Research on Transformation of Visual Culture and Development Path of Art Education in Universities

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Abstract: With the development of high-tech, consumer culture, media culture and other fields, the transformation of visual culture has been promoted, which has caused people's lifestyle, aesthetic orientation and artistic concept to be strongly impacted. Compared with the printing culture, visual culture has the characteristics of mass, sensibility and virtuality, which will definitely affect all aspects of art education. College art education can't be separated from the times and life. Therefore, under the new visual culture background, college art education should pay more attention to the cultivation of students' visual perception ability and expression ability. This paper first discusses the new visual culture to the new requirements of college art education, and then proposes the college art education strategy based on the perspective of cultural transformation in order to promote the development of college art education and promote the synchronization of student development and social development.

1. Introduction

The 21st century is in the midst of a new "world image era", and visual culture is increasingly becoming the mainstream of social representation. Art education must conform to the trend of the times. Then it is obviously not as simple as technical renovation, but it is to be sensitive and profound to the contemporary spirit grasp[1]. The transformation of visual culture has greatly affected the traditional art education. We see that different periods require different educational models. The combination of visual culture and college art education and teaching seems to be a simple teaching method or the integration or addition of teaching modes, but actually requires effective protection of each teaching link. Today, under the influence of the globalization "visual image" wave, college art education[2], like the art education of various countries, shows more and more obvious convergence. How traditional college art education reflects the changes in values and changes in educational concepts brought about by the era of visual culture requires us to study its development path[3].Based on the background of visual culture transformation, how to promote the development of art education and how to solve the problem of art education, in fact, need to be revived in education itself. The art education major in colleges usually emphasizes the training of professional skills and skills, and strives to cultivate art talents with creative and innovative thinking. For such a requirement, the exact path cannot always be found[4]. The key is whether the art education in the context of informatization can be independent of the surrounding world and whether it can cultivate students' correct aesthetic value experience[5]. The problem focuses on how to treat college art education itself, how to understand the aesthetic value of the information culture context brought by art teaching in this information age[6]. This paper starts with the relationship between visual culture, cognitive images and art education, and discusses the development path of art teaching in colleges and universities.

2. The Transformation of Visual Culture

In the context of the new media era, the performance and communication of visual culture has undergone a radical transformation. First of all, in the context of the new media era, the

communication of visual culture is more diversified. Instead of relying solely on traditional forms such as television, radio, newspapers and periodicals, it relies on digital TV, mobile client, and network media[7]. Secondly, the extensive use of new media technologies enhances the interactivity of visual culture communication. All individuals can become the creators of visual culture and communicate and communicate through new media channels. Finally, the visual culture in the new media era is spreading faster and more real-time[8]. All in all, the wide application of new media technology has triggered a series of changes in visual culture. However, the aesthetics of visual culture is constantly changing during the transformation of visual culture.
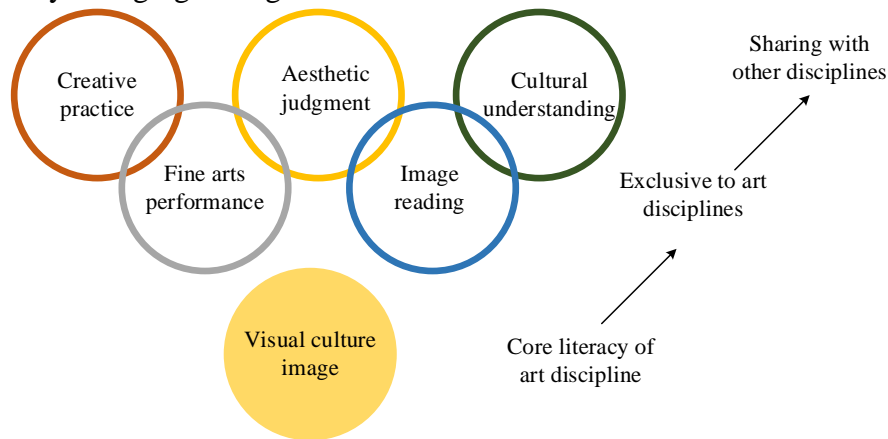

Figure 1. Structure diagram of visual culture core literacy in art discipline

2.1 Image Ideographic Enhancement.

It is undeniable that in the traditional media era, the content of visual culture is more dependent on words. The aesthetics of visual culture during this period is one of the main lifestyles of people. As a result, the community has reached a consensus on the arrival of the "reading picture era." It is true that images are a form of figurative text that is vivid and visual. Compared to words, images are more easily understood. However, under the catalysis of the interactive characteristics of new media, image text has become an indispensable part of visual culture. This feature, we can see from the rise of the "expression pack" culture. The "Expression Pack" culture is a typical image expression culture. With special expressions and simple words, it can bring great visual impact to people and have new characteristics of people's visual culture aesthetics. In the context of image ideology, the visual and cultural aesthetics based on words gradually decline[9].

