

Research on Project-based Teaching Model of Visual Communication Design Major

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Abstract: In the 21st century, with the rapid development of science and technology, the innovation of science and technology has brought about more branches of specialties in colleges and universities. The upgrading of professional skills in colleges and universities makes these branches become new majors. With the continuous progress of human civilization, the company's requirements for graduates have gradually increased. As a new type of specialty - Visual Communication Design specialty, although the employment prospects are broad, the social demand for practical experience and skills of students majoring in visual communication design is relatively high. Based on the research of visual communication design specialty, this paper discusses the subject-based teaching mode of visual communication design specialty.

1. Introduction

In order to adapt to the market economy, the company requires more and more practical experience of graduates. In all these industries, enterprises require the highest practical experience of students majoring in visual communication design. Nowadays, in the process of teaching, many colleges and universities neglect the cultivation of students' practical ability. This leads to a relative lack of social practice among many students majoring in visual communication design. Therefore, to a certain extent, we need to focus on training the social practice ability of students majoring in visual communication design, so that students can better integrate with society, so that students majoring in visual communication design can keep up with the pace of social progress, so that students can better provide services for society.

2. Concept of Visual Communication Design

With the continuous development and progress of human civilization, many specialties have been strengthened and integrated. As one of the new majors in universities, the major of visual communication design has changed from graphic design and decorative design to visual communication design. Due to the introduction of different new concepts, the specialty is also developing and improving. Visual communication design major has two directions, one is graphic design, the other is multimedia and web design. The courses offered mainly include logo design, display design, two-dimensional animation, book design and so on. They are all centered on these two aspects.

Visual communication design was put forward by Professor Wang Ting of Guangzhou at the national art work conference in 1990s. Before that, people always called this specialty "graphic design". However, due to the continuous development and change of computer network, many optoelectronic high-tech have joined the "graphic design". Therefore, graphic design also has many new concepts of design theory. Read, expand the graphic design profession, so that graphic design slowly into today's visual communication design profession. In many colleges and universities, the major of visual communication design covers a wide range of subjects. It is difficult for colleges and universities to formulate corresponding courses and let students participate in practical activities. Therefore, it is sometimes necessary to adapt to local conditions and develop relatively [1]. The study subjects of visual communication design are numerous and complex, but the employment prospects are also wider. We can do a series of things with artistic flavor and design

ideas, such as advertising, web design, video, animation, etc.

3. Problems and Improvement Methods of Topic-based Teaching Model for Visual Communication Design Major in China

3.1 Problems in visual communication design major

Compared with other majors in Colleges and universities, the major of visual communication design not only needs to learn relevant professional knowledge and technology, but also needs certain social practice experience, so that students of visual communication design can have certain practical skills, and can quickly integrate with society after graduation [2]. However, in many colleges and universities nowadays, teachers are relatively scarce, and many graduates do not have a certain degree of practical ability to support the work of College students.

3.2 Ways to improve the professional problems of visual communication design

When students are learning, the school should build corresponding facilities, provide certain construction services and provide professional help for students. Therefore, when students majoring in visual communication design study, colleges and universities can set up studios to provide practical places for students learning visual communication design, so that more students can learn and practice in this area, and help graduates better. Social transition.

4. Visual Communication Design Major Can Improve Teaching System Setting and Teaching Mode

4.1 Teaching model of practical teaching for visual communication design major

In practice, visual communication design majors adopt the way of dividing into groups as the teaching mode. Generally speaking, most of them study in the field of art. Although boring knowledge learning exists, more of them are practical learning. Practical learning is very important, after all, it produces true knowledge through practice. In the major of visual communication design, practical learning has many advantages. When students study practice, they can have more unique ideas and more operation actions. This enables them to have independent thinking ability and operation ability. This is a more practical teaching mode. Students can apply it to practice after learning, such as when taking photos, they can have their own. Style, from the practical experience slowly find their own photography techniques and methods, find their favorite things [4]. When necessary, you can turn to your teacher for help. With the help of your teacher, you can join in various activities or groups with potential. You can learn more professional knowledge on the Internet by yourself, and learn to organize and summarize before expanding your study. In this process, we should find out what we can't do, and learn how to solve them; learn some knowledge that we don't have in class, and integrate them; and change methods and strategies at any time according to the actual situation of learning, so as to better integrate with the world, so as to bring our professional learning into full play in society.

4.2 Cooperative participation teaching model of visual communication design major

Collaboration is only a way of participating, and they are closely related. Individually speaking out the cooperative participation teaching mode because it is very important, not only in the classroom teaching needs to use it, but also in the actual after-school this is also essential for students, which also highlights the advantages of cooperative learning. Teachers determine the theme of the lesson, and students' study in groups to form the spirit of cooperation and unity among people. With the progress of their abilities, students have more and more space to think alone, and they will develop the habit of thinking independently. Thanks to the way of cooperative learning, it can bring better development to students themselves. This kind of teaching mode also brings new changes to teachers. There are also some differences between teachers' teaching mode and traditional teaching mode. This kind of teaching mode is obviously good. It has brought a wider

development to teachers' teaching mode [5].

