

## Research on the Teaching Reform and Innovation of Visual Communication Design Major

Dong Lu

Wuchang Shouyi Art and Design University, Wuchang, 430064, China

**Keywords:** visual communication, design major, teaching reform, innovation

**Abstract:** The major of visual communication design in colleges and universities in China is facing the task of optimizing the talent training scheme. How to train the professional talents in accordance with the actual requirements of modern market is a problem that should be seriously considered by colleges and teachers. In this paper, on the premise of clarifying the actual needs of visual communication design and summarizing the shortcomings of the present curriculum and teaching, this paper analyzes and probes into the teaching reform and innovation of visual communication design course and a conclusion is drawn in the final part.

### 1. Introduction

With the continuous development of market economy in our country, each major brand pays more attention to the establishment of its own image, and the value of visual communication design major is more prominent, which needs to export more professional talents with better aesthetic, improve product packaging, and help enterprises set up an external image. Teachers of visual communication design major are supposed to pay keen attention to the changes of social demand and talent market, adjust and improve teaching scheme, and optimize training strategy of talents. Through studying in colleges, a large number of professionals with excellent professional qualities who can meet the actual needs of the work can be cultivated. It can be seen from this that it is an urgent task for college educators to reform and innovate the curriculum teaching in visual communication art design major. Only in this way can talents have stronger social adaptability and make greater progress in their future work.

### 2. Actual Needs of Professionals of Visual Communication Design Major

The establishment of visual communication design major is intended to train a large number of design professionals for the society, and these talents are required to have higher aesthetic quality, design capability and industry knowledge. The design major can also continue to subdivide in different directions, such as graphic design, industrial design, decoration design and so on. Although all segments belong to the category of visual communication design major, each direction has its own different requirements. This requires visual communication design major, in the process of training talents, should not take a single standard and course system as the cultivation foundation, but need to take into account different needs of different sub-division directions, and then carry out some addition and adjustment, so as to make talents training scheme be more in line with the requirements of market.

Under the current market conditions, requirement for professionals of visual communication design not only involves the art and aesthetic aspects, but also includes stronger market adaptability. In other words, the work required to be designed can be generally welcomed after entering the market, to enhance the image and value of the product, to make it influential, to expand sales and to further create economic benefits. This means that professionals of visual communication design are required to have a certain understanding of the big industry. For example, if the packaging design is carried out in the pharmaceutical industry, then professionals should know what kind of style and elements will be more acceptable and what can make package and promotion better. In addition, they also need to understand the development of the industry and its prospect. They are supposed to

actively study the common sense in the industry, as well as firmly grasp the consumers' psychology and market demands. This will be conducive to make the work designed not only has high aesthetic value, but also has commercial value, which can create greater profit for enterprises and make professionals more adaptable to position demands more.

In another aspect, professionals of visual communication design are to enhance their ability to learn and to present their design ideas through a variety of ways. Now, with scientific and technological help which enjoys a high development speed, there are many software that can be used for designing and mapping, among which some are simple and easy to operate with powerful functions. A design professional should learn from software and other operating tools in time, grasp skills to use, increase the diversity of their adaptability and skills in the actual work, meet the needs of different enterprises and customers, improve their work efficiency, and make full and rational use of resources around them. If they just stick to the old ways and a single or a few ways to complete the design, not only can they not promote the improvement of operation level, but also waste a lot of working time imperceptibly. At the same time, it may not be possible to present a richer and more diverse design effect in the work. Designers are advised to communicate and discuss with practitioners in their daily work, study together, broaden their horizons, maintain an open professional attitude, and learn more about new things.

Moreover, the current market environment requires that the design industry practitioners have a higher professional literacy, can fully cope with daily work, have a strong ability to communicate and anti-pressure, and are able to well complete the work of docking with customers. In the process of work, designers inevitably have to cooperate and connect with customers, superiors and staff of other units. If they do not have strong communication skills, they will not be able to understand the real design needs of customers in a timely manner and achieve positive interaction, nor can they have good communication and dialogue with their superiors in the process of reporting their work. Even when cooperating and docking with the staff of other units, they cannot fully complete their work, thus posing various obstacles to the process of work and dragging down the whole work progress. In addition, design work is often modified repeatedly, or sometimes need to be completed in a very short period of time with a larger workload. Designers need to maintain a good state of mind in the working environment, adjust their emotions in time, cultivate a strong anti-pressure ability, avoid emotional fluctuations, and keep to show a high-quality professional image at any time.

### **3. Deficiency Existing in the Present Situation of Visual Communication Design Major**

Looking back at the present teaching situation of visual communication design major in colleges and universities, it is not difficult to find existing shortcomings which are in an urgent need of our thinking and improvement.

The curriculum of visual communication design major in colleges and universities is relatively theoretical and stereotyped at present, and there is a great room for improvement in adapting to the actual work needs. At present, the content of curriculum emphasizes the teaching and imparting of design theory, and many knowledges only stay at the theoretical level which are of little usefulness in the practical design work. Content of curriculum teaching is also usually lagging behind, failing to represent the most advanced aesthetic needs and design style. As a result, many students often have to adapt and learn again after leaving campus to enter the society. This kind of theoretical, rigid and lagging learning content is only suitable for the campus environment. If colleges want to make full use of students' study time and make students grow into qualified talents who are capable of meeting the needs of the market, the above problems must be improved to make teaching content more advanced, more practical and more flexible, so as to realize the smooth docking between study and work.