2.2 The Aesthetic Appreciation of Visual Culture Tends to be Concise.

In the new media environment, information is extremely rich, and people can truly understand the world without leaving home. However, the extreme richness of information is also a double-edged sword. Although it can make people's visual feelings become colorful, it also causes extreme visual fatigue. Therefore, after the new media has developed to a certain extent, people have begun to reject the overly complicated visual culture and prefer the simple and clear visual culture. This change in ideology indicates that people's visual cultural aesthetics are gradually moving toward simplification. It is worth noting that the simple visual culture does not refer to the empty information text, but to the visual culture with simple and rich content. The aesthetic nature of this visual culture is precisely the satisfaction of people's use of less time to obtain rich information.

2.3 Enhancing the Aesthetic Experience of Visual Culture.

In the traditional media environment, the aesthetic experience of visual culture is relatively simple. Because in the traditional media environment, the medium of communication and the art form of visual culture are relatively simple. However, in the new media era, the development of visual communication technology and the effective expansion of information channels have on the one hand promoted the diversification of media media, and on the other hand, greatly enriched the

art form of visual culture. In this situation, people's visual cultural experience has been greatly enhanced. First of all, the increase of visual culture media has brought people a convenient and quick aesthetic experience. People can enjoy visual feasts anytime and anywhere using mobile clients. Secondly, the diversification of visual cultural art forms also gives people a more intense visual impact and aesthetic experience.

3. The Development Path of College Art Education under the New Visual Culture

The arrival of the era of visual culture is closely related to the continuous development of the media. From the traditional media to the development of new media, the mass culture is forming a visual culture. The rapid development of the visual culture era stems from the development of new media, and the arrival of the visual culture era based on new media also has a certain impact on college art education. In the art education of colleges and universities, we should take into account the particularity of the times, advance with the times, improve students' visual ability and reading ability, and promote the synchronization of student development and social development. The era of new media visual culture has an important influence on college art education. In the process of deepening the new curriculum reform, college art education should pay attention to the influence of the new media visual culture era, and should innovate on the basis of existing teaching to improve students' interest in learning and learning ability.

3.1 Combining new Requirements, Expanding the Content of Art Teaching in Colleges and Universities.

Art education in Colleges and universities is based on the established education syllabus and combines the existing teaching materials to implement teaching. In the art teaching of colleges and universities, taking the Art Textbook of People's Education Press as an example, some teaching contents of visual culture have actually been added, such as the appreciation teaching of visual communication design works, and many teaching contents about appreciation, comment and observation, which are in line with the requirements of the visual culture era. However, in the era of visual culture based on the development of new media, more works have the attributes of new media and are presented on new media devices. Therefore, in the art teaching of colleges and universities, we need to further combine the development status of new media, with the syllabus, to set up some new teaching content. For example, in the course of "Visual and Visual Performance and Communication Language", teachers can take some online posters in the era of new media as examples, so that students can observe how different types of posters visually propagate content, so as to enhance students'visual perception ability.
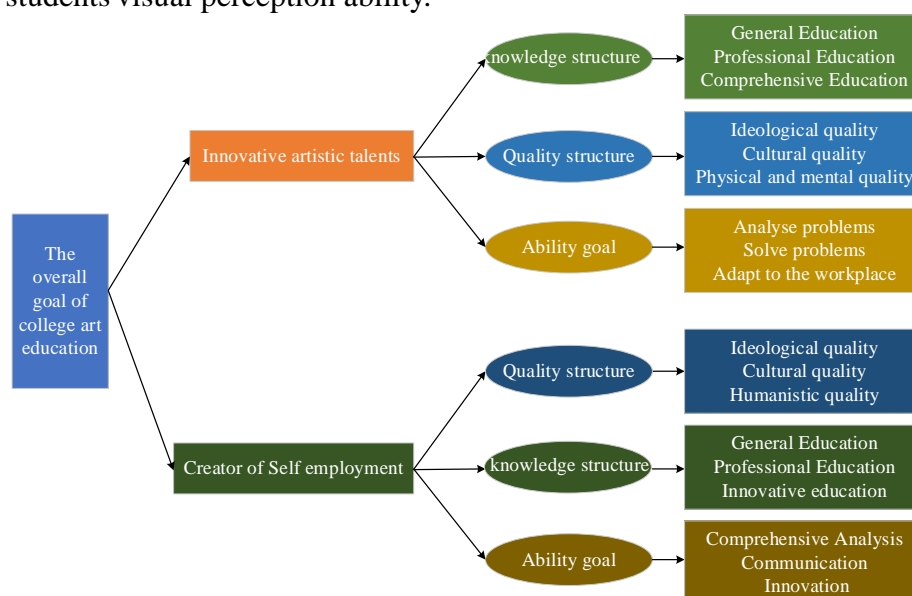

