Research on H5 Advertising Design Course and Cultivation of Innovative Talents in Higher Vocational Colleges

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Abstract: H5 Advertisement is a Product of the Deep Integration of Html5 Technology and Advertisement Field. Although the Development of This Advertisement Form is Not Very Mature At Present, It Has Attracted the Attention of Many Advertisement Audiences. with the Advent of the Digital Media Era, Advertising Supply Has Formed an Audience-Oriented Trend, Featuring Interactivity, Integration of Brand Information, Linkage of Information Services and Immediacy of Information Management. Teachers of Art and Design Major Insist on Taking Social Needs as Guidance and Continuously Optimize Their Professional Curriculum Design. Although the Types of Advertising Courses in Most Schools Are Relatively Rich, They Are Generally Messy and Have Great Blindness. It is Difficult to Play a Complementary Role between the Curriculum and the Curriculum, Resulting in the Dilemma That the Knowledge and Skills Learned Do Not Meet the Needs of the Industry. Starting from the Problems Existing in H5 Advertising Design Course, This Paper Analyzes the Innovation of Many Teaching Links, and Puts Forward the Strategies of Cultivating Innovative Talents in Higher Vocational Colleges.

1. Introduction

In the Era of Digital Media, the Advertising Market Has Formed a Trend of Audience Orientation. Audiences Will Actively Search for Advertising Information According to Different Levels of Demand. Advertisers Have Effectively Expanded the Effect of Advertising by Integrating Information, Providing the Audience with the Connectivity of Information Services and the Immediacy of Information Management [1]. in 2014, the Release of the Html5 Standard Specification Prompted H5 Advertisement to Receive More and More Attention, and the Audience Paying Attention to H5 Advertisement Includes Not Only the General Public But Also Advertisers. Since Then, H5 Advertisement Has Become a New Favorite in the Field of Mobile Advertisement [2]. H5 Advertising Appears in the Form of Multimedia or Interactive Games, Attracting Users' Attention to the Specific Activities and Product Information Displayed. Although Most Schools Have Rich Curriculum Types, They Are Messy on the Whole, with Great Blindness. It is Difficult to Play a Complementary Role between Curriculum and Curriculum, Resulting in the Dilemma That the Knowledge and Skills Learned Do Not Meet the Needs of the Industry [3]. Advertising Design is a Comprehensive Subject Integrating Science, Technology, Economy, Culture and Art, But the Curriculum is Very Limited [4]. Based on the Support of Science and Technology, Advertisements That Users Have Searched or Paid Attention to Will Be Recorded Accurately. Enterprises Can Use the Feedback Data to Accurately Push H5 Advertisements to Potential Customers.

Social and Economic Development Puts Forward New Requirements for the Training of Artistic Design Professionals in Local Colleges and Universities, and Urgently Needs Compound Talents with Equal Emphasis on Practical Ability and Innovation Ability [5]. in Order to Meet This Demand, Art and Design Teachers Insist on Taking Social Needs as the Orientation, Continuously Optimize Their Professional Curriculum Design, and Adopt Various Effective Teaching Methods to Help Students Not Only Learn Solid Basic Knowledge of Design, But Also Emphasize the High Combination of Art and the Design Needs of the Commercial Market [6]. the Course of Advertisement Design and Production Trains Talents with Independent Advertisement Design Ability, But Most Students Are Deficient in Practical Ability, Lacking Both the Consciousness of

Initiative Creation and the Opportunity of Creation, Thus Causing Employment and Personal Development to Be Adversely Affected [7]. H5 Interactive Advertising Has Brought a Brand-New Audio-Visual Experience and Interactive Experience to the Audience. the Audience is Both the Receiver and the Disseminator of Advertising Information. "Advertising+Social Interaction" Has Become a New Communication Mode for Interactive Advertising [8]. Most Teachers Have Relatively Solid and Comprehensive Theoretical Knowledge, But There is a General Lack of Creative Practice, Which is Difficult to Meet the Needs of Training Students' Practical Ability [9]. This Paper Starts from the Problems Existing in H5 Advertising Design Course, Makes a Concrete Analysis on the Innovation of Several Teaching Links, and Puts Forward the Strategy of Cultivating Innovative Talents in Higher Vocational Colleges.

2. Necessity of Introducing H5 Advertising into Advertising Design Course

2.1 Teaching Status of Advertising Design Course

Advertising Design Courses Come from Art Education. Until Now, Traditional Advertising Design Teaching is Still Influenced by Art Education, Which is Difficult to Adapt to the Current Society. in the Era of Digital Media, People Will Actively Search for Information According to Their Own Needs, Which is Often Characterized by "Fragmentation". Compared with the Traditional Point-to-Face Advertising, H5 Advertising Includes Point-to-Point, Point-to-Face and Face-to-Face Advertising. At Present, the Practical Training of Advertisement Design Course Lags Behind the Theory, and Even Only Theoretical Explanation Has Been Given to Some Design Knowledge without Further Practical Training [10]. Traditional Advertisement Mainly Uses the Viewer's Hearing and Vision in the Transmission Process, While H5 Can Fully Mobilize the Viewer's Touch and Other Sensory Nerves on the Basis of Hearing and Vision. through Interaction, H5 Advertisement Can Arouse the Enthusiasm of Viewers and Make Them Actively Forward and Spread. If Traditional Advertising is Short in Duration, Then Digital Media Advertising is to Obtain Information through People's Active Search. No Matter What Kind of Media Platform People Use to Search for Information, They Need to Provide Corresponding Links to Show the Advertising Content That the Searcher Needs. the Irrationality of Teaching Contents and Teaching Methods Makes Students Not Grasp New Design Concepts and Technologies in Time, and Cannot Fully Understand Advertising Design Knowledge. the Advertising Works Designed by Them Also Fail to Meet the Requirements of the Market, and the Students' Abilities in Professional Positions Are Insufficient.

