

Research on the Operating Mechanism of Modern Apprenticeship in Visual Communication Design Major of Higher Vocational Colleges

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Abstract: In the new era, social development has raised the requirements for the comprehensive skill level and professional awareness of students majoring in visual communication design. As an important place to transport a large number of skilled talents to the society, higher vocational colleges should actively adjust the talent training objectives and plans to adapt to the development of the times, and promote the effective connection between the talent chain and the industrial chain. As a practical study, Visual Communication Design has higher requirements for students' practical ability. In this regard, teachers can introduce modern apprenticeship teaching methods, effectively exercise students' practical ability through practical practice, lay a good foundation for students' future social development, and promote students to meet work needs. Based on this, this paper analyzes the operation mechanism of modern apprenticeship in the visual communication design major of higher vocational education in order to provide reference for educators.

Keywords: higher vocational education; Major in visual communication design; Modern apprenticeship; operating mechanism

Introduction: The continuous development of social economy can not be separated from the support of talents in various industries. The comprehensive quality of talents directly affects the development process of the industry. In recent years, China has paid more attention to vocational education and encouraged vocational colleges to implement reform and development through diversified ways. In this context, higher vocational colleges should pay attention to strengthening the understanding of the current situation of the times, and deeply explore the new changes and new requirements of the visual communication design industry. In the face of the new requirements of the development of the times, higher vocational colleges should strengthen cooperation and communication with enterprises, cultivate more high-quality professionals through modern apprenticeship teaching methods, and provide various professional talents for industrial upgrading and production efficiency improvement. The modern apprenticeship system is a new concept proposed in contrast to the traditional apprenticeship system. It can integrate the high-quality resources of both schools and enterprises, optimize the content of vocational education, make up for the deficiencies in traditional teaching, and promote the good development of vocational colleges and students majoring in visual communication design.

1. The Connotation of Modern Apprenticeship

1.1 Traditional apprenticeship system

The traditional apprenticeship system refers to the way of passing on skills by word of mouth in the manual era. Although this mode can improve the pertinence of skill teaching, it is relatively fragmented, lacks standardization, and has low efficiency of talent training, which has gradually become unable to adapt to the rapidly developing market environment. This apprenticeship system helps to play a positive role in the inheritance of traditional craft skills and social production. However, with the continuous development of society, the time for training social talents has been reduced, and this education method has been unable to meet the development needs of the times.

1.2 Modern apprenticeship

The modern apprenticeship system can promote the deep integration of modern enterprises and college education, and build a talent training mode that is close to the actual needs of the post as the core, takes the talent needs of industrial development as the starting point, and adapts to the modern higher vocational college education system. Compared with the traditional apprenticeship teaching mode, it is more suitable for the requirements of the era of scale and institutionalization, emphasizing the mastery of professional skills in actual production, so as to enable students to adapt to the needs of modern industries for talents, achieve the all-round development of students, and enable students to master more sufficient and solid skills in a limited time, so as to better adapt to the market environment. The word "modern" in the modern apprenticeship system represents the participation of modern enterprises, modern production environment, modern education mechanism, etc. It is more suitable for modern vocational education and an important way to integrate vocational education with enterprises. Modern apprenticeship can effectively fill the gap in the traditional education system and build a more flexible talent training model.

2. The Value of Applying Modern Apprenticeship to the Visual Communication Design Major in Higher Vocational Colleges

2.1 It is conducive to promoting the integration of visual communication design specialty and industry

Different from other art majors, visual communication design majors are more comprehensive, covering decorative materials and technology, ergonomics, graphic design and other contents. They are not art majors that simply pursue aesthetic values and create beauty, but are more practical and complex. This professional talent training is closely related to modern industry, is a highly integrated art and technology, specialty and industry, and is an applied discipline serving industrial production. This requires professional teachers not to create things behind closed doors, but to strengthen the connection with enterprises, lead students to the front line of industry production, and integrate enterprise resources into talent training, so as to reduce the cost of talent training in higher vocational colleges, enhance students' understanding of the industry, and enable students to adapt to the workplace environment in advance. Modern apprenticeship is an important measure to promote the cooperation between schools and enterprises. It can provide students with a real workplace environment, feel the operation process of enterprises, and promote the development of students' professional skills and workplace capabilities.