4.3 Individual advantage teaching model of visual communication design major

No matter what major students' study, they cannot stick to their own opinions, let alone study blindly in the traditional way. They should have their own unique methods and form the mode of personality advantage. This can improve the motivation of students' learning. This is also a different point for students majoring in visual communication design. In order to show this point which is different from other majors, we put forward. Individualized teaching mode. Because there are many high-tech added to the current visual communication design specialty, it is necessary for students to learn different levels of technology in different fields according to the needs of the times, let students feel for themselves, and develop personalized teaching. Students in their own unique learning and growth, will gradually show the benefits of this teaching model, students can choose according to this to expand his way for the future, and solidify their inner learning power, add a fire to future professional practice. Teachers also have their responsibilities. They need to use their keen eyes to find students' unique places, to find places worth learning, and to do different objects to use different methods to help them, to help them change their learning plans, to guide them to produce unique ideas, to form their own conclusions. Teachers should adopt various ways to help them. They can guide them, agree with their good views, cheer them on and so on. They should not only attack them, but also transmit positive energy to them. This is the characteristic teaching mode. Teachers cannot blindly see the present and the future, so they should force students to develop their learning ability, let them know how to play better, let themselves perform better, become the person they once wanted to be or create conditions for the realization of this ideal, so that they are willing to make efforts for visual communication design [6].

4.4 Creative teaching model of visual communication design major

The major of visual communication design requires students to have their own unique thinking space and ability. This kind of teaching mode mainly emphasizes innovation. Although there are no special restrictions under this kind of teaching mode, we can't just stick to those old-fashioned ideas and jump out of that space to form a creative teaching mode. Old-school teaching mode teaches those boring knowledges, many of which are outdated and inapplicable, mainly through teachers teaching knowledge in books, students through reading, writing, reciting and other methods to improve themselves, image, is to pour knowledge into your mind, students have not consumed, immediately began to pour new things into, resulting in the structure of students' knowledge and ability. The foundation is not solid, so that students do not have a deeper understanding and research of the knowledge of visual communication design, only stop at the surface; and creative teaching mode is different, it jumps out of the old-fashioned space, has its own unique development methods, it advocates that students do not rely on books and teachers blindly, to leave books, teachers, appropriate to their own research knowledge, to form their own. SuiTable for their study habits, in order to better practice, to keep up with the development of society. Under this kind of teaching mode, students can have unique ideas, can do some innovative work by themselves, and can learn more beneficial to themselves. This is a good teaching mode, which enables students to study independently, go deep into visual communication design research, have a solid theoretical basis of knowledge, and have certain practical experience and skills.

5. Visual Communication Design Major Pays Attention to the Purpose of Practical Research

The major of visual communication design has always paid much attention to practice, because this is an important point. His goal is to enable students to show their more abilities in practice in the future, and also to enable them to become new professionals. This is also a change in the form and method of teaching, which means that students can better adapt to the society and can be better expanded in the future. This unique practical teaching mode enables students to have more space to operate and to analyze knowledge in depth. This mode can take into account more aspects of the future of students. It is also a better mode suiTable for this new generation. It enables students to

have independent practical operation ability, so that they can better keep pace with the times. Of course, some of this mode of practice is still immature and needs to be improved. We will have some experimental teaching, and their ways will be slightly different. These changes are for the future development of students. Students not only need special ideas, but also need to think in general, learn to think in the overall situation, and also achieve the connection between problems and problems. Cannot fall in the same place, to study through their own mistakes to fundamentally correct, and to be able to learn more through reflection, later can make fewer mistakes in a space, this is the advantage of practice, only by practice, can we find out the mistakes, in order to let the visual communication design profession, go further.

6. Establishment of Studio for Visual Communication Design Major and Reform of Practical Teaching

With the progress of the times and the development of science and technology, people need more and more. Visual communication design specialty also needs to make more changes and progress in keeping with the development of the times. Schools also need more talents suitable for the new generation. They are also committed to finding and helping to bring these talents forward. But now most schools pay more attention to boring knowledge learning, which will make students lack the space for their own operation and lose a lot of time to practice. How to resolve this contradiction? Then we must get out of this space and attack in other directions. We should pay more attention to students' unique ideas and their operation behavior. At this time, we can add some related studios in the school, through a series of studio methods, so that students can participate in more practical activities, so that they can adapt themselves to the changing world. There are many differences between the teaching of communication design specialty and the teaching of old-fashioned art. The most important point is practice, which is a point neglected by the old school. With the development of the times, schools should also understand that practice is the top priority for the major of visual communication.

7. Conclusion

For the present major of visual communication design, in order to keep pace with the times, many of its teaching modes have been reformed and adjusted accordingly, so that students of visual communication design major can adapt to the new living conditions and new rhythm of life. Correspondingly, the students majoring in visual communication design should carry out a series of practical activities during the course of class to carry out corresponding learning so that they can adapt to the society, find jobs and make their own efforts for the development of the country after graduation.

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