

Problems and Countermeasures in the Visual Communication Design Major in the Information Age

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Abstract: Faced with the impact of the development of information technology, the outstanding problems of visual communication design are that the curriculum system is imperfect, the teaching concept is lagging, the teaching content is not practical, the social practice is lacking, the team building cannot keep up, etc. System, and effectively organize these courses, increase the training and introduction of teachers, adapt to the needs of visual communication design professionals through the construction of training bases, school-enterprise interaction, etc., truly improve students' design ability and better serve the society.

1. Introduction

With the development of society and the advancement of science, the new media era has arrived, and traditional visual communication design can no longer meet the needs of the new era. Visual communication design is an important branch of art design. Vision is an important way for humans to obtain external information in external communication. The ultimate goal of visual communication design teaching is to enable students to master the knowledge and apply it to practice to help students better integrate with society. At this stage, both the visual communication design industry and the visual communication design education are in a period of confusion. To get out of the puzzle, the industry must seek new development trends in order to adapt to the current social development and meet the growing information needs of people. . Therefore, it is necessary to continuously improve the students' practical operation ability to adapt to the needs of the society. It is also necessary for colleges and universities to increase the practical teaching reform of the visual communication design profession.

2. Development trends and characteristics of visual communication design profession under the background of information

2.1. Development trend

Along with the development of information technology, the media has presented a diversified development trend, and the speed of information dissemination is rapidly accelerating. People's access to information is more dependent on new media, and the demand for related designs is also rapidly increasing. As the main means of information dissemination, visual communication design is undergoing tremendous changes in the development of the environment and the profession itself. The main features are as follows.

First, the form of professional presentation has changed. In the past teaching of visual communication design, the main purpose of the main professional course was to create works in physical form. In the information age, the purpose of visual communication design was changed to act as a medium for behavior, from traditional newspapers, books, advertisements and other print media. , extending to interactive entertainment design, multimedia design, network structure, application software, interface design and digital device design, although still need to use the design basis of modeling, color, material, etc. as a means of perceptual description, but the audience needs to use visual as a medium to obtain Valuable insights and more complete services. In short, the changes in the visual communication design profession require teachers to re-examine all aspects of

the profession in a complex and ever-changing digital living environment, and adjust accordingly to adapt to the rapidly changing social needs.

Second, the space has changed. The main performance is from two-dimensional space to three-dimensional four-dimensional direction. The traditional visual communication design field is called graphic design in China. With the development of new media, visual communication design needs newer design forms to attract audiences, and improve the efficiency of information transmission. It begins the exploration of two-dimensional development into three-dimensional space. . With the understanding and understanding of new media and new media, visual communication design can not only transform from two-dimensional expression to three-dimensional form, but also consider entering four-dimensional time and space to enhance the audience's impression of the design work, so as to better convey information.

The third is the design form has changed. With the development of social informatization, visual communication design mainly represents the extension from material design to non-material design. Computer as a design tool, virtual and digital design has become a new development field of visual communication design. The increasing demand for non-material design has made the form of design more abundant. It is the product of further integration of art and science, and has become another development direction of visual communication design in the new media era.

The fourth is the development of individual information transmission to information interaction design. With the development of networks and new technologies, more and more new products and interactions are being used, and people are paying more and more attention to the interactive experience. Visual communication design should also adjust the information transmission method at any time to meet the needs of the audience. At the same time, it also presents a trend of transcending vision and moving towards multi-sensory information transmission. It is difficult for simple visual information transmission to enter the audience's brain while entering the eyes of the audience, and achieve effective transmission. Moving towards multi-sensory communication is another trend in visual communication design.

2.2. Development characteristics

The essence of visual communication is innovation. Currently, it is an era of new media. In the new media environment, visual communication design has more kinds of artistic expression carriers, which should be constantly innovated to meet the requirements of the times and people's needs for design. The current visual communication design profession presents the following developmental features.

First, digital and humanized development coexist. Science and technology continue to advance, and visual communication design has caught up with digital trains, presenting certain digital features. The digitalization of visual communication design is a perfect blend of technology and art to produce new expressions. The visual communication design should follow the principle of humanized development. To fully grasp the daily life of people, the designed products will be more in line with people's needs and more humanized.