2.2 It is beneficial to stimulate students' initiative in learning

The modern apprenticeship system provides students with the opportunity to contact the workplace environment. In practical application, schools and enterprises provide two-way choices for both teachers and apprentices. Students choose corresponding posts or teachers according to their professional preferences and development direction, and actively seek to improve their professional skills. This teaching method is different from the teaching that can be talked about. It highlights the dominant position of students, and requires students to practice and interact to acquire skills, rather than being an audience in the traditional classroom. In the actual implementation process, enterprise tutors can select corresponding tasks based on students' professional competence and quality and student hospitals, so that students can find their own position in practice, realize their own value, obtain the internal driving force of the profession, and make the learning process more lasting and efficient. This teaching system is mainly based on the actual work tasks. Students actively find their own weaknesses and doubts in practice, and obtain relevant skills by asking teachers and asking others for help. At the same time, teachers should pay attention to actively imparting professional skills, and transfer their professional experience to students by teaching by words and deeds, so as to cultivate students' noble craftsmanship spirit. Different from traditional classroom learning, the modern apprenticeship system extends the teaching environment to the workplace environment, so that students can understand the demand for industrial talents and the skills required to be competent for the job in the process of completing the project tasks, so that they can find the direction they need to work hard, and then transform their professional skills into work abilities.

2.3 It is conducive to promoting the all-round development of students

Under the modern apprenticeship model, students need to participate in different project practices and complete the workplace tasks through teamwork. In the whole project task, the apprentice needs to establish good communication with others, actively participate in the collaborative task, and give full play to his role. The completion of enterprise projects cannot be separated from the efforts of everyone. Everyone plays an irreplaceable role in the team. Everyone's comprehensive skills and work efficiency greatly affect the whole team. In this process, students can complete practical production tasks, access more professional content related to their major, deeply grasp the industrial operation mode and strong market, narrow the distance between students and job content, so that students can adapt to the job content in advance, gain competitive advantage in the increasingly fierce job market, and survive in the rapidly changing market. In participating in the modern apprenticeship teaching, students can understand the key to the development of the industry based on the understanding of the industry, improve their professional agility and insight, and can combine their own actual situation, improve themselves pertinently, accumulate relevant experience and contacts in the workplace, which can not only promote the improvement of their professional skills, but also promote the development of comprehensive quality, laying a good foundation for future career development.

3. Operation Mechanism Strategy of Modern Apprenticeship in Visual Communication Design Major of Higher Vocational Education

3.1 Establish a cooperative and cooperative education mechanism between schools and enterprises to determine the operation mode of modern apprenticeship

The application of modern apprenticeship to the teaching of visual communication design in higher vocational education refers to the construction of the teaching relationship of apprenticeship in the teaching process, and the formation of a teaching model with the goal of cultivating practical high-quality talents through school enterprise cooperation. In recent years, the Ministry of Education has stepped up the pilot work of "modern apprenticeship" to promote the quality improvement of talents Pei Yan in higher vocational colleges, ease the

plight of the shortage of technical talents in the market, and promote the transformation and upgrading of related enterprises. In this context, higher vocational colleges should pay attention to the establishment of a cooperative and cooperative education mechanism between schools and enterprises, and clarify the operation mode of the generation apprenticeship system, which can be mainly started from the following aspects: first, sign a cooperation agreement between schools and enterprises on modern apprenticeship. In this process, the school should set up a teaching research group in combination with the teaching needs of modern apprenticeship, organize the participation of college and department leaders, teachers of visual transmission to the design profession and relevant responsible persons of enterprises, jointly negotiate the specific development strategy of modern apprenticeship, design the overall trend of modern apprenticeship from a macro perspective, and determine the direction of teaching reform in higher vocational colleges; From the micro perspective, set up the teacher team selection system, teaching operation system, apprenticeship management system and other contents to provide effective basis for subsequent specific implementation. In this process, the school should focus on selecting high-quality cooperative enterprises on the basis of full research. It should not only consider the development scale and industrial content of the enterprise, but also observe the cultural soft power of the enterprise, formulate a more scientific and reasonable cooperation agreement for modern apprenticeship, fully consider the interests of the participants, and ensure that the interests of colleges, enterprises, students and other multiple subjects are protected. Secondly, we should set up a perfect teaching mode of combining work with study. After the selection of cooperative enterprises, colleges and universities shall organize relevant experts to formulate a talent training program for modern apprenticeship. In this process, the school should make clear the difference between the modern apprenticeship teaching and traditional teaching, focus on the concept of combining work with learning, let students complete the basic theory of visual communication design and other basic courses specified by the state in the freshman stage, regularly enter the enterprise for post following study and practical training in the sophomore stage, and enter the enterprise for post following work in the junior stage. This combination of work and learning mode can not only effectively consolidate the learning foundation of students, ensure students' professional theoretical courses, but also promote the targeted development of students' practical ability, and more adapt to workplace activities.

