need to collect some information related to the development trend of the industry and the demand trend of talents in the industry to share with students, so that students can have an in-depth grasp and understanding of the industry, so as to promote students to have a stronger core competitiveness in employment.

#### **3. Strengthen the cultivation of students’ innovative consciousness and thinking**

In order to further promote the transformation of the teaching results of “Layout Design” for art design majors in colleges and universities, it is necessary to pay attention to cultivating students’ innovative consciousness and innovative thinking, so as to ensure the improvement of students’ professional level and ability, and make them better adapt to the market demand for high-quality talents. For example: Colleges and universities can take the lead in establishing student studios, so that students can accept real design projects in the studios, and also allow students to communicate with clients and formulate corresponding design plans. In this way, students’ practice process can be closer to the real working environment, and students can strengthen their project management ability in the process of mutual cooperation. At the same time, the student studio can also attract a steady stream of students to participate in it, forming a good design

atmosphere, enabling students to transform the design results through the studio, so as to improve the effectiveness of talent training.

### Closing Remarks:

To sum up, in the teaching of “Layout Design” for art design majors in colleges and universities, strengthening the transformation of teaching achievements is of positive significance to the cultivation of students’ practical ability, and is also an important part of promoting the improvement of students’ professional level and professional accomplishment. Therefore, teachers should pay more attention to the transformation of teaching achievements. Guide students to have more in-depth contact with and understanding of the development trend of the industry, so that they can exercise their practical level in the design industry, and constantly improve their professional ability, so that they can grow into outstanding talents needed for the development of the art design field.

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