Analysis on the Effectiveness of the Informatization Teaching Mode of Advertising Design

Yu Xi

Jiangxi Modern Polytechnic College, Nanchang, 330000, China

Abstract: In the context of the information age, the industry of advertising design has also developed rapidly in the development of the times. Nowadays, most colleges in China also offer advertising design in the teaching process. How to do a good job in professional teaching and training of high-quality design talents have also become important issues for the development of colleges and universities. The existence of information-based teaching mode can effectively improve the drawbacks of traditional teaching, so this paper analyzes the effectiveness of the information-based teaching model of advertising design.

1. Introduction

In the era of rapid development of information technology, information technology has had a significant impact on many aspects of our lives and work. In the field of education, we have also made great changes in everything from education to education. And innovation. In the field of vocational education in China, the "Decade of Education Informationization Development Plan" was promulgated, and the importance of the information-based teaching model and the importance of strengthening the information-based teaching construction in colleges and universities were clearly mentioned. In this environment, how to apply the information-based teaching mode to improve the teaching effectiveness of the advertising design profession and promote the improvement of students' information technology ability has become one of the more important issues. This paper also based on this research:

2. Advertising design teaching status

2.1 Insufficient interaction between teachers and students

As far as the teaching status of advertising design professional teachers is concerned, many teachers still do not improve the traditional teaching methods. In the teaching classroom, the role is still the teaching-led, and the students are taught the relevant theoretical knowledge of advertising design. The whole teaching classroom is boring. In this kind of teaching class, the communication between teachers and students will naturally be very scarce. Teachers can't grasp the students' learning situation in time, and the students' learning efficiency and enthusiasm can't be improved. Finally, the students' interest and enthusiasm for participating in advertising design are seriously reduced. Even worse, there is a situation of being tired of learning.

2.2 Teaching methods are single

As far as the current classroom teaching of advertising design in China is concerned, the single teaching method is also one of the more common problems. The specific performance is that some teachers still use the first to explain the theoretical knowledge to the students in the teaching process, and then perform the operation demonstration for the students. Once, let students clarify the advertising design process and key points. Under this single teaching method, students are thinking and exploring according to the teacher's thinking. The whole advertising design teaching has not exerted the subjective initiative of the students, and the student's thinking can not only develop, but also form a dependence on the teachers.

2.3 The degree of informatization teaching is insufficient

In the background of information technology era, although many colleges and universities are actively constructing information facilities and teaching resources when conducting advertising design teaching, overall information still exists. The shortcomings of insufficient teaching level are manifested in the lack of relevant teaching platforms and teaching equipment. Under this circumstance, the possibility of communication between teachers and students after class is also restricted, and ultimately, the application value of information technology cannot be effectively guaranteed.

2.4 The evaluation subject is relatively single

As far as the current teaching status of advertising design is concerned, college teachers mainly use questionnaires to conduct student learning. The teaching quality evaluation system is too monotonous. In addition, the professional design of advertising is inherently special, lacking unified evaluation standards. In this case, the teacher can only rely on intuition to conduct self-scoring, and can not guarantee the rationality of the evaluation. In the end, the value of the evaluation cannot be effectively exerted.

3. Advertising design information teaching mode

3.1 Make fun animated videos

In the teaching process of advertising design, there is more boring theoretical knowledge. If the teacher directly introduces the language, it can not only guarantee the teaching effect, but also reduce the students' interest in learning. At this time, teachers can carry out informatization teaching of advertising design, and use information technology to create interesting animated videos for students, which not only can effectively concentrate students' attention and interest, but also enable students to have a strong learning in the content of advertising design courses. Interest and enthusiasm. Animated video is an important means of information-based teaching mode. It can be applied to the advertising design teaching course to visualize the written knowledge, so that students can better understand the boring and monotonous theoretical knowledge during the learning process. Thereby effectively stimulating the enthusiasm and initiative of students' independent learning. To this end, teachers can use the teaching content to create animated videos for students in the course of advertising design teaching, and then play videos for students in the classroom introduction, so that the classroom can be activated and students can actively participate in classroom learning. For example, when teachers are teaching content in the course of "Web Design", teachers can use Flash animation to create different themes of webpages for students, so that students can express their own feelings during the video viewing process. In this way, students can understand the changes brought by different color matching and different theme design in the process, and effectively stimulate students' initiative and enthusiasm for the course of advertising design while promoting the teaching effect, and promote students' all-round development. .

3.2 Start teaching with the Witkey network platform

In the implementation process of the information design teaching mode of advertising design, in order to ensure the effectiveness of teaching, teachers can actively use the Witkey network platform to carry out teaching in the teaching process. There are various advertising design resources in the network platform such as Witkey. In this platform, customers will release their own tasks, requiring designers to complete in a certain period of time, and then designers can get corresponding Reward. To this end, teachers can use this platform to increase students' practical experience when conducting informatization teaching of advertising design, and to search for related tasks in combination with the teaching-related content that students have already mastered, and then ask students to specify the time within the customer's specified time. Completion, this will truly realize the effective combination of theory and practice, promote students' effective grasp of the knowledge they have learned, and increase students' social practice experience, so that students can better

understand the needs of the market and society, thus further improving student advertising. Design capabilities and levels.

