

## On the Innovation of Practical Teaching System of Applied Undergraduate Major of Visual Communication Major

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**Abstract:** The combination of visual communication design and practice can help students acquire theoretical knowledge and apply knowledge to life as well as production. Practical teaching is conducive to cultivating their practical ability and realizing the training goal of applied talents. Colleges and universities should find out problems existing in their own teaching practice, actively create a “progressive” curriculum system, set up a diversified teaching mode, and try to convey applied professionals of visual communication for the society.

### 1. Introduction

In recent years, many undergraduate colleges and universities have set up the major of visual communication design, which is a new major, so it is being perfected and there are still some problems in the major teaching. For example, the curriculum system is not perfect, teaching idea is not scientific, the course system does not match the market, and more attention is paid to theory than practical exercise. Colleges and universities must face up their own problems in teaching, constantly innovate, development and innovate the teaching system. In order to deliver professional talents to the society and achieve the goal of talents training, we need to study the existing practical teaching system of art design and explore the practical teaching methods that meet the needs of modern teaching. The combination of visual communication design and practice can help students acquire theoretical knowledge and apply knowledge to life as well as production. Practical teaching is conducive to cultivating students' practical ability and realizing the training goal of applied talents in universities.

### 2. Existing Problems

During the continuous reform of education in China, “applied undergraduate education” has been put forward. Such educational goals have proposed higher requirements for practical teaching, and also help colleges and universities to break the “short board” for training talents and facilitate the delivery of practical talents for the country. In order to meet the needs of economic development and mass production in China, the training of skilled talents has become an important teaching goal. However, some majors in many colleges and universities have not implemented practice in teaching, so we must constantly explore and formulate a set of reasonable practical teaching system. For the new major of Visual Communication Design, practical teaching is also a necessary step for training professional talents. The main problems in teaching are as follows: the practical curriculum design fail to meet the needs of the market, practical teachers are deficient in operation ability, equipment of practical teaching are outmoded and backward, and the practical system is not perfect etc. Therefore, colleges and universities should make the optimization of the teaching system of Visual Communication Design major as the primary task, speed up the solution of problem, make a good material foundation for the development of teaching practice, as well as provide the society with applied talents.

### 3. Innovation Methods

Visual Communication Design major in colleges and universities aims to cultivate advanced

technology applied talents who are able to master design theories and application skills, and capable of designing print media and digital media. Colleges and universities should reform rationally and scientifically course contents according to the training objective, list students' practice ability and innovation consciousness as the key contents of teaching and form a "progressive" practical curriculum system. In this system, core competence should be taken as the main task, and professional practical training must be combined to form a hierarchical and instructional curriculum group. Colleges and universities need to optimize the setting of curriculum groups according to social needs, closely combine with professional development, and highlight the characteristics of applied talents training.

The "progressive" practical curriculum should be differentiated according to students' grade, and a targeted and progressive teaching plan is proposed to be made. The first grade is the stage to lay foundation for the study. We should pay more attention to students' theoretical foundation. Therefore, more attention is to be paid to the training of freshmen's basic ability during the construction of curriculum practice system. The second year is the stage to make practical application based on the first year's foundation, so sophomores' cultivation of professional application skills should be taken as the main teaching practice goal. On the basis of solid foundation and application, in the third year, the practice of curriculum is expected to focus on the integration of professional and cultural knowledge. Since the fourth-grade students are coming into the society, in order to cultivate their application ability, it is a necessity to pay attention to promote the relationship between students and the society, and the cultivation of their service to the society.

During this period, the first or second grade aims at mastering basic knowledge and developing innovative thinking. In grade three, the innovative comprehensive training of Visual Communication Design needs to be carried out, and actual training is the goal of grade four. Through the above curriculum, it can be clearly seen that this is a progressive process. The implementation of this progressive practical course is conducive to the training of students' creative thinking, improve professional knowledge, improve the ability to apply skills, and design works that meet the needs of the market. Through practical training of these three stages, there will be three kinds of abilities which can strengthen students' main knowledge and skills, improve their practical ability and stimulate the creative consciousness.

The establishment of a diversified practical teaching mode is an inevitable choice for colleges and universities to train applied talents and improve their working ability.

In order to improve the training of applied talents, teachers of Visual Communication Design major should actively improve their professional ability and knowledge, change their ideas and accept new teaching ideas in time. Teachers are expected to go out to schools with advanced teaching methods in this major at home and abroad, get new theories in time, improve their professional quality, learn new teaching modes and teaching ideas, and improve their teaching level. At the same time, they also can take part in various network training today with developed media. Through network, we are able to learn new contents, understand the development and trend of this major, actively participate in training classes, participate in various conferences to learn new technologies, constantly recharge themselves, improve professional ability, and let their own teaching ideas and teaching methods keep pace with the era. As the saying goes, if you want to give someone a drop of water, you should have a bowl of water. For improving practical ability and giving practical suggestions to the actual operation of students, teachers need to actively go to enterprises to take a temporary post or do part-time job, at the same time, exercise their own hands-on ability in practice. On the basis of theoretical research and practice, we should constantly explore in practice, improve our application level, and develop in the direction of "double qualification".

