

The Trend of College Advertising Design Teaching Reform in the New Media Era

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Abstract: In the context of the new era, the emerging media is constantly developing in China. As an innovative medium based on interactive communication and based on modern information technology, the concept of new media is constantly changing. The emergence of new media has caused people to change the consumption requirements of the media, and has also prompted the continuous reform of advertising design teaching in colleges and universities.

1. Introduction

With the continuous advancement of science and technology, traditional forms of media communication have not adapted to the development of society and the needs of people. As an important way of mass media, the emergence of new media enables people to actively obtain information of their own interest from various angles. Therefore, in order to meet the requirements of the new media era, major universities must reform the advertising design teaching in strict accordance with social needs and advanced technology, improve teaching conditions, and make students more comfortable with the development of society [1].

2. New media era advertising design features

2.1 The connectivity of information services.

Traditional advertising is the main feature of complacency and sneak attack in the contact with ordinary audiences, that is, it can inadvertently attack the nerves of ordinary audiences with short and beautiful advertisements. The short and effective features of traditional advertising are vividly expressed [1]. However, new media advertisements are generally obtained by the audience on their own initiative for a certain purpose. Specifically, the audience is borrowed from a certain port under certain opportunities, and then retrieves and retrieves the information they need along this port. This form shows the serviceability of the new media advertising information, and it is precisely because the new media advertising has the advantage of the convenience of such digital transmission links, which makes it show the connectivity characteristics of the information service.

2.2 Audience-oriented interactivity.

As an extension of marketing communication, it has an essential pursuit of interactivity. When the new media featuring interactivity represents the Internet, it will more fully show the interactive nature of advertising. The specific performance is that the new media transforms the theoretically existing audience orientation into a realistic orientation, making the audience become the demander of the advertising information rather than the recipient, and also becomes the searcher of the brand information and the sender of the demand information [2]. At the same time, the most important content emphasized by new media advertisements is the connotation of brand communication of "two-way communication". The target market research of product development, the release of product and brand information, and the inquiry and inquiry of meeting the information needs of the audience will become interactive "new media advertisements", and clearly express the audience-oriented interaction.

2.3 Integration of brand information.

Every new media advertisement has the connectivity of information services. Therefore, the

integration of brand information is the content that needs to be highlighted. In today's society and fierce market competition environment, there are various differences in age, occupation, gender, region, income, personality, mood, culture, preferences, etc. as consumers' audiences. This has led to many different needs in the information market, making it a myriad of fragments. In this kind of environment, each brand should conduct reasonable and effective refinement analysis of the market and products according to different "fragment communities", and even meet the requirements of media subdivision to maximize the satisfaction of their needs. . Although the "segmentation" of services according to the needs of the audience is an effective method under the current social development trend, modern production itself has the characteristics of intensiveness and scale, and it needs to have corresponding scales in various links, such as Production, communication, marketing and other aspects [2]. Therefore, the integrated characteristics of brand information in new media advertising are clearly expressed.

2.4 Real-time information management.

We must be psychologically prepared to recognize new media advertisements, because it will completely subvert the traditional advertising information, that is, new media advertisements are no longer just like traditional advertisements, just a static The product information or the existence of the brand, it will become an interactive, product information that the consumer can master or the acquisition of the brand. As a result, new media advertisements can no longer provide the corresponding information needed by the broad public, but the specific needs of the specific audience, to meet the specific information needs of individual audiences. It is precisely because of this personalized information provision that the new era of advertising requires not only the three characteristics of the aforementioned information service connectivity, audience-oriented interaction, brand information integration, but also the immediacy of advertising information.

3. Problems in the teaching of advertising design in the new media era

In the era of new media, China's advertising design education is booming, but there are still some problems in the overall development trend. These problems lead to their inability to adapt to the needs of the market, and they are unable to cultivate the high quality that society needs. Professionals in the field of new media advertising. At present, there are the following problems in the advertising design education of domestic colleges and universities:

3.1 The faculty structure is irrational.

In many colleges and universities, there are problems in the irrational structure of the teaching staff, especially the professional teachers in design, most of whom are students who have just graduated from school. They have not gone out of school to get training in relevant positions. This makes it problematic in terms of teaching and research level and practical ability. In recent years, with the prosperity of advertising, college advertising design has repeatedly expanded the number of enrollment, which has increased the teaching pressure of professional teachers, making it difficult to balance both teaching and research [3]. There are still many teachers majoring in fine arts, but because the school's faculty is not enough to be assigned to the advertising design profession, which makes it impossible for teachers to teach students the professional knowledge of advertising design, is a serious irresponsible behavior for students.