The second is to present a diversified development trend. The most essential issue of artistic creation is how to make the work resonate with its public. The new media is all-encompassing and has diverse and diversified development characteristics. The visual communication design in the context of new media should encourage different expressions, allow different ideas and ideas to emerge, and continuously expand the space of visual communication to give people a richer visual experience.

The third is to focus on the interaction with the audience to make the visual communication. In the new media era, in the context of the current new media era, the multi-sensory coexistence of information transfer mode, the interaction and communication in the visual art design process has a vital position, which also requires the public to participate in the design and focus on interactive participation, increase and The communication and interaction of the audience enables the audience to express themselves more clearly and enable the public to reach the expected value further. We must be soberly aware that only interaction-based communication can achieve the desired results,

and the works created are contagious, and ultimately help the goods to successfully complete the sales process and convert the use value into value. .

3. Problems facing the visual communication design profession in the information age

With the continuous development of society, especially the advancement of science and technology and the continuous popularization of the Internet, the demand for visual communication design professionals is increasing, both in traditional industries and emerging industries. However, there are many problems in the visual communication design profession, which have affected professional development and industry progress.

3.1. Problems in the professional curriculum setting

The current curriculum design of visual communication design lags behind the requirements of the development of the times. It is impossible to recognize social needs and keep up with market changes, resulting in a lack of professional curriculum. There are barriers and intervals in the curriculum system. Many college visual communication design courses are composed of traditional “basic courses + professional courses + design practice”. The course content does not meet the needs of the “Internet +” era. The setting of the scheduling order is unreasonable, the irrational setting of the course order, the unprofessional setting of the professional class time, and the inefficiency of learning professional knowledge. The curriculum is not rigorous, the relationship between the curriculum and the curriculum is not close, and the goal of the semester is not clear. Compared with the curriculum learning, the design practice is weak, not only not enough emphasis, but also insufficient input.

3.2. There are problems with talent cultivation

The training plan is not scientific enough, and the talent training objectives of the visual communication design profession are the same, and there is no timely adjustment according to the regional economic development and the development needs of the industry. The teaching methods and methods are too old. Many teachers lack active and innovative teaching thinking. They are still full-filled and crammed teaching methods, which are difficult to stimulate students' enthusiasm for learning. The evaluation method is too rigid, and the cultivation of students' innovative thinking is insufficient. Due to the lack of investment in education funds, the serious imbalance between teachers and students, and the decline in the quality of students brought about by the expansion of colleges and universities, the quality of talents in visual communication design in colleges and universities is worrying.

3.3. Problems with the teaching staff

Because the visual communication design profession is not established for a long time, the teacher structure is not scientific, professional teachers pay more attention to theoretical teaching, less social practice, and insufficient practical teaching experience, resulting in the lack of knowledge theory and practical ability imparted to students. The enrollment scale of domestic universities is increasing every year, and the increase of students increases the workload of university teachers. The opportunities for teachers to retrain themselves are reduced, which leads to the disconnection between teachers' knowledge and society, and limits the space for students' future employment and development. Visual communication design is a combination of theory and practice, and more emphasis on a subject of practice. However, at present, the teaching of visual communication design is biased towards theoretical teaching, with theory as the mainstay, supplemented by practical teaching, and students are still in the classroom. Passively accepting all kinds of theoretical knowledge, lacking the combination of practice and verification, accepting the test of the market and satisfying the lack of market demand.

3.4. Problems with the textbook

The concept of teaching cognition is backward. College teachers are still limited to the

traditional teaching thinking and mode. The degree of commercialization in visual communication design teaching is too serious. Students' understanding and understanding of the theoretical knowledge of visual communication design is still lacking, so students can't Good to effectively grasp the overall visual communication. Insufficient excellent and exemplary textbooks that truly develop thinking and creativity. Nowadays, the selection of teaching materials is not strict in colleges and universities. The quality of teaching materials has not been updated for a long time. Software application materials and design cases are outdated, resulting in a growing gap in the quality of textbooks and design on the market.

4. Improve the countermeasures and suggestions for the visual communication design profession in the information age

The creative carrier and expression form of the visual communication design profession tend to be intersected and integrated, and a new creative thinking logic emerges at the level of information interaction. The high degree of digitization has brought many challenges to the visual communication design curriculum. The traditional curriculum system must meet the development needs of the times, and bold changes must be made to adapt to the development of the times. Therefore, it is necessary to follow the professional laws to carry out professional reforms.