Foreign scholars and experts have already relatively rich experience in visual communication design, therefore, colleges and universities in our country can actively invite them to carry out Chinese and foreign cooperation courses, absorb foreign advanced teaching ideas and methods, and innovate the training thoughts for talents by combining our own situation. Foreign famous professors or designers can be invited to come to schools for lectures or practical guidance. In this

way, students are capable of broadening their horizons and accepting western design ideas. At the same time, we are able to cultivate students' creative ability and market awareness, understand the important role of design for economic development more deeply, get rid of the confinement of thinking mode and change the view of the world. In addition to inviting western scholars and professors, advanced courses and textbooks also can be introduced according to their professional characteristics. It is feasible to create an international course in combination with colleges and universities' characteristics, as well as create a design concept for the international visual communication major. At the same time, the teaching level of teachers can be improved and the radiation effect of professional construction can be formed.

Application and practicality are the focuses of visual communication learning, so the "closed" teaching in other disciplines will be a hindrance to the improvement of teaching quality of this subject. Therefore, in the daily teaching practice, we should boldly let students go out of the school, enter enterprises, learn new theories and technology, and understand the application needs of the visual communication major in the social development. Colleges and universities can contact related enterprises, organize students to visit and study in companies, understand the work environment and work process, increase the master of design program, strive to participate in the design project of enterprises, improve design ability in the continuous practice, and understand the visual communication design demand of the market.

At the same time, colleges and universities can organize competitions related to this major, integrate professional courses into competition, stimulate students' enthusiasm of design and operation through competition, promote them to learn to use, and improve the creative ability of design. In order to enrich students' knowledge and train their artistic quality, we can organize students' sketching, exhibition and art examination which enrich their learning and life while integrating into the society. It is also a good method of cultivating students' international vision and improving their innovative ability by exchanging study with overseas universities.

Practice is the main characteristic of Visual Communication Design major. Therefore, it is an inevitable choice for colleges and universities to provide practice bases for students to develop this profession and cultivate professional talents. They are proposed to cooperate with companies with large scale and strong characteristics as far as possible, try to cooperate with large and medium-sized enterprises and institutions, set up outside school practice bases, provide students with reasons for entering into enterprises, and offer opportunities for knowledge utilization. Students are able to test their knowledge and application in practice, timely summarize and improve problems encountered, gradually improve their own quality and the quality of design. Practice is a good opportunity for them to get close to their majors, understand the market and integrate themselves into society. It is feasible for them to visit various design companies in grade one or two, which helps to deepen their understanding of design industry and design work process, stimulate their enthusiasm for their majors and help clarify their learning goals. When in the third grade, it is necessary to arrange students to be interns in companies, arranged a certain project, and make them to learn the real operation of the market design project which will definitely enrich students' experience. According to previous practice, in the fourth grade, students can be arranged to go to enterprises for internship to take part in the project as designers and play a certain role. This practice will help students to develop the consciousness of innovation and lay the foundation to become the social applied talents.

In order to better cultivate students' practical ability and give full play to the practical characteristics of Visual Communication Design major, colleges and universities should establish a studio with visual communication function and set up a cooperative relationship between the studio and enterprises, so that the actual design ability of students can be exercised, and the cooperation with enterprises can be achieved. Colleges and universities should arrange the professional curriculum of visual communication in the studio. Teachers need to guide students to participate in the design of the project, lead them to carry out market research on the actual projects, provide opportunities for them to contact customers, and increase their understanding of the market needs. The standard of professional teaching is necessary to be combined with the market design rules to

equate the studio with the enterprise design department. Students entering the studio are equivalent to entering enterprises, which make them understand the job more, transform design results into market benefits, and improve their adaptability to the future work. Design studio is not only a bridge between colleges and society, but also a practical base for training students' innovative ability.

#### 4. Conclusion

With the rapid development of our country's economy and society, the cultural entrepreneurship industry is also rising, and the development of society pays more attention to the consciousness of innovation. The demand for design talents is increasing in our society. Cultivation of innovative design talents has become an important teaching goal of design major in colleges and universities. How to transfer more talents to meet the needs of development is a topic that universities must study at present. We need to accept new educational ideas, innovate personnel training mode, innovate practical teaching system, and train qualified design personnel in the new situation.

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