

Illustrator Software Teaching Model in Applied Undergraduate Colleges - Using Examples to Promote the Improvement of Application Ability through Technology

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Abstract: One of the characteristics of application-oriented undergraduate education is to learn theory while emphasizing the technical, practical, and practical aspects of teaching. The curriculum setting of application-oriented undergraduate colleges is mainly based on the employment hot spots in the industry. The Illustrator course is a software skill course that is generally offered in colleges and universities to cultivate operational and application-oriented talents based on the basic course of Visual communication professional design. Therefore, in the teaching of Illustrator, I boldly adopted the teaching method of using examples to improve skills, and achieved the expected results. The students reported that they were very fond of this teaching mode.

1. Introduction

Illustrator is a professional design software that can not only achieve graphic design functions, but also perform computer drawing. Therefore, it is widely used in graphic design, Corporate design, packaging design, illustration or plate making and printing design and other design fields. As a basic skill software that Visual communication specialty should master, Illustrator has a close relationship with other professional skill courses. Such as graphic advertising design, font and layout design, book binding design, packaging design, brand image design, etc. The teaching mode of applied undergraduate colleges should form a characteristic education system that is suitable for the students' situation, highlighting the personalized development of applied undergraduate colleges. In fact, there is a lack of software skills among interns in multiple companies in the industry. Therefore, the course teaching of Illustrator is particularly important, and the software is highly favored by design students due to its prominent features such as vividness, practicality, artistic creativity, and powerful functionality. However, facing the characteristics of "strong functionality, complexity, flexible application, and variability" in Illustrator software teaching, it is not easy to integrate and integrate in a short period of time. In order to facilitate students to quickly grasp the relevant knowledge, operating methods, and skill points of Illustrator, and apply them to practical projects to solve related application problems. In several years of practical teaching work, I have carefully analyzed the problems existing in students' learning and summarized teaching methods suitable for students in application-oriented undergraduate colleges; And after practical teaching testing, good teaching results have been achieved.

2. Characteristics of application-oriented undergraduate education and setting of course objectives

As two different types of higher education, applied undergraduate education and traditional higher education, one of the main differences is their central position in practical teaching. The central position of practical teaching in applied undergraduate education is determined by the training objectives of applied undergraduate teaching. The training goal of application-oriented undergraduate education is to cultivate high-level technical application-oriented talents who work in

the frontline of production, construction, management, and service. This goal determines the central position of "technical application-oriented". The study of cultural knowledge and professional theoretical knowledge in applied undergraduate education mainly lays the foundation for the cultivation of technology, which is mainly achieved through practical teaching. Therefore, practical teaching will inevitably become an important component of teaching activities in applied undergraduate colleges and universities, and should be in a central position.

One of the characteristics of application-oriented undergraduate education is that it does not focus on theoretical research, but emphasizes the practicality, technicality, and applicability of teaching. Therefore, in the teaching of Illustrator, I boldly adopted the teaching method of using examples to improve skills application, and achieved the expected results, meeting the talent cultivation requirements proposed by the talent cultivation goals.

3. Characteristics of Adobe Illustrator Software and Course Teaching in Applied Universities

Illustrator is dominant in the field of vector image processing interface software due to its powerful image editing function and friendly operating interface. Illustrator is an industrial standard vector software used in printing and publishing, multimedia design, and graphic image production. It is widely used in art and design majors and is the main design tool for designers to achieve their design intentions. It is also the main tool for professionals in this field. Illustrator is one of the main basic skills courses in art and design majors, It is also a compulsory course for Visual communication related majors in major universities.

As a professional design software integrating graphic design, computer painting, UI interface design and other functions, Illustrator is widely used in various fields of design. It has become one of the indispensable tools in graphic design, Corporate design, packaging design, technical illustration, plate making and printing design, web page design and other aspects. According to incomplete statistics, 37% of designers worldwide use Adobe Illustrator for artistic design, whether you are a line designer and professional illustrator, an artist producing multimedia images, or a producer of internet pages or online content.