Figure 2. Hierarchical objectives of art education in colleges and universities

3.2 Explore New Technology and Form the Integration of Art and Computer Courses.

Traditional art courses need to use traditional art learning materials for teaching. However, under the background of visual culture era formed by new media, some courses with visual culture characteristics should be offered in art education in Colleges and universities in the new era. At the same time, computer courses and art courses in junior high schools should be integrated to form a branch of computer art courses, so as to enrich students'art awareness. For example, in the junior high school computer course, you will learn some simple PPT, Flash, computer graphics methods, learn some similar simple software, but to make excellent works, not only need to understand the software, but also need some art design thinking. Therefore, the combination of these two courses is just a new trend to adapt to the development of new media visual culture. For example, in the course of design and application in junior middle school, there is the task of making greeting cards. In the traditional art class, students will make paper greeting cards. After integrating the requirements of the new media visual culture era, students can try to make electronic greeting cards, highlighting the cultivation of students'visual expression ability. And in teaching, we should give full play to the advantages of multimedia teaching to enrich the form and content of teaching.

3.3 Expand New Resources and Enrich the Art Teaching Practice Related to New Media.

At present, under the influence of the development of new media, the era of visual culture includes not only static visual culture, but also dynamic visual culture, such as new media advertising, animation, interactive art and so on. Therefore, in college art teaching, teachers should also attach importance to the expansion of teaching resources, so as to enrich students'learning practice and promote students' art learning and the development of the times. Under the new media environment, teachers should break the boundaries of traditional art education and find some new teaching resources with strong sense of visual form for students. These resources have strong epochality and represent the new trend of visual culture development. Students can form a more sound "modern visual culture mentality" by learning these art-related contents. For example, when explaining the course of "shape and expression" related to "art can express subjective feelings", teaching resources can be extended to some visual art works seen in the new media, such as graffiti, animated character design, photography, film and television space shaping, fashion design, product packaging, etc. These different works can enrich the visual feelings of middle school students.

4. Innovative Ideas of Art Quality Education in Colleges and Universities

4.1 Create a Good Artistic Environment.

Art education in colleges and universities has an important influence on the ideology and value orientation of college students. Promoting the development of art education has far-reaching influence on the promotion and popularization of quality education in colleges and universities. Creating a good artistic environment, laying a good foundation for the effective development of art education, has a positive guiding role for college students. As an important part of quality education in colleges and universities, art education fully reflects the needs of the current era.

4.2 Transforming Educational Concepts.

For a long time, art education focuses on the cultivation of professional skills and abilities, neglecting the cultivation of College Students'aesthetic ability, thinking ability and innovative ability, and lacking the exploration of students' artistic potential. Under the situation of all-round popularization of quality education in Colleges and universities, the concept of art education needs to be changed in time. From the perspective of quality education, we should guide college students to set up correct thinking around the goal of Cultivating College Students' comprehensive quality. Ideas and the improvement of artistic aesthetic ability can effectively promote the cultivation of College Students' good quality and character, and face life with a more strong and optimistic attitude.

4.3 Transforming Educational Concepts.

The standardization of art education is easy to fix it in a certain model, and it needs to make an adaptive change. Focusing on the cultivation of comprehensive quality of college students, combined with the individual differences of students' personality, hobbies, abilities, and levels, we will carry out multi-level art education, first determine the students' ability and level in art, and conduct scientific and reasonable evaluation. Then, for the reference, the hierarchical curriculum is divided into multiple types, teaching students in accordance with their aptitude, and carrying out different teaching according to different levels, so that students at each level can benefit from it and obtain good artistic teaching effect.

4.4 Carry Out New Activities and Form a Communication of Campus Visual Culture Works.

Under the influence of new media, the construction of campus culture should also keep pace with the times and build a cultural atmosphere consistent with the development of new media visual culture. In terms of campus activities, schools and art teachers should actively change their thinking, form new activities and activities, expand students' understanding and understanding of art, and enhance visual perception and expression. For example, the school can carry out some campus art exhibitions, photography exhibitions, DV video exhibitions, creative design exhibitions, etc., so that students can create more works and use their various forms to develop their visual expression skills.

5. Conclusion

The development of today's art education is increasingly related to the development of science and technology, and new media, new methods, and new materials are increasingly being introduced into art education. The rapid development of the Internet has also spawned the rise of visual culture. The influence of visual culture on college art education cannot be ignored. As an art education centered on vision and image, in the information age, we should not only emphasize the creation of a beautiful painting, but only the characteristics of the times, the aesthetics of the masses, and the use of information-based teaching. Guided by the ethical value orientation of the times, the art industry can develop a good environment. To explore the significance of college art education under the transformation of visual culture, which is in line with the characteristics of the times, the innovation of art teaching in colleges and universities, and the development of art teaching in colleges and universities. Through the cultivation and utilization of students' visual literacy, the teaching of basic art theory is strengthened. By constructing a suitable dialogue platform, Realize the interactive communication between teachers and students in art teaching; Through the development and utilization of visual graphic image resources, enhance the effect of art teaching, and guide the art teaching methods under the influence of visual culture.

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