2.2 Characteristics of H5 Advertising

Advertisements Based on Html5 Technology Show a High Agreement with Mobile Devices in Terms of Characteristics. At the Same Time, This Type of Advertisement Not Only Has Good Visual Effects, But Also Shows Many Obvious Advantages in Many Aspects Such as Interactivity and Presentation Forms. H5 Advertisement Has Rich Interactive Types, Which Makes H5 Advertisement More Cohesive with the Audience. Compared with Traditional Advertising, H5 Advertising Can Rely on Panoramic Technology, Vr Technology, Gravity Sensing Technology and Dual-Screen Interactive Technology to Carry out Interesting Interaction with the Audience. H5 Advertisement Has Diversified Presentation Modes, Which Makes H5 Advertisement More Attractive. Although Good Advertising Creativity Can Ensure That Advertisements Have Higher Attraction, It is Difficult to Bring Freshness to the Audience from the Perspective of Information Presentation Form Alone [11]. H5 Advertisement Overcomes the Defects of Visual and Auditory Reception of Advertisement Information, and Can Make the Audience Receive the Information Conveyed by H5 Advertisement in the Process of Games and Entertainment by Fully Exerting Creativity. in the Internet Environment, the Public Has a Wealth of Information Access Channels, But for the Public, There is Generally No High Interest in Advertising or Even Resistance to Advertising.

Compared with traditional advertising, H5 advertising is very flexible, online is equivalent to

have been put in, and easy to modify at any time. H5 advertising can not only be easily transplanted to other platforms, but also reduce advertising costs. H5 advertisement can design differentiated advertisement pages according to the difference of audience needs, which is of great significance to realize the docking of H5 advertisement content with audience information needs and information acquisition habits [12]. In the teaching of the H5 advertising course, the first job that the course instructors need to do is to define the expected goals that the H5 advertising campaign needs to achieve. The development of this work will play a guiding role in the design of H5 advertising content and even in the selection of communication channels.

3. Innovation of Teaching Practice

In the era of digital media, advertising design is the combination of marketing and communication, as well as the combination of artistic design and information technology. In order to implement the teaching mode based on actual combat projects, the roles of teachers and students should be constantly changed in their self-positioning at different curriculum stages. In the teaching process, teachers transmit knowledge as leaders, which is consistent with the traditional mode and plays an exemplary role. In the tutorial phase, the teacher acts as the boss of the enterprise, the design director and the customer representative. To discuss the relationship between artistry and technicality of advertisement design, attention should be paid to the combination of artistry and technicality of advertisement design [13]. Students majoring in advertising design should not only have humanistic and artistic attainments, but also be able to adapt to the changes of the times and the needs of market development. This requires teachers to guide students to fully discuss, help students to complete the project design process, and guide students to do a good job in project design summary. In the design process of H5 advertisement, it mainly includes product display type, game type, product publicity type and other centralized main forms. In terms of teaching philosophy, schools and teachers should really recognize the nature and characteristics of the course of advertisement design and production and the importance and significance of cultivating students' practical ability.

In the teaching of H5 advertisement course, in order to realize the docking of H5 advertisement content, communication form and audience expectation, it is necessary for course teachers to investigate the audience's information needs, aesthetic needs, behavior habits, etc. The immediacy of information management is also an important factor for advertising design in the digital media era. The acquisition of advertisements in the new media era is controlled by the audience. Advertising is no longer a static information content, but acquired by the audience in a dynamic search process. In the practice of audience research, H5 advertisement designers can collect and analyze audience feedback information through online questionnaires, and can also collect and analyze audience feedback information in other similar cases. Some practical courses can be combined with specialized theoretical study, while others can be integrated into real project design. Through the perfection of curriculum and organic arrangement, students can be guaranteed effective and rich practical exercises. At the same time, in the process of conducting audience research, H5 advertisement designers not only need to carry out research on the target audience, but also need to understand the overall situation of users of specific media platforms, so as to ensure that H5 advertisements can obtain a wider dissemination range and better dissemination effect. Schools and disciplines have distinctive practical characteristics, so it is necessary to strengthen the cultivation of students' practical ability in order to realize the original intention of teaching.

4. Conclusion

The rapid development of network information technology has promoted the transformation of information acquisition and update methods for the entire society. Therefore, to further develop the advertising design profession, it is necessary to adapt to the needs of the times. H5 advertising has the advantages of strong interaction, diversified information presentation, and personalization. These advantages determine that H5 advertising is more attractive than traditional advertising. With

the increasing popularity of mobile devices, H5 advertising has become the mainstream of advertising development in advertising media. Universities across the country should keep up with the times and recognize the necessity of introducing H5 advertising in advertising design courses. In the process of interactive design of H5 advertisement, attention should be paid to improving the aesthetics of advertisement design, adding content that users are interested in, and arousing emotional resonance of users. In the design of H5 advertisements, designers need to pay attention to defining the design and dissemination objectives of H5 advertisements, and do a good job in creative design, advertisement production and technical realization on the basis of accurately positioning the needs of the audience. Under the background of the overall development of higher vocational education, art and design education is also fruitful and has trained a large number of outstanding design talents. In order to consolidate and continue this good momentum of development, it is necessary to re-examine and analyze the whole teaching in order to avoid disadvantages and advantages.

Acknowledgement

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