

## POP Curriculum Design Standard based on Project-based Teaching Method

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**Keywords:** Project-based teaching method; POP advertising design; Innovative thinking

**Abstract.** The project-based teaching method is a teaching method based on the constructivist learning theory. It is a teaching activity carried out by teachers and students through the joint implementation of a complete project work; POP advertising design is a compulsory course for graphic design. At present, the course stays more in the hand-drawn training stage, which emphasizes the students' practice of POP fonts and illustrations, and ignores the students' learning of the entire advertising design process. Therefore, it is necessary to reform the traditional teaching methods and introduce the project-based teaching method that can give full play to the subjectivity and innovative spirit of students into the POP advertising design course.

The project-based teaching method is a teaching method based on the constructivist learning theory. It was first proposed by American pragmatist philosopher and educator Dewey, and it has formed an important theoretical trend after gradually developing and perfecting. The project teaching method is a teaching activity carried out by teachers and students through the joint implementation of a complete project work. It is a kind of action-oriented teaching method that requires students to organize their own projects in the form of group cooperation under the auspices of teachers. The project-based approach emphasizes active work. The learning process is a creative practice involving everyone. The focus is not on the final result, but on the process of completing the project. Now, this paper talks about how to use the project-based approach to curriculum design in the "POP Advertising Design" course.

### Project-Based Teaching Concept

Advocating the project-based teaching method is to play the leading role of the teacher and the main role of the students in the whole teaching process. This fully demonstrates the value orientation of modern vocational education "capacity-oriented", so that the quality and efficiency of classroom teaching can be greatly improved. Its characteristics are: decompose the whole teaching process into specific projects or events, and design a project teaching plan, so that teaching is no longer only to teach students theoretical knowledge and operational skills, but more importantly to cultivate their professional ability.

The characteristics of the project teaching are "taking the project as the main line, the teacher as the leading factor, and the student as the main body", which has changed the passive teaching mode of "teacher speaking, student listening". This emphasizes the students' ability to innovate, flexibly set the course content according to the training objectives and the actual situation of the students, and arrange the teaching progress. For example, in the course of POP advertising design courses, students should be encouraged to think more and give full play to their creativity.

### Project-Based Teaching Contents

The content of the project-based teaching should reflect the general ability requirements of the students, taking into account the future employment and life growth of the students. The purpose of teaching is not only to achieve the professional ability training to meet the employment of students, but also to reflect the ability requirements of students' sustainable development. In addition to the traditional hand-painted training for the course designed for POP advertising, the process of advertising design should be introduced into the classroom teaching in the process of teaching.

Before designing and producing a POP advertisement, students should first conduct market research, understand the status of the company, and conduct product analysis so that they can fully understand the advertising objects; then, the target customers are set according to the product characteristics, and the behavior habits and psychological characteristics of the consumers are analyzed to design an advertisement that is more in line with the preferences of such people; finally, we must compare with similar products on the market, analyze their strengths and weaknesses, and magnify the advantages to stand out. The POP advertisement designed through the above systematic analysis will no longer simply stay on the basic part of the font and the picture effect, but also have ideas and stimulate students' creativity.

### Project-Based Teaching Mode

The purpose of project-based teaching is to replace the subject standard with the ability standard, and to develop the general ability of students as the most important course goal. The meaning of universal competence is not about a specific position, but the skills that anyone who is engaged in any job must succeed in order to succeed.

#### Heuristic Teaching Method.

It is necessary to improve students' ability to analyze, organize and refine materials, and to motivate students to actively learn. Students can freely combine to complete tasks. Participation enhances the awareness of learning, improves understanding, changes the traditional way of using classroom as the teaching center, and changes passive teaching to active learning. For example, in the process of teaching, students are grouped, each person undertakes corresponding tasks in the group, and jointly completes a project in a teamwork manner; then, the group will focus on the discussion, evaluate each other's strengths and weaknesses, and choose the best solution.

#### Combine Theories with Practice.

In addition to teaching theoretical knowledge, some excellent cases should be introduced into the classroom teaching to deepen the ability to absorb and understand knowledge. For example, when teaching the chapter "POP Advertising Modeling", let students appreciate some classic cases, let students understand why these advertisements can penetrate the hearts of the people, play the effect of promotion, and then let the students hands-on the actual operation. In the promotion campaign of "unifying a bucket of instant noodles and adding no price", the slogan was first designed: "there is no increase in the price, and the food is not discounted". Then according to this slogan to design the POP form, such as (Figure 1), the student in the form of Scorpio in the form of the concept of addition, the shape of the old altar in the middle indicates that the taste is still. Such a form of form is more likely to attract consumers' interest than the traditional poster style; as (Figure 2), the student changed the concept of "quantity change" vividly by the style of the tumbler, making the form of the advertisement lively and lively.



Figure. 1 Display card POP (1)



Figure. 2 Display card POP (2)

## Project-Based Teaching Methods

In addition to the traditional teaching methods, the teaching methods should be more multimedia teaching, so that students can get more exposure to some excellent designs and broaden their horizons. In addition, you can also practice the venue for teaching, so that students can understand POP advertising in the real environment of the store.



Figure. 3 Poster POP in the Store



Figure. 4 Display Rack POP in the Store

## Project-Based Assessment

The assessment form of project-based teaching is the project evaluation of the core competence. It is necessary to examine whether students have the ability to handle affairs after they have studied. Therefore, the assessment method should be comprehensively evaluated from various aspects. For example, when designing a POP flyer for the theme of “Opening a new store in the city school Bestore”, does the student have the ability to independently complete the theme of the program, advertising planning, screen drawing, layout, color matching, etc. The standard of assessment. The final work is a direct response to the ability.



Figure. 5 Poster POP (1)



Figure. 6 Poster POP (2)

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