

# Thoughts on the Reform of Teaching Methods in Packaging Design Courses

Sun Yanxia

Zhixing College of Hubei University, Wuhan 420000, China

sunyanxia@126.com

**Keywords:** packaging design teaching method reform

**Abstract:** With the development of economic globalization, the packaging industry is facing more opportunities and challenges. It is an arduous task for the visual communication professional packaging design course of colleges and universities to cultivate high-quality talents suitable for society and industry. The packaging design course is a practical and core course that integrates various technologies, art and materials. At the moment of rapid development of science and technology, the previous forms of teaching are difficult to meet the needs of teaching, and curriculum reform is imminent. This article has considered the content of the course, teaching methods, thinking innovation, project teaching, school-enterprise cooperation, etc., and hopes to promote the cultivation of packaging design talents.

## 1. Introduction

The packaging design uses visual symbols, selects the appropriate packaging materials, and uses certain process techniques to design and embellish the decoration for the goods. With the development of economic globalization and information technology, commodity packaging design is ubiquitous and full of people's attention. It plays a role of protection, storage and transportation in the production, circulation, sales and consumption of products, and plays a role of beautification and marketing. In this era of material abundance, how to stand out in homogenized goods, this puts higher demands on packaging design talents. As a cradle for cultivating packaging design talents, how to cultivate a composite application talent with innovative ability and adapt to the society is the goal of packaging design curriculum.

At present, there are certain limitations in the teaching of packaging design courses. The teaching mode is single, the theory and practice are out of line, and the students' enthusiasm is not high. To solve these problems, it is necessary to comprehensively construct the curriculum and cultivate packaging design talents that are more suitable for society and industry needs. .

## 2. The Status Quo of Packaging Design Courses

### 2.1 The Teaching Mode is Imperfect

Due to the light culture formed by China's art design profession for a long time, under the background of professional skills, whether it is admission examination or professional study, the training of students' professional skills is valued. However, teachers who improve the overall cultural quality of art candidates often show a state of helplessness, and it is difficult to find effective teaching methods. Secondly, teachers cannot make necessary innovations in teaching methods according to specific teaching problems. Finally, digital media The huge impact has made teachers blindly learn foreign teaching methods and develop Chinese education with Western values. There is no objective analysis of Western social and cultural backgrounds, and there is no selective reference to form an independent teaching model.

### 2.2 A Single Form of Teaching

In the ever-changing Internet+ era, students have higher technical requirements, and they need students to better master the design methods and techniques of new media, and require students to

better integrate creative thinking into the design process. The challenge is that traditional packaging teaching methods no longer meet the new teaching requirements. The traditional packaging teaching form is single, usually adopts the teaching method of “teacher speaking, student listening”. The students understand the process and production method of packaging design through PPT form, the content is relatively boring, lack of innovation and necessary situational teaching, and it is difficult for students. In the boring process of narrative, the theoretical knowledge and technology of packaging design is relatively intuitive and profound. In addition, in the case of a prosperous market economy, major publishers pursue the maximization of interests, focusing only on the number of textbooks issued, not paying attention to the quality of textbooks, and failing to improve the quality of textbooks, making the quality of textbooks on the market uneven. Affect the quality of teaching.

### **2.3 The Discourse between Theoretical Teaching and Practical Teaching**

Theoretical teaching and practice are seriously out of touch. When students learn packaging design, they have no chance to contact the printing factory. The packaging printing process only stays on the basis of classroom theory. It only has computer software design and lacks the necessary hands-on opportunities. There is no practical opportunity for theoretical teaching, and cars are built behind closed doors. Students can only complete the classroom exercises according to the experimental requirements put forward by the teachers. They will only passively go to the clinic, lack innovation, and cannot apply the professional knowledge they have learned to the actual design. This kind of course is difficult to mobilize the enthusiasm of students, and it is difficult to cultivate students' creative thinking and innovative ability. Over time, students will lose their interest in learning.