The current curriculum in colleges and universities is short of practical links. After studying theoretical knowledge, students do not have subsequent practical process to consolidate, and fail to test whether their design works can meet the real customer and market needs. Although design works of many students are of certain artistic value, without real commercial value, these works are

quite shallow and childish when confronting market demands which is caused by the fact that teaching links are not adapted to needs of the work. Students lack the examination and exercise of practical links, do not understand routine work processes and attentions, therefore, their design ideas are prone to deviate and deviate from the actual needs of customers and enterprises. Without understanding the standards of practical talents, blindly learning impractical or advanced knowledge will greatly weaken the professional level and fail to reach the level of qualified talents.

The design of curriculum dimensions in colleges and universities is relatively weak. At present, visual communication design major is mainly focused on the teaching of professional knowledge, and rarely provides opportunities and platforms for students to develop good professional qualities. After leaving campus, many often do not lack professional knowledge or working skills but rather the ability to survive in the workplace and skills and methods to communication which will result in large loopholes in the work links and steps. Such a person who does not have a professional image and the ability to communicate in the workplace often does not easily get the attention of the enterprises. Even in many cases, they make unnecessary mistakes and do not understand how to explain misunderstandings in the right way when their rights are violated. It can be seen that in the design of curriculum dimension, colleges and universities should not only pay attention to the cultivation of students' professional skills, but also the teaching of normal workflow, so as to help students improve necessary ability in the workplace, and become highly qualified professionals.

#### **4. Teaching Reform and Innovation of Visual Communication Design Major**

In the above, we have analyzed and discussed the actual demand for visual communication design professionals and the present situation of talent training scheme in modern colleges and universities. We have realized that nowadays what we need is a composite talent with a variety of abilities, which requires students of this major not only to have excellent professional qualities, higher aesthetic vision, but also to have good communication skills, strong anti-stress ability, as well as the ability to successfully survive and smoothly complete communication in the workplace and docking in the work environment. However, there are various shortcomings in the talent training scheme of colleges and universities at present. There is a great improvement room in curriculum content, curriculum arrangement and curriculum dimensions, so now we will discuss how to reform and innovate the teaching of visual communication design major.

First of all, to reform curriculum content, we should change the current curriculum and textbooks. More flexible and diversified teaching methods need to be adopted and reasonable reform to teaching material and curriculum should be carried out to a certain extent in combination with the actual demand and development of design direction, in order to enable students to contact the true frontier of knowledge, understand the latest progress and results in the design process, develop good professional ideas in the process of learning and make greater progress in the future work. In the design of teaching materials and the development of curriculum, colleges and teachers are required to pay attention to avoid lagging and enable students to cultivate advanced design concepts through various ways to, so as to fully adapt to the changing and developing market demand.

Secondly, adequate class time must be reserved for practice in the course arrangement. At present, in the education process, students put more emphasis on theoretical knowledge, while many of their professional skills and design levels remain in the theoretical stage as well as a lack of practical testing and exercise, resulting in many students' naive and superficial works, which fail to meet the actual needs of the market. Colleges and teachers are supposed to provide enough practical opportunities and platforms for students in the process of designing talent training scheme. In this way, students can understand the real needs of customers and market in the actual work environment, learn the design direction with real commercial value and form design ideas that can adapt to the work environment.

Thirdly, in the design of curriculum dimension, we should take into account the dual needs of professional skills and professional literacy, so that students can not only have a higher professional level and operational skills, but also learn necessary communication skills in the workplace. After entering the workplace, students will quickly adapt to the work environment and understand work

steps and links. In communication with various units and departments, they not only can produce benign interaction to establish a high-quality professional image, but also reduce resistance for the work and greatly improve work efficiency.

## 5. Conclusion

To sum up, under the background of the development of market economy, visual communication design major has been paid more and more attention. At the same time, society puts higher requirement for professionals. This requires colleges and teachers of visual communication design major to constantly optimize talent training scheme as well as provide a large number of professional talents of high standard for the society. Through observation and analysis, we find that there are some shortcomings in visual communication design major in colleges and universities. For example, curriculum content is too theoretical, engraved and lagging. In curriculum arrangement, there is also sufficient attention to the practice link. In the aspect of curriculum dimension design, we only need to pay attention to professional skills but neglects the cultivation of workplace accomplishment, therefore we are supposed to aim at the above question to make improvement and carry on teaching reform and innovation.

## References

- [1] Sun Haoning. Innovative Research on the Teaching Mode of Visual Communication Design Major - Comment on “*German Characteristic Course of Visual Communication Design Teaching*” [J]. *Higher Education Exploration*, 2017 (12): 133.
- [2] Bai Xue. Discussion on the Reform of Comprehensive Experimental Curriculum of Visual Communication Design Major in the Digital Media Environment [J]. *Drama House*, 2014 (16): 146-147.
- [3] Meng Xiangyun. Teaching Reform and Innovation of CI Design Course of Visual Communication Major [J]. *China Packaging Industry*, 2013 (12): 92.
- [4] Liu Yong. Reflections on the Teaching Reform of Graphic Composition Course of Visual Communication Design Major [J]. *Art Education*, 2013 (05): 149-150.