3.3 Develop a micro-course video

In the process of implementing the information design teaching mode of advertising design, in order to improve the effectiveness of teaching, teachers can actively develop micro-course videos for students in the teaching process, and apply them to the teaching class, because the video length of the micro-course is shorter. Students are not prone to fatigue during the learning process, but also enable students to effectively grasp the key content. Under normal circumstances, the video duration of the micro-course is mostly around 8 minutes. In the process of teaching, the teacher can decompose some incomprehensible knowledge points, then make the corresponding micro-course video, and upload the video connection to the school website or It is among the class WeChat groups, which will make it easier for students to learn and consolidate after class, so that they can adjust their learning progress according to their own abilities and standards. For example, teachers can edit actual work cases into micro-course videos during the teaching process, so that students can master the design points and skills of advertising design in practice, further improve students' advertising design ability and ensure the effectiveness of teaching.

3.4 Actively produce multimedia teaching courseware

Multimedia courseware is also a teaching method that is often used in the information-based teaching mode. Compared with other teaching methods, it is more vivid and simple to operate. It can be applied to advertising design teaching to better stimulate students' learning. Interest, improve the efficiency of classroom teaching, and promote students' grasp and understanding of relevant knowledge points. For example, when a teacher teaches students about the theoretical knowledge of advertising design, the teacher can classify the theoretical knowledge points existing in the teaching class before class, and then mark the teaching focus, and then use the teaching class to Multimedia courseware is used to present teaching knowledge to students, which can effectively stimulate students' interest in teaching content, improve student participation, and promote students' deep understanding of teaching knowledge.

3.5 Construct an Internet multi-evaluation system

In the implementation process of advertising design information-based teaching mode, in order to ensure the effectiveness of teaching, teachers can actively construct an Internet multi-evaluation system in the process of teaching, in order to improve the single evaluation subject and the evaluation feedback effect is not ideal. . In the process of constructing the multi-evaluation system, the school not only needs to evaluate the informationization of teachers, but also needs to comprehensively evaluate the professional quality of students. For example, for teachers' informatization teaching effect, the school can publish an anonymous teaching scoring activity on the website, and further enrich the evaluation subject by means of Internet evaluation, and at the same time reduce the feedback time of feedback results to a certain extent and promote the teaching quality of teachers. And ability to develop. In addition, in the evaluation process of student advertisement design work, teachers can actively apply teacher scores, group peer-to-peer evaluations, etc., and actively use the online interactive platform to allow all students to evaluate each other's works. This will fully stimulate the enthusiasm and initiative of students to promote the overall development and progress of students.

4. The value of information design teaching mode of advertising design

4.1 It can alleviate the shortage of practical teachers

The advertising design profession itself has a very close relationship with information technology. In the process of advertising design teaching, it is necessary to construct an information sharing platform to form a sustainable open advertising resource library for students and students. Teacher development provides a learning platform that keeps pace with the times, so that the

professional quality of teachers can be improved in this process, thus effectively alleviating the problem of lack of practical teachers in colleges and universities, and providing a basic guarantee for advertising design teaching.

4.2 Help to highlight the student's subject status

The specialty of advertising design emphasizes the practical application ability of students. However, if the cultivation of skills is only dependent on the simple infusion and explanation of teachers, it is impossible to realize the full position of the students and fully promote the students. Development and progress. In the process of implementation, the informatization teaching mode is the teaching carried out by means of case analysis, practice, demonstration and simulation. Various informational teaching methods can also effectively stimulate students' enthusiasm and initiative, so that students are in the process of learning. The subject status can be effectively highlighted, and thus it can truly make students become the main body of advertising design information, and promote students' all-round development and progress. Therefore, the implementation of the information design teaching mode of advertising design can help to highlight the main body status of students, timely change the shortcomings of the traditional teaching mode, and enable students to improve their advertising design capabilities and standards in the information-based teaching mode.

4.3 Help to improve the overall quality of students

In the background of the information age, the connection between advertising design and information technology is very close. Under the background of this teaching era, the demand for advertising design professionals is also increasing, not only must Good design ability also needs to form good self-analysis and problem-solving ability, image information technology mastery ability and information gathering ability in the development process. In the implementation process of the information-based teaching mode, the shortcomings of the traditional advertising design information-based teaching mode can be effectively alleviated, and at the same time, students can be fully developed and progressed in independent learning, communication and discussion, thus promoting the overall quality of students. Can be improved. It can be seen that the implementation of the information design teaching mode of advertising design can be said to be of significant value.

5. Conclusion

In summary, the informatization teaching mode is the new form and dominant trend of current education. In the process of advertising design teaching, the information teaching is actively carried out, the teaching methods can be effectively optimized, and the students' learning initiative can be effectively improved. At the same time, it can effectively break through the limitations of time and space in traditional teaching classrooms, truly promote the effective optimization of the teaching process, and ensure the effectiveness of advertising design teaching.

References

[1] Zhang Weiping, Yang Shiwei. Research on the Effectiveness of Informatization Teaching in Colleges and Universities--Based on Design Research [J]. Research in Audio-Visual Education, 2010(1): 103-106.

[2] Li Birong, Wang Dandan. Analysis of the Effectiveness of the "Double Teacher Teaching Mode"--Taking a Junior Middle School Mathematics Course as an Example [J]. Middle School Mathematics Teaching Reference, 2017(z3): 6-8.

[3] Long Hong. A Preliminary Study on the Strategy of Improving the Teaching Effectiveness of the Course of Advertising Design and Production [J]. Wireless Internet Technology, 2015(11): 121-122.

[4] Luo Jinxiong. On the Effectiveness of the Model of Promoting Learning in Advertising Design Teaching [J]. Art Education Research, 2016(15): 145-145.