

Exploration of New Methods on Teaching Reform of Commercial Illustration

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Abstract: This article takes the present situation of illustration teaching at home and abroad as an entry point, and analyzes the present situation of illustration teaching in visual communication direction. Combining the current market characteristics, development prospects of commercial illustration, and the influence of illustration in the design profession, the teaching methods of the commercial illustration course in the visual communication design profession are discussed, and new teaching methods in the current commercial illustration course are tried to be explored.

1. Introduction

From the early human unconscious graffiti and symbol notes, to the widespread use and spread of graphic arts today, illustration has a long history. The continuous development of modern technology and new communication media has given the illustration a greater space for development, and there have been huge changes from content to topic selection, techniques to communication media. Illustrations are also called illustrations. Illustrations have the meaning of illustrations and annotations. Early illustrations are mostly found in book publications, which play the role of matching pictures and annotations. Today, we can see that illustrations are more and more widely used in all aspects of our lives. In addition to the original book illustrations, illustrations are widely used in various fields such as advertising, packaging, network operations, digital media, and clothing design. It attracts the public in a fresh and unique way, and plays the role of communication and information. As an important part of visual communication graphic language, commercial illustrations are used in more and more fields of visual communication and become a unique visual language in visual design. As a graphic art that is more easily accepted by the public, illustration fully demonstrates its superiority and uniqueness, and now it has become an independent subject entering universities and even independent majors.

2. Current Status of Commercial Illustration Teaching At Home and Abroad

Illustrations have a long history in China. The pictures in the Buddhist classic "Vajra Sutra" unearthed in the early days show the early forms of Chinese illustrations. Early illustrations in China appeared in the form of paintings, and a number of classic illustrations also appeared. In recent years, with the development of the market, the demand for illustrations has also increased. China's commercial illustrations have developed rapidly, and a group of young illustrators have appeared. Some universities have also set up illustration courses. Compared with foreign countries, the history of domestic illustration education is not long. Illustration teaching started late, and there are few institutions offering illustration majors. At present, only China Academy of Art, Hubei Academy of Fine Arts, and Guangzhou Academy of Fine Arts have independent illustration majors. Illustration is more a basic course for design majors in China. In addition to colleges and universities in China, some educational institutions have also added courses for illustration training, but most of them are mainly for commercial purposes and mainly teach the use of techniques and software. Without the cultivation of students' systematic creative thinking, it is difficult to form a complete and systematic Professional training goals. Some domestic illustration practitioners also come from animation, oil painting and other majors. In recent years, China has vigorously promoted the development of the animation industry, and also gave space for the development of illustrations. In addition to the Academy of Fine Arts, many comprehensive universities have also opened

animation majors, some animation After graduation, graduates embarked on the road of illustration creation.

The development of illustration education and the prosperity of the economy and culture are mutually reinforcing. Commercial illustrations in some more developed countries are widely used in various fields, such as our common posters, clothing, book binding, and children's picture books. And the huge commercial demand gave birth to the emergence of commercial illustrators. At present, domestic illustrations are most influenced by American, Japanese animation and manga. The foreign illustration market is very mature, and there is a complete set of models for both the creative form, style and subject matter. The prosperity of the illustration market promotes the emergence and continuous improvement of illustration education. In countries such as the United States and Japan, illustration education is relatively mature, with strong faculty and a complete curriculum system. In some countries, even a special illustration academy has been established. . In the investigation of some well-known art schools outside China, there are almost all illustrators, such as Parsons School of Design, Central Saint Martins College of Art and Design, New York Institute of Fashion, Tama University of Fine Arts, Japan, and Tokyo Modeling University. And the complete illustration course setting, we can see that the development of illustration education in its foreign countries is very mature.