## **3. The Packaging Design Curriculum Reform Trend**

### **3.1 Focus on Creative Thinking Training**

With the advancement of society, people's aesthetic ability has been continuously improved. People have not only stayed in the pursuit of material life, but also have the demand for spiritual life. Continuous innovation, unconventional product design, packaging design, and clothing design have become the mainstream of people's daily life consumption, and there will be a variety of mobile phone products, product packaging, and popular clothing. “Creativity” has gradually become synonymous with popular and fashionable people's daily life. The advancement of society and the development of science and technology all require the promotion of innovation and creative thinking. Creative thinking is to analyze and solve problems with novel and unique thinking activities, resulting in unprecedented thinking results, also called creative thinking. In practical application, creative thinking can use divergent thinking and concentrated thinking, associative thinking and intuitive thinking, and can also use reverse thinking. In short, it is to interweave various modes of thinking to form a diversified three-dimensional thinking mode.

The cultivation of creative thinking requires teachers to guide students to train in association and imaginative thinking. Lenovo is the starting point of creative thinking and collects materials for thematic design. The so-called association is from Lenovo to B, linking the similarities or opposites of two things. The farther apart between the two things, the more the wind and the horse are irrelevant, the more magical and unique the effect of Lenovo. In the classroom, the teacher can guide the students to do divergent thinking training from a point, or to conduct the association training in a linear manner from the beginning of the consciousness stream. This kind of association training can be done in groups, and PK between groups can fully mobilize the enthusiasm of students and enhance the fun of classroom teaching. Especially in the packaging design, graphic creative design, through the use of associative thinking, help students think of strange shapes and graphic expressions.

Creative thinking is to find effective ways to solve problems, not to pursue results, but to pursue quantity. At the beginning of the design, the designer should put forward as many ideas as possible, seek various solutions to expand the design choice space, and strive to design activities with the best solution according to the theme. Creative thinking is also the process of continuous thinking of brain

thinking, and the process of thinking activities changes from disorder to order. In teaching, teachers must pay attention to cultivating students' creativity and innovation ability, and under the guidance of creative thinking, design more visually impactful product packaging and enhance teaching effects.

### **3.2 Focus on Artistic Edification to Broaden the Horizons of Students**

Students' knowledge and vision are relatively narrow, and it is difficult to distinguish between good and bad design. Creative thinking ability is also affected by the ability to distinguish. Therefore, in the classroom, we must introduce students to domestic and foreign excellent design works, and also allow students to collect excellent works, share them in the classroom, and review teachers. Only by contacting a large number of excellent packaging design works can we gradually expand our knowledge and enhance our appreciation. Teachers recommend good design books, magazines and periodicals, well-known design websites, so that students can fully and effectively carry out artistic edification under the class, and enhance students' horizons in a subtle environment.

In the usual professional teaching, teachers should also encourage students to pay attention to the study of cultural knowledge and understand the knowledge related to human history and culture and human culture. In today's society, art design and traditional culture are a model of continuous development and mutual promotion, which integrate and integrate with each other to promote the perfection and development of modern design. The innovation of packaging design is not simply a change of packaging materials, change the packaging shape can be, a company wants long-term development and growth, can not be separated from its profound cultural connotation, clear communication of corporate philosophy. Product packaging requires the audience to understand the cultural information of the company through graphics, color, text and other elements. This is an indispensable and important expression. And the combination of packaging design Chinese culture and corporate culture will avoid blind reference and have individual characteristics. In teaching, teachers should guide students to pay attention to the cultivation of their own cultural quality. At the same time, students should combine the basic courses such as logo design, corporate image design, graphic creativity and computer image processing to achieve a comprehensive and flexible use of students. The ability to solve and analyze problems independently, strengthen their sense of innovation, and establish unique design concepts.

### **3.3 Enrich the Course Content**

With the practical application of the Internet, multimedia technology and related emerging science teaching technology, it is possible to broaden the content of teaching and pay attention to cross-border innovation of teaching forms, thus enriching the teaching content of packaging design. For example, in the packaging design course, add movies, costumes, opera, dance, show, street signs, shop moves, so that students can learn excellent and classic methods from many different disciplines, break the limitations of teaching forms, and introduce new technologies and new Materials, new devices and other forms are integrated into the packaging design to expand the students' thinking and make the spirit of innovation sprout, and truly synchronize with the development of the times.