3.2 Some colleges and universities have backward teaching conditions.

The level of economic development in different regions also has a certain impact on school education. Some schools in first-tier cities have sufficient education funds to solve the hardware problems in the design of advertising design. However, due to the poor economic development of the regions where they are located, some colleges and universities rarely receive government support, which makes school education funds limited, which leads to backward teaching conditions [3]. Among them, the advertising design profession belongs to the category of art design, and it requires more investment in construction. If the funds are insufficient, the teaching conditions of the

profession will lag behind the needs of the industry development.

3.3 The teaching objectives are not in line with the needs of the society.

Among the advertising design majors of many universities today, only a small number are art-related students, most of whom are students who have no painting foundation at all, or even do not like hands-on painting. Just interested in this free and flexible classroom atmosphere, there is no interest in painting [4]. At the same time, some advertising professional teachers pay too much attention to design, but do not pay attention to the explanation of relevant theories, which seriously hinders the improvement of students' professional knowledge and thinking, and has a negative impact on the development of students in the advertising industry in the future.

3.4 The copying phenomenon is serious.

After entering the information age, people's use of the network is greatly improved, which makes students start to look online after seeing the design theme left by the teachers. They put various resources found on the network [5]. Downloading is completely in the design of the user without any changes. In the long run, students will get used to completing the design in this simple and convenient way, gradually ignoring the learning of creative ideas in excellent works, which makes the students' creativity less, greatly affected the progress and development of the advertising design industry.

4. Reform measures for advertising design teaching in the new media era

4.1 Adopt interactive teaching.

New media interactive teaching plays an important role in the reform of advertising design teaching in the current era. To implement this kind of interactive teaching, students must first change from passive to active in the daily learning process, give full play to the subjectivity of students, let them actively collect learning materials, and break the traditional dogmatic education, which can also improve students [4]. The practical ability to combine theoretical knowledge with practice and promote the improvement of comprehensive ability. Secondly, make rational use of various social networking tools, strengthen communication between teachers and students, and share the latest teaching content in real time.

4.2 Opening relevant courses around the characteristics of new media.

One way to reform the advertising design of colleges and universities in the new media era is to change the relevant courses at a certain level to adapt to the needs of the advertising design industry in the new media era [5]. Students can be taught in the classroom with relevant knowledge of new media advertising design, such as Weibo, verification code advertising, etc., to enhance students' understanding and application of theoretical knowledge.

4.3 Teaching content should adapt to new media technology.

Under the background of new media era, college advertising design teaching requires that it must be able to adapt to various types of media and communication platforms, so that it can better interact with each other. We can satisfy the specific needs of a wide range of audiences from different perspectives through a variety of perspectives. At the same time, teachers should strengthen the sensitivity of students to a variety of new media, understand and master their different characteristics, thereby improving the quality and level of advertising design. In the teaching practice, teachers must fully consider the format of various advertising media in the context of the new media era [6]. Through the explanation and exercise of the students, students can understand and learn the mutual conversion between media. Methods to improve their practical ability. Therefore, the reform of advertising design teaching in colleges and universities in the new media era should not only strengthen the teaching of specialized courses, but also combine relevant theoretical knowledge with the skills of new media advertising design, so as to reveal the main future development of the advertising market. Trends enable students to adapt to their future development needs.

4.4 Strengthen students' practical ability.

The reform of advertising design teaching in the new media era should strengthen students' practical ability and adapt them to the needs of social posts. By simulating social cases, schools can use students to apply their theoretical knowledge in practice, accumulate relevant practical experience, and find out their own shortcomings in the process and try to correct them. At the same time, the cultivation of students' practical ability should be carried out by experienced teachers [7]. In this way, teachers can pay attention to the operability and integrity of the project when designing tasks, so that students can understand the requirements of relevant posts and determine their future development direction.