The teaching of application-oriented undergraduate colleges is guided by the employment of students, cultivating application-oriented talents who combine knowledge and skills. This demand determines that in the teaching of Illustrator software courses, practice must be the main focus, focusing on cultivating students' operational and problem-solving abilities, reflecting the practicality and timeliness of teaching. So in the arrangement of teaching content, it is necessary to not only be close to employment and social life, but also closely grasp the pulse of the times. In each class, I will use an industry practical case to gradually explain the creativity, composition, color, copywriting design, and other highlights of the work. This not only enables students to master the tools they have mastered in the actual case, but also enables them to understand the characteristics of industry work cases; It can not only enhance students' interest in learning, but also enhance teachers' classroom control ability, strengthen their guiding role, clarify students' learning goals, and generate a strong interest in Illustrator's software operation and creativity; It can not only help them improve their skills, but also enhance the relevant design principles and color characteristics that should be paid attention to in the production of works, so that they can directly enter the relevant enterprises after graduation.

4. The teaching method features of Adobe Illustrator course-using examples to explain technology and promote application ability improvement

According to the school's teaching characteristics, I combined Illustrator's software skills with project teaching, and divided the teaching into three major projects, with a total of 64 class hours, respectively: We Chat applet Icon design (16 class hours), book cover and effect design (16 class hours), packaging peripheral and product design (32 class hours). Among them, creating packaging peripherals and product design is the final major project, which is completed through the

accumulation of technology and relevant knowledge for the first 64 hours. Through practice, the teaching method of using examples to promote practice has been adopted, and students' mastery and acceptance have significantly improved[1].

4.1 Using practical work cases from enterprises as task driven approaches to stimulate students' enthusiasm

Adopting practical work cases from enterprises, driven by practical case operations, and guided by practice, students can learn with interest and easily master relevant skills during the learning process of practical case operations. For example, in the project of We Chat applet Icon design, driven by the actual operation and task of the works - enterprise logo and stereoscopic prohibition of Icon design, students learned the method of drawing plane icons and stereoscopic icons and related software operations, such as the use of scaling, the difference and use of rotation, mirror image, tilt and other graphic deformation tools, and the production of different artistic effects. Taking practical work cases from enterprises as task driven can effectively stimulate students' learning enthusiasm, which has been fully recognized in previous teaching[2]. Arrange relevant case tasks in advance according to the teaching content, so that there is correlation between tasks, and it is also a gradual spiral learning process, which facilitates students to have a systematic understanding and understanding of the knowledge learned, and can proficiently use software to express design ideas and design the required design works.

4.2 Using homework consolidation method to equip students with the ability to draw inferences from one example

In previous undergraduate teaching, homework was routine, and the content of homework had a certain degree of standardization. Therefore, it has become a common phenomenon in software teaching in universities that the quality of homework completed by students does not match their actual mastery. The homework consolidation method breaks this routine, and each homework is a slightly complex case that is similar to the operation function of the content in class, allowing students to create and innovate after class homework based on the content learned in class. This not only consolidates the knowledge learned but also achieves the goal of cultivating students' innovation ability.

5. The characteristic of the AI course exam mode - comprehensive practical ability assessment

The teaching of the Applied Undergraduate Illustrator course should focus on practicality, creativity, and practical skill development, with the assessment of students' comprehensive practical abilities as the main line, and continuously improve the course examination and assessment methods. The course assessment is conducted using the methods of course assignments, mid-term works, final computer exams, and project integration defense. The course assignment assessment score accounts for 30% of the overall score, and the assessment assesses students' basic knowledge, hands-on ability, key points and skill mastery of relevant cases, which should meet the basic requirements of employment skills mastery; The mid-term work score accounts for 20% of the total, mainly assessing students' mastery of software tools during the half semester learning process, laying a solid foundation for the next teaching; The final computer exam score accounts for 30% of the total, mainly assessing students' overall mastery of software tools, software application ability, and design ability; The project integration defense score accounts for 20% of the total, and students integrate and showcase their works in all relevant subjects, with a focus on assessing their innovation ability, knowledge integration ability, and comprehensive application skills[3]. Thus, making exams not only a means of testing learning outcomes, but also a classroom for students to relearn, retrain, and cultivate their comprehensive qualities, cultivating them into applied design talents with market competitiveness.

