Innovative Research on the Teaching of Visual Communication Design in the Digital Age

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Abstract: Based on the continuous development of various digital technologies, visual communication design has been innovatively developed, and its field has been continuously expanded, and both the form of expression and the effect of performance have been innovated largely. The development of today's visual spread design with influence of digital technology is comprehensive and comprehensive. This article will analyze the importance of the development of visual spread design in the digital age, as well as thinking and research on the innovation of visual communication design, and provide reference and theoretical basis for the innovative visual spread design development in the future.

1. Introduction

With the continuous development of computer networking, digital technology has been applied in many fields and achieved certain results. Digital technology is also used in graphic design, breaking the traditional two-dimensional visual effect of graphic design, and realizing multi-dimensional visual effects and dynamic visual communication. At the same time, along with the education reform, education and teaching innovation is required. Therefore, digital technology in the teaching of visual spread design and change the traditional visual spread design teaching mode and teaching concept, so as to keep up with the pace of the times and truly realize digital technology development [1]. The goal of visual spread design teaching services is to cultivate talents in visual spread design for future modernization.

2. The Importance of the Visual Communication Design Development in the Digital Age

Visual spread design belongs to the category of artistic design. It is mainly designed to spread specific information. Its manifestations are more diverse, such as paintings and advertisements. The development process of visual spread design is far-reaching, it is an important way of information dissemination, and it take a key role in the human society development. Nowadays, affected by the market economy and the digital technology development, the importance of the development of visual spread design has gradually been recognized and its influence has been expanded [1]. In visual communication design, visual symbols are an important form of technical expression. Visual symbol means that human beings can use vision to perceive things with the function of information dissemination, and its manifestations are diverse. The focus of visual spread design lies the creation of symbols. Excellent visual symbols can spread information more effectively. Realizing the effective communication of specific information is the purpose and essence. With the advent of the digital age, the influence of visual spread design has gradually increased, and remarkable results have been achieved in the information communication industry. The digital technology development has brought the development of visual spread design into a new field. Both technology and theory have been innovated to a certain extent [2]. Therefore, under the background of digital reform, the innovative development is inevitable, and only continuous development can make Visual spread design go further and better in the information communication industry.

3. The Influence and Requirements of the Visual Communication Design Profession in the Digital Age

3.1 The Influence on the Visual Communication Design Profession in the Digital Age

After entering the digital age, people began to use computers, the Internet, and other technical means to communicate the corresponding static or dynamic text and pictures. Under the influence of digitization, the amount of information contained is also more. In the process of communication, the influence of digitization showed a very strong timeliness, the communication cost was low, and the visual spread design had undergone certain changes from content to form. Because of the intuitive and vividness of visual communication, Visual spread design has become transmit and receive information. With digital age, information transmitters use a variety of media tools to design the transmitted information using different expression techniques [3]. The works designed under the influence of the digital age have richer expression content, not only diversified but also intuitive and simple.

3.2 Requirements the Major of Visual Communication Design in the Digital Age

In the digital age, designers can integrate elements from more fields when transmitting information. In digitalization, it is one-way state of transmission and reception, but more attention to the interaction between the two parties during transmission and reception. In this kind of dissemination method, the information receiver can choose the content to receive according to their preferences [3]. The dissemination of digital media is more convenient and faster. In the digital media, the main media used for information transmission are SMS, Weibo, WeChat, TV, etc. When teachers are teaching visual communication, these elements was integrated into the classroom and combined with the teaching materials, which not only enriches the students' classroom [4].

4. Existing Problems in the Teaching of Visual Communication Design At This Stage

4.1 The Concept of Visual Communication Design Teaching is Backward

According to relevant information, the traditional teaching mode and teaching concept are still used in the current visual spread design teaching. On the one hand, it is reflected in the fact that the teaching materials and related teaching equipment used have not been updated, and only the second part of the Visual spread design the three-dimensional effect cannot achieve the three-dimensional visual communication effect [4]. On the other hand, it is mainly reflected in the fact that teachers' digital teaching concepts are relatively backward, unable to keep up, their own professional qualities are not enough, and they lack the forecast of the future development trend of visual spread design teaching, so the trained talents in this field cannot adapt to the needs of the digital age [5].

4.2 Visual Communication Design Teaching Lacks Innovative Requirements

With the education and teaching system reform, the cultivation has become one of the goals of teaching. The traditional visual spread design teaching lacks innovative requirements. The concept of teaching methods is out of the background of the digital age. In addition, the practical work of visual spread design teaching has not been implemented [5]. Only by applying the theoretical knowledge of visual spread design to practice, can we highlight the value of applying what we have learned.