4.5 Cultivate students' perception of new media.

The new era of advertising design needs to be able to adapt to the characteristics of various new media communication, but also to reflect the interactive and leapfrogging of advertising, and to have a high level of quality [6]. This requires teachers to strengthen students' perception of new media, so that they can actively absorb knowledge and apply it in practice, so that students' own knowledge reserves can be consistent with social development.

5. The trend of college advertising design teaching reform in the new media era

5.1 Follow the market needs.

Advertising design education is closely related to economic development, and often presents a dynamic feature with the ups and downs of the market. The teaching of advertising design departments needs to keenly capture the changes in the industry, keep up with the development trend of the society, and actively adapt to the needs of the market [5]. This means that the advertising design department focuses on cultivating students' creativity and innovative spirit, and scientifically arranging teaching plans and curriculum in teaching.

5.2 The improvement of the “Internet” practice evaluation system.

The result of advertising design is the practice of instant shaping. Many colleges also have practice experiment centers to build innovative practice platforms for students and encourage students to participate in the advertising industry grand prix, such as the Great Wall Award, Effie Award, Tiger Trumpet Award, Golden Jubilee Award, Academy Award, etc. In particular, the Academy Award, known as the “China University Student Advertising Arts Festival Academy Award”, is currently the only large-scale advertising activity for college students sponsored by the State Administration for Industry and Commerce and sponsored by the China Advertising Association. The main content of the award is to mobilize the participation of students in advertising and related majors in colleges and universities across the country, and to make propositional ideas for famous Chinese enterprises [8]. Encourage and organize students to participate in advertising design competitions, as a teaching aid, to promote learning, to stimulate the data collection ability of advertising students, to break through the old textbook infusion of literature supply. In addition, through the advertising competition, we can also enhance the team awareness, cooperate with the advertising companies to conduct school-enterprise cooperation, and jointly build a practice base for advertising talents. At the same time, it is also conducive to bringing students to the market, turning passive teaching into active learning, and better adapting to the needs of advertising talents in the new media era.

5.3 Strengthening the characteristics of running a school.

The teaching reform of the advertising design profession also needs to improve the conditions for running schools and strengthen the characteristics of running schools according to the employment situation of talents. The cultivation of creative talents often requires a relaxed environment, rich information, incentive mechanisms and advanced models. The teaching reform of the advertising design profession should reflect the school-making philosophy and curriculum advantages according to local conditions, strive to construct its own unique professional teachers, teaching strengths and

academic resources, carry out the reform of the curriculum system and teaching content, and develop some characteristics of the times and industries. It is also in line with the curriculum of design and development [3]. Therefore, the advertising design department needs to revise the teaching plan, emphasize practical training, optimize the integrated curriculum, and continuously improve the teaching quality by cutting out old old lessons, adding practical new courses, concentrating scattered classes, and supplementing elective courses.

5.4 Strengthen the construction of auxiliary means of advertising design teaching system.

Colleges and universities should increase the construction of college teachers, do appropriate training for teaching staff, strengthen cooperation between departments and departments, and enhance their own faculty. At the same time, the school can also hire outstanding personnel in the new media field as part-time teachers, let them tell their own technology and experience to students, enhance students' understanding of new media advertising design, and actively promote the reform and exploration of advertising design teaching in the new media era of colleges and universities [8]. Advertising design is not a person's work. It requires the cooperation of the team. Therefore, in the teaching process, the teacher also needs to cultivate the team spirit of the students and enhance their sense of cooperation, so as to continuously improve the students' advertising design ability. Only by continuously optimizing the teaching system and teaching methods can we cultivate the advertising design talents needed in the new media era, and thus promote the improvement of the quality of advertising design in China.

6. Summary

New media advertising is an evolving concept. For colleges and universities, in the teaching process of advertising design, it is necessary to realize the full integration of theory and related technologies, keep up with the pace of development of the times, and finally cultivate a complex type that meets the requirements of modern society.

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