6. The significance of the teaching reform of the Illustrator course in application-oriented higher education institutions guided by examples and technology.

6.1 Helps to enhance the professional abilities of students in applied higher education institutions

The teaching mode of 'Illustrator' course, which is guided by example and technology, is different from traditional teaching modes. This teaching mode focuses on actual project cases, places the entire teaching environment in actual projects in relevant industries, and takes completing actual work tasks as the content of the course to construct a course system that conforms to the development laws of the industry[5]. By using examples to illustrate the technology oriented "Illustrator" course education and teaching, students are placed in complex real projects, guided to make independent judgments, solved practical problems through the learned skills, expanded their design thinking, and improved their professional abilities. Reforming the teaching mode of applied undergraduate courses can enable students to understand the actual work processes in real enterprises, set classroom teaching content through typical actual project cases, enable students to learn the professional and technical skills they should master in the form of completing project cases, and cultivate their practical ability to screen useful information, plan work processes to achieve task goals, and evaluate design results, Ultimately, it lays a solid foundation of skills for students, enhances their professional level, and cultivates a sense of collaborative cooperation.

6.2 Helps to cultivate students' comprehensive literacy

The essence of Illustrator course teaching is to use computers as modern tools to complete the process of art design through the desktop platform operation interface provided by the software. Therefore, this course should have both theoretical and practical significance. Therefore, it is necessary to fully strengthen the weight of theoretical teaching and attach great importance to the scientific nature of practical teaching[4]. At the same time, it is important to pay attention to the improvement of teaching efficiency, and more importantly, to guide students to engage in creative thinking, making creativity a part of their lives. It is also necessary to introduce new forms of artistic expression, so that students' horizons and design levels are at the forefront of the times.

Through in-depth exploration of professional related enterprises, understanding the nature of the job positions targeted by the design profession, analyzing and organizing the work content of different positions, and ultimately summarizing representative project task content in the design industry. Based on the talent cultivation plan and teaching outline, summarize the professional and technical abilities that professional industry positions should possess, and use professional qualification certification standards as assistance, combine the teaching of the "Illustrator" course with actual work tasks, and plan the overall teaching process of the course reasonably. This teaching model can enhance students' professional skills, scientific and cultural literacy, establish their awareness of independent innovation, and promote their comprehensive development.

7. Conclusion

In the process of teaching, I integrate educational cases into practical case explanations, allowing students to continuously cultivate awareness of the standards of beauty and industry standards in the course of study, thereby enhancing their ability to appreciate artistic works and improving their creative level. I am able to accurately express cultural concepts and ideological connotations in design works, thereby improving students' overall design level. Enable students to better understand what beauty is? What is the perfect combination of technology and beauty? What is a qualified designer? Through long-term teaching and explanation of Illustrator courses, I often engage in spiritual communication with students after class, understand their learning needs, and make the charm of the course conquer and inspire people. It can stimulate students' hope and enthusiasm for learning, truly achieving success in learning, which is also the driving force of my teaching and research.

This article reforms the traditional teaching mode by introducing practical cases from the industry into classroom teaching, and systematically learning the various professional skills required in the course of 'Illustrator' through teachers guiding students to complete case tasks. This case-based teaching system will be one of the main development directions of curriculum reform in the future. Under this teaching mode that is adapted to the laws of student employment and growth, students will greatly enhance their creative enthusiasm, possess high self-learning ability and problem-solving ability. Various applied undergraduate colleges will cultivate a large number of professional and skilled talents for the industry that can adapt to the current industry environment.

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