In view of the characteristics of practical teaching of packaging design, teachers can integrate theme-based teaching, special lectures, and various competitions to increase the content of the latest technology, reflecting the frontier dynamics of the discipline, thereby stimulating students' creative potential and improving practical hands-on ability. Packaging design courses, to add content suitable for modern young people, a variety of fun packaging, interactive packaging, packaging of new materials. It can also be combined with the content of scientific research topics to encourage students to design their own patented packaging works, thus truly mobilizing the enthusiasm of students to learn, and also lay a solid foundation for future employment.

In order to adapt to the development of the digital age, it is necessary to add online advertising, H5 interactive design, web animation design, etc., to achieve the integration and penetration of packaging design and digital media disciplines, and to achieve complementary disciplines to meet the needs of enterprises. The needs of different talents truly cultivate a compound talent suitable for the society.

### **3.4 The Course Quotes the Real Case**

In the conventional packaging design course, teachers only rely on classroom practice to not really mobilize the enthusiasm of students, and there are too many types of packaging, teachers can not explain each type of different features one by one. And in the classroom, the explanation of theoretical knowledge, students are not interested, then only to promote students to participate in the real packaging design case, in order to improve student participation. When a teacher introduces a project, it can be a real project of its own, or it can be a packaged real issue published on major websites, or it can be a variety of packaging design competitions. These real-life projects give students a sense of participation, realizing the integration of textbook knowledge in the process of participation, and the ability to accumulate valuable design experience in project practice. I don't really want to graduate from an internship. I don't have a good work, no practical ability, and I can't do the job of the company.

Form a design team when doing real cases. Students are free to combine and clearly divide their work according to the characteristics of each person. They can be divided into market research, data collection, investigation report writing, and creative design. The whole project process is a whole, and the team members must fully communicate, cooperate with each other, and actively participate together. In this way, we can cultivate the awareness of teamwork, and at the same time, we can share and discuss our own ideas and concepts, and promote the development of divergent thinking and the cultivation of innovative consciousness.

### **3.5 Strengthen School-Enterprise Cooperation**

To achieve the goal of cultivating practical and innovative talents with practical and innovative abilities, it is necessary to pay attention to practical teaching links, enhance students' practical operation ability, and build practical teaching platforms for students. The first one can introduce the enterprise to the school, provide free production or office space for the enterprise, and let some design, production personnel and production lines of the enterprise be set in the school, so that the practice teaching can be carried out in the school, and the teachers and students can also enter the market mode training. To improve the effectiveness of practical teaching. This can not only solve the problem of insufficient space and personnel in the enterprise, but also solve the problem of insufficient teaching equipment in the school. It can be said to be two-fold. Second, we can establish a training internship base in the enterprise to improve the practice training environment and quality. The company provides internship bases, equipment and raw materials. Students can really get in touch with the job, understand the characteristics of the industry, the process of making the craft, get the work experience earlier, and can directly work after graduation, no need to go to the internship. Students who study well can be directly retained by the company and reserve a large number of talents for the company. The third school-enterprise cooperation can also put some of the design work in the enterprise into the classroom, so that the students can really mobilize the enthusiasm of the students, and they can help the enterprises to complete the design project.

## **4. Conclusion**

The Packaging Design Course is a comprehensive curriculum that requires not only creative thinking, broad vision, professional knowledge, but also practical experience. In formulating teaching plans, art colleges should be guided by social and industry needs, adjust teaching models, improve teaching systems, and train qualified composite packaging design talents.

## **References**

- [1] Zhang Zikai. New Ideas for Teaching Reform of Visual Communication Design [J]. Higher Education. 2017(02):88.
- [2] Xie Meiling. Research on the Reform of the Practical Teaching System of Visual Communication

Design in Independent College [J]. Art Science and Technology. 2017.

[3] Xing Ming, Yang Daoling, Fan Xiaoping. Research on the experiment of imagination teaching into packaging design [J]. Light Industry Technology. 2018 (34) 157-158.

[4] Zhang Meng. Research on the construction of project-oriented teaching mode of packaging design practice course [J].Caizhi.2018.

[5] Zhang Yiqi, Li Nuojun. Research on Modular Teaching Reform of Packaging Design [J]. Think Tank Era. 2018(35).