4.1. Reform and improve the curriculum system

On the basis of comprehensive consideration, it is necessary to carry out the curriculum in a gradient, emphasizing the connection and echo of the curriculum structure, so that each course plays its due role in the student's knowledge structure system, and promotes students' self-learning ability and enhances students' Professional ability. The professional courses can be promoted step by step according to the four parts of “professional basic courses, design basic courses, professional courses, professional practice”, and the professional skills and related knowledge are complemented and taught to students, and applied systematically in practice. On this basis, an appropriate number of elective courses are provided to promote the professional foundation to the relevant fields. The purpose is to enable students to establish correct professional cognition and conduct effective professional skills training, laying the foundation for cross-border crossover and pioneering innovation. In the process of optimizing the professional education system, teachers need to look at each link with an open mind, and constantly correct and improve according to the actual results to achieve professional and healthy development. It is also necessary to arrange a certain amount of practical teaching links in the teaching of professional courses, jointly develop with the enterprise, design project practice, and exercise the students' practical ability. Colleges and universities should keep up with the pace of the times, seize the opportunity of media integration, reform the teaching ideas of design courses in a timely manner, reform the visual communication design teaching methods through various channels, and cultivate visual communication design professionals who meet the needs of the times.

4.2. Focus on the transformation of the talent training model

On the basis of the established talent training objectives, it is necessary to highlight the cultivation of students' practical ability, so that students can combine their actual needs on the basis of theoretical study and continue to exert their creativity. It is necessary to combine the cultivation of humanistic quality with the art design education, cultivate the humanistic connotation of students, pay attention to excavating and inheriting the excellent traditional culture of our country, and make the students of visual arts design become a comprehensive development with more comprehensive artistic cultivation and cultural connotation. Talent. Teachers should constantly innovate teaching methods and methods, change the teaching methods of the past, and increase the case teaching method and interactive teaching method, enhance the vividness of classroom teaching, update professional knowledge in time, and improve the level and ability of classroom teaching. It is necessary to pay attention to teaching students in accordance with their aptitude, and carry out targeted counseling according to the individual characteristics of different students, mobilize the students' enthusiasm for learning, enhance students' interest and recognition of professional learning,

and enhance the learning effect.

4.3. It is necessary to change the teaching concept in time

College teachers should change their teaching philosophy, abandon the traditional indoctrinating teaching philosophy, and change the teaching philosophy of giving students a subjective initiative and independent learning. College teachers should pay attention to the cultivation of practical ability rather than simply paying attention to theoretical knowledge, combining teaching theory with practice and creating new teaching methods and concepts. Teachers should transform the knowledge transfer from books to new types of scientific methods such as new media and network technology, so that students can make full use of network technology to increase social practice, and the most advanced and cutting-edge scientific development of visual communication design. It is taught to students to develop students' good ethics and abilities. In teaching, it is necessary to use a combination of theory and practice to teach, build a group of training bases, and find problems in practice. Teachers should develop students' ability to analyze and solve problems independently, and improve the ability of students to independently operate projects through the school-enterprise cooperation model, and improve the utilization rate and practical application ability of students' theoretical knowledge.

4.4. Strengthen the construction of the teaching staff

Whether teachers have strong practical teaching ability and ability to guide students' practice is crucial to the success of practical teaching. The reform of teaching mode should be carried out as soon as possible, and a team of "double-type" teachers with high professional knowledge, high skills, high teaching level and high practical experience should be built. Teachers should constantly learn new knowledge to enrich themselves, establish a teaching philosophy of lifelong learning, and closely integrate visual communication design with social practice to adapt to the rapid development of social economy. Teachers should improve their actual operational ability, actively participate in design companies or enterprises, use the enterprise platform to enhance design practice capabilities, enrich teaching methods, enrich their knowledge structure and reserves, and be able to design a professional future for visual communication. Make a bigger contribution.

5. Conclusion

In today's information age, social competition is becoming more and more fierce. The use of visual communication technology has become one of the important means of communication. It provides good hardware conditions for visual communication design, provides a good environment, and also designs for visual communication. Brought some challenges. We should keep pace with the times, deeply combine new media art and visual communication design, promote the digital development of visual communication, humanized development and diversified development, better communicate information to the audience, and achieve the level of visual communication design.

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