3.2 Promote the implementation of modern apprenticeship teaching and make full use of enterprise resources

First of all, vocational colleges can use professional studios as teaching carriers to build a new relationship between teachers and apprentices. In the modern apprenticeship teaching practice, teachers can use the existing advantages of teachers to build corresponding professional studios and optimize the talent training path under the guidance of professional characteristics. In this process, teachers can set up different studios according to the curriculum requirements, such as equipment studios, integrated studios, etc. After the setting, the teachers will recruit excellent students for the visual communication design specialty to form a corresponding research team. Modern apprenticeship requires higher teaching environment and teachers. With the support of studio mode, students can design and practice in the studio during the process of learning theoretical knowledge to improve their comprehensive skills. Secondly, we should strengthen the guarantee of double teacher teams to help students better complete practical learning. The double qualified team is the key to ensure the teaching quality of modern apprenticeship, which requires teachers of visual communication design not only to have a solid professional foundation, but also to have some practical work experience to improve the effectiveness of practical teaching. The content of visual communication design industry is updated rapidly, so teachers should pay close attention to the development of the times and actively update the teaching content. In this regard, in order to give full play to teachers, higher vocational colleges can adopt the double tutor system, organize college teachers to establish in-depth cooperation with enterprise designers, make full use of enterprise human resources, and develop and update relevant courses. For example, for the brand design course, college teachers can explain theoretical knowledge to students, while enterprise designers provide enterprise practice projects to lead students to complete real design projects, and let students participate in market analysis, positioning research, scheme making and other practical links, so as to gain more systematic experience and master the specific process of visual communication design. For another example, college teachers and enterprise designers, through research and analysis, evaluate students' comprehensive learning level and design ability, and on this basis, set up teaching programs to improve teaching pertinence. At the same time, students can understand their own needs and industry standards, recognize their own shortcomings, and then they can continue to improve themselves in subsequent learning. Finally, organize college teachers and enterprise tutors to jointly develop teaching courses. The major of visual communication design is closely related to the development of the industry, and the course teaching needs to be constantly updated in combination with social development. Therefore, in the process of modern apprenticeship teaching, colleges and universities should pay attention to organizing double tutors to participate in the development of courses, so as to promote the effective connection between professional teaching and market demand. At the same time, the school should pay attention to the integration of cross-border content, introduce materials, psychology and other content knowledge into teaching, so as to cultivate cross-border visual communication design professionals. In the process of talent training, higher vocational colleges should pay attention to making full use of enterprise resources to help students better transition to the workplace environment.

3.3 Introduce modern apprenticeship assessment system and strengthen students' training management

In the process of implementing the modern apprenticeship system, schools should strengthen the management of students' practical training. First of all, the management system should be formulated based on the situation of students' post placement practice. The school can formulate a training management plan in combination with the characteristics of the visual communication design specialty, so that students' training conditions, school leaving process, and work process during training can form a standardized management, so as to optimize students' management activities and ensure that students' training activities can be smoothly promoted. Secondly, we should establish the college examination and employment mechanism. In the specific practice process, the school and the enterprise develop a learned and comprehensive assessment mechanism, and this assessment mechanism runs through the whole process of education, covering the period of school and enterprise training. The school and the enterprise cooperate to complete the assessment and evaluation of students. The assessment content includes not only the students' academic achievements, but also their work performance. It combines the students' process evaluation and process evaluation, and fully considers the students' dual identities as students and apprentices. In this process, the school can also establish an apprentice growth file to objectively record and evaluate students' performance during school and on the job, pay attention to the completion of students' work tasks, professional skills improvement, etc., which is jointly filled in by the enterprise master and the school leader to ensure that students can correct and guide in time when problems occur in work and learning. Finally, we should introduce the results of graduation project assessment. Graduation design is an important embodiment of teaching achievements and talent cultivation achievements. In this regard, teachers can assess students' practical design ability and theoretical knowledge level through graduation design, provide students with real business projects, let students combine curriculum research with practical training, give consideration to graduation design and learning, and achieve ability development.

4. Conclusion

To sum up, with the continuous development of digital technology, the market has increased the demand for the ability of visual communication design professionals. In this context, higher vocational colleges should actively adjust their teaching programs in line with the trend of the times, narrow the distance between students and enterprises through the modern apprenticeship teaching model, and extend talent training activities from traditional classrooms to the workplace environment. In this regard, higher vocational colleges should focus on building a good modern apprenticeship teaching platform for students majoring in visual communication design, providing students with broader development space, and guiding students to obtain cutting-edge job skills through enterprise practice to achieve all-round development.

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