3. The Current Situation of Visual Communication Students' Commercial Illustration Teaching

The “Commercial Illustration” course reform is aimed at students with visual communication, focusing on students' graphic design capabilities and creative performance. Commercial illustrations have various forms of expression. In order to adapt to different business needs, they use a lot of materials and creative techniques. They are generally divided into computer drawing and hand-painting. Hand-painting methods such as color lead, oil painting, ink painting, collage, comprehensive techniques, etc. In recent years, the innovation of computer technology has brought more convenience and diverse choices to illustration designers to a certain extent, allowing creators to create rich and expressive picture effects according to the theme (Figure 1 is a technical training course). The illustration course is a bridge between the design professional basic course and the professional design course. The course requires students to integrate the knowledge of each basic course. The entire illustration course contains not only the basic drawing techniques but also the training of creative thinking. . But at present, commercial illustration is an independent course in visual design, and there is a problem of weak continuity of the subject before and after. In addition, the design abilities of design majors are uneven. It takes a considerable amount of time to learn modeling and software techniques at the beginning of the course, but in the application and practice links, it seems more hasty because of time constraints. Compared with the open and systematic illustrator courses abroad, domestic design illustrator teaching courses seem to be inadequately connected, the course time is short, and teachers are the mainstay in teaching. The curriculum model is relatively simple, lacking in the training of creativity and practice, so it seems lack of confidence in the final creative stage. The students of visual communication are different from the students of painting in that the direction of hand-painting is different, because the basic ability of hand-painting is different. In the study of various technical drawing, the focus of the illustration course of visual communication should be on accurate graphic language. The cultivation of expression ability and creative performance ability enables students to have a more comprehensive professional quality, enhance the ability of graphic expression, and serve the subsequent design professional courses.

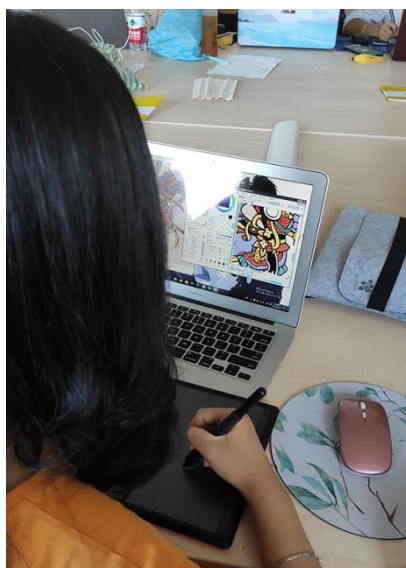


Fig.1 Technical Training Class

4. Discussion on New Methods of Commercial Illustration Teaching

In traditional illustrations, many classic illustrations are created by artists. Their style is mature and their artistic skills are profound. The created illustrations themselves have high artistic value. Modern illustration design expression forms and materials are more diverse, but no matter what expression form, many drawing techniques of illustration art are derived from a certain painting foundation, which requires our creators to have a certain basic painting ability and needs Understand the techniques of design expression, element extraction, and graphic expression.

The commercial illustration course for the professional of visual communication should be combined with its own professional characteristics to set the center of gravity of the course. Instead of focusing solely on the training of drawing techniques, it should appropriately increase the part of creative thinking so that illustration can become an independent creative course as well as Build a bridge between subsequent design courses. Illustrations play an important role in conveying information in the design, and are not limited to a certain material and fixed drawing techniques. It is required to accurately convey the content of the theme, so it can be sufficient in the course. Learn advanced design concepts at home and abroad, change the teacher-centered teaching model, start with creative enlightenment and multiple materials, encourage students to create according to their own characteristics, explore visual graphic expressions, and fully stimulate the potential of students.

5. Adapt to the Technical Training of Visual Communication Students

Illustrations have a wide range of applications and diverse styles. Affected by the times and various art schools, illustrations show a variety of expression styles, such as freehand style, decorative style, graffiti style, cartoon style, etc., which are accepted by the public. With the continuous innovation of computer technology, various new technologies and new materials also affect the way of creating illustrations, and the expression forms and styles of modern commercial illustrations are also increasing. Compared with traditional illustrations, the application of new technologies and media has made the performance of illustrations more diverse, gradually shifting from hand-drawn to computer-drawn. In recent years, hand-drawn styles have begun to recover, and a large number of hand-drawn styles of illustrations have begun to appear in people's lives. Among them, there is a trend of coexistence of hand-drawn and computer-drawn (Figure 2 is a combination of computer and hand-drawn, created traditional theme illustrations). But whether it is traditional manual drawing or computer digital expression, most of their drawing techniques are also based on a certain drawing basis.

However, for students of visual communication majors, their hand-drawing abilities are different.

We do not need to uniformly require graphic expression techniques, but we do not emphasize too much on the basic techniques of painting. At the beginning of the course, students should first understand the various popular styles of illustration. Expand your horizons and learn a variety of graphic expression skills. Illustration design is a comprehensive professional course that can train students' hand-drawing ability, improve students' creative thinking ability and visual performance ability. Throughout the course, students will master the basic methods and processes of illustration creation through technical training, project introduction, and creative performance.