4.3 The Goal of Visual Communication Design Talent Training is Not Clear

With the emergence of computer, technology and facts have proved that it is compatible with the development and the times. However, in the teaching of visual communication design, the advantages of digital technology are not recognized, and it is not used visual communication talents, which makes the goal of teaching talents unclear, and affects the quality of teaching, which is detrimental development of education and teaching [3].

5. Innovative Research on Visual Communication Design in the Digital Age

5.1 Diversification of Manifestations

The first is the choice and application of colour; colour is an important visual communication design. Choosing different colours to render design works can bring a different sensory experience to the audience. From a design perspective, its use of colour is to enhance the recognition of the design of the work memory of the first impression of the work. The selection of colours in visual spread design works is based on the information that the design works want to communicate. Usually the background colours of design works are light and pure colours. Such background helps to highlight the design theme. Design themes are usually selected more vivid colours, in order to bring a deeper impression and visual impact to the audience [6]. In addition, the selection of colours should also take into account the psychology of the audience, thinking about what colour combination can resonate with the audience, and trigger the audience's imagination from the ideology to achieve the purpose of effective information dissemination. Second, visual spread design should improve the interactive experience of the audience. The so-called interactive experience is that the audience can experience the designer's emotion and creative thinking through the design work, to achieve the purpose of experience that resonates with the designer. In the process of interaction, the audience can fully experience the interactivity of visual spread design and the infectious power of information dissemination. In this process, the audience can also fully experience the satisfaction of obtaining information [6].

5.2 Humanization

Nowadays, visual spread design is becoming more and more humane, and his works are rich in touch that is more human. The designer gives emotion to the work in the design process, which effectively enhances the appeal of the work and meets the requirements of different audiences for visual communication design. The reason for giving emotion to design works comes from the emphasis on humanity in visual communication design. The digital age is an era that focuses on humanistic care [2]. If visual spread design wants to make progress in the new era, it must reflect humanistic care in the design, so that such works can be understood and accepted by a broad audience.

5.3 Popularization

Under the influence of various digital technologies, the manifestations of visual spread design have become more complex and diverse. The audience target of its design works is the public, and contemporary Visual spread design has gradually been a popular transformation. The popularization of design means that the information transmitted needs to meet the needs and appreciation of the public, and the design of the work must show a form that the public can understand and accept [4]. The digital usage technology in the design of visual has made its design works more popular, making the audiences have deeper understanding, and at the same time, it has unveiled the mystery of visual spread design works. With the popularization of digital technology, design itself is gradually becoming popular, and everyone has the conditions to become a designer.

5.4 Cultivating Talents with Innovative Teaching Concepts

The teaching follows the teaching model and teaching philosophy, and needs to start with the change of teaching concepts. For the adjustment of traditional teaching methods, we can try to introduce digital technologies such as multimedia and three-dimensionalization into teaching, and update teaching content development. First, teachers should lead by example; update their concepts in teaching content and teaching methods [7]. For example, teachers can be organized to carry out related digital teaching training and visit advanced visual spread design teaching modes; secondly, students need to establish innovative concepts, and combine the characteristics of their own learning and development to carry out related practical activities. In practice Stimulate the enthusiasm and sense of participation in learning visual communication design, and be interested in visual spread design courses, to learn better to meet innovative requirements [5]. Finally, the relevant equipment of school education and teaching needs to play its guarantee work, such as updating teaching materials,

and advanced multimedia equipment used in teaching to provide effective guarantee work for visual spread design teaching.

5.5 Update the Teaching Mode of Visual Communication Design

First, the teaching is carried out in the classroom. Therefore, the teaching classroom needs to be combined with the characteristics of digitization and innovation. It must adapt to the characteristics of the visual communication design profession. The purpose is classroom teaching environment and in a certain classroom environment. In the atmosphere, provide students with more opportunities for inspiration and design innovation, thereby improving the quality of visual communication design teaching [7]. At the same time, it is necessary to transform the traditional classroom model based on teacher narration to the student-based classroom model, so that students have more opportunities to create independently, so that the created works are more innovative.

6. Summary

The visual communication design innovation of teaching with digital age is an important part of education and teaching, which has a great to the quality of design students. This article mainly analyses the innovation of visual communication design teaching in the digital age, analyses the existing problems of communication design, and proposes corresponding countermeasures, which has reference important significance for the innovation of visual communication design teaching, and is conducive to fostering adaptability. Talents required by the times development. At the same time, we should seize the opportunities of the development of the times, continue to reform and innovate in education and teaching, and play the effect of visual communication teaching in practice, improve the teaching quality of visual communication, and cultivate innovative talents in design.

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