During this period, teachers should also guide students to carry out various trainings according to the situation, understand and try a variety of expression techniques and tools, have an understanding of traditional and modern drawing styles, and find suitable drawing skills for themselves. For drawing ability



Fig.2 Regain Memory - Illustration Design of the Lantern Festival: Xiao Month

6. Introduction of Professional Practice Projects

The course of business illustration has been adjusted more than the general basic course, from four weeks to six weeks. In addition to the basic course of illustration in the first four weeks, there are two weeks available for practical projects and creation. ability. Among them can be implemented: 1) In the form of competitions to increase students' creative enthusiasm. 2) Introduce practical projects to involve students. 3) School-enterprise cooperation allows students to participate in related projects.

In addition to the study of techniques, the introduction of practical projects can mobilize the enthusiasm of students. In the reform of commercial illustration teaching, practical projects are introduced, such as the cultural and creative design of "Sichuan Jiayang Woodblock New Year Pictures" in cooperation with the local tourism product research center. Throughout the project, in addition to the practical use of the drawing techniques and software techniques previously learned, students can also gain an in-depth understanding of local traditional culture, traditional drawing and production techniques through project research. During this period, students learned about the production process of traditional folk painting, the use of colors, the production of traditional materials and the selection of folk themes, and applied this traditional element to illustration design. As a traditional Chinese folk art, it is the wisdom of the majority of working people. The elements and themes that can be used for reference are very broad. From the material to the hand-made method, there are places for students to learn from and learn from. In traditional Chinese art, folk art is very rich, and it has been passed down, colorful, thousands of years up and down, thousands of miles, and rooting and flowering everywhere and everywhere. [1] Traditional Chinese folk arts include: New Year painting, dyeing and weaving, porcelain, paper cutting, carving, painting, shadow puppetry, clay sculpture, embroidery, dolls, etc. These arts are closely related to the life of the creator. This Jiayang New Year painting is just an entry point, and more is to arouse students' attention to traditional themes and provide a continuous stream of ideas and inspiration for future illustration creation. In the study of illustration, in addition to drawing lessons from tradition, foreign high-quality resources and numerous artistic styles are also the objects of study and research by students. Many artistic styles, such as abstract art, pop art, and surrealism, are all illustration arts. The source of inspiration provides students with rich learning resources and creative inspiration, which can enrich the cultural heritage of the work. The introduction of practical projects allows

students to combine what they learned in the previous period with actual cases to complete the entire illustration design task (Figure 3 is a honey packaging illustration). The whole process cultivates students' cooperation ability, communication ability, practical ability and creative thinking ability.

7. Cultivation of Creative Thinking

Contemporary Chinese commercial illustrations are heavily influenced by the West, and they all have a shadow of foreign illustration styles. How to create illustrations with Chinese characteristics and interpreting the illustrations with unique and creative visual language has become a topic of concern. Without creativity, it is impossible to achieve breakthroughs and transcendence! Graphic design is even more so! Imitation and conservatism can only lead to self-confidence, standing still, or even retreating, or mutual transformation juxtaposed on a level, without substantial improvement. [2] Therefore, the illustration course should not only stop at the training of skills, but also the cultivation of creative thinking. In the specific design, for the illustrator, “how to establish a good communication bridge with the audience, and can use a unique visual way to convey information, the designer should train.” Commercial illustration design has other characteristics, it is a combination of business and art, and meets the functional conditions

Let's consider its artistic performance, so we should fully consider the audience's preferences and aesthetic characteristics, including the audience's age, gender, consumption ability, etc., which can directly convey the characteristics of the product. Under these conditions, we will explore personalized styles to attract consumers' attention, make people easy to remember, easy to read, and impressive, and then create a desire to buy. Designers can perform artistic expressions in various ways: such as reconstruction, combination, association, collage, computer digital, etc., not necessarily limited to a single painting. On the one hand, contemporary commercial illustrations in China are influenced by the market and the public aesthetics, and they need to meet the product characteristics and customer needs. On the other hand, they lead the current illustration design trend, reflecting contemporary fashion trends and public aesthetics. In addition to being familiar with techniques, illustrators should build a rich knowledge structure and gain a deep understanding of various cultures. The reference to traditional art is not directly copied, but should be re-created after fully understanding these cultures. Only in this way can creative design works be created.



Fig.3 “Sweet side” Honey Illustration Design of Packaging: Li Meilin

8. Conclusion

Commercial illustration, as an emerging course, in the current consumer market and culture, on the one hand provides more opportunities for students and schools, on the other hand, it also puts forward new requirements for the current curriculum and teaching. Teachers and students are

required to pay attention to the quality of teaching, combine with market demand, and constantly improve their teaching ability to enhance students' practical design ability. As the domestic illustration market matures and teaching continues to improve, China's illustration education and illustration industry will become more mature.

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