

Creative Cultivation of Visual Communication Design Talents Based on "Internet Plus"

Guomiao Shi

Shandong Agriculture and Engineering University, Jinan City, Shandong Province, 250100, China

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Abstract: Visual communication design is an art design major with high requirements for creative and practical abilities. In the era of "Internet Plus", the teaching of art and design in colleges and universities is bound to undergo great reform. So how to make the visual communication design under the background of "Internet Plus" to achieve the sharing of educational resources and innovative teaching mode is the challenge and opportunity for current visual communication design teaching reform. Based on the author's study and practical experience, this thesis firstly analyzed the impact of the "Internet Plus" era on visual communication design, and then discussed the practical significance of "Internet Plus" to the teaching of visual communication design. Finally, the thesis put forward a new way to train the talents of visual communication design under the background of "Internet Plus".

1. Introduction

As an applied comprehensive discipline, visual communication design involves the traditional industries like advertising design, packaging design, brand marketing, film and television animation, publishing media and others. In addition, the scope of the subjects covers the fields in which visual information is used as a means of expression. As an important teaching content of design teaching in colleges and universities, the education of visual communication design has also experienced more than 40 years of development. In the new round of global scientific and technological revolution and industrial transformation, the integration of the Internet and various fields of development has broad prospects and unlimited potential, and information technology has penetrated into all aspects of society[1]. Visual communication design is a highly comprehensive interdisciplinary subject, involving society, culture, economy, market, science and technology and even politics and many other fields. In product sales of economic field, visual communication design uses dynamic, interactive graphics and text to transmit information in a larger proportion. The education and cultivation of visual communication design talents should meet the needs of traditional industries as well as the social needs of the digital age. At the same time, "Internet Plus Education" also began to infiltrate into the higher education. "Internet Plus Education" refers to a new service mode, which uses cloud computing, learning analysis, Internet of things, artificial intelligence, network security and other new technologies across the borders of school and class for learners, providing high-quality, flexible and individualized education. The concept and organization of this kind of education service is different from the traditional school education and is a new stage of the development of online education. It has the characteristics of technology and education integration and innovation[2].

2. The Influence of "Internet Plus" Era on Visual Communication Design

The influence of "Internet Plus" era on visual communication design is that "Internet Plus" combines the Internet with traditional industries to form a new market form, and the visual communication design is closely related to the Internet. The Internet provides a new design language and expression for visual communication design, brings new opportunities to visual communication design, promotes visual communication design to constantly bring forth new ideas, broadens the form of design expression and brings new changes. With the emergence of a large

number of digital network products, the breadth of the current visual communication design service subject has been refreshed. For example, the emergence of a large number of e-commerce enterprises will inevitably require different marketing planning, packaging design and so on from the traditional physical stores. In addition, there are the ways of design communication from traditional media to new media and self-media, such as digital television, WeChat public number, making the forms of design various. Moreover, visual communication design also applies the aesthetic feeling of art to people's daily life, which makes some designs in life have both practical value and aesthetic feeling. In the "Internet Plus" era, designers can find inspiration for design through the Internet, so that to burst out the passion of design, and create better works. At the same time, the Internet can combine images, sounds and words so that to make the design style diverse. But the network is a double-edged sword[3].. The Internet not only brings the positive function to the visual communication design, but also brings the negative influence. Visual communication design needs innovative thinking. The use of the new technology and new software of the Internet makes the design work mechanized and single, which can not reflect the creative personality of the designer, and gradually weakens the designer's ability and level. In addition, many designers refer to their peers' works on the Internet, and we often see two similar works from different authors, causing the problem of design plagiarism. In general, the influence of the Internet on visual communication design is in all aspects. Thus, in order to promote the development of visual communication design, we should correctly look at the impact of the Internet on it, so as to play a better role in visual communication design.

3. The Practical Significance of "Internet Plus" to the Teaching of Visual Communication Design

3.1 The "Internet Plus" promotes the sharing of teaching resources for visual communication design majors.

Visual communication design major is a comprehensive subject which combines arts, science, information and other disciplines. Its professional course content includes printing, audio and video, marketing, humanities, materials and so on. In the traditional teaching method, according to the knowledge stored by the individual and the structure of the students' original knowledge frame, the teachers form the teaching content are in combination with the teaching materials selected for the course, which is not conducive to the cultivation of the students' innovative ability. The visual communication design major needs to be carried out in the open and continuously updated network. The knowledge advocated by the Internet is a cross-border fusion, which provides new vitality for the teaching of visual communication design. The Internet can spread the most advanced professional knowledge, which provides great convenience for the sharing of teaching resources. The openness of the network environment and the diversification of educational resources break the boundaries between universities. The education of visual communication design major can make full use of the advanced professional educational resources and improve the quality of their own education[4]..

3.2 The Internet promotes the innovation of visual communication teaching methods.

As we mentioned above, most of the teaching of visual communication design is based on the practice of teaching courses, and the openness and distance of the "Internet Plus" have led to a great change in the educational mode. A variety of teaching methods, such as "micro class", "Mooc" and "flip course" advocated by the Internet, can be used as auxiliary teaching methods to change the traditional teaching mode. This transformation will bring about the reshaping of teaching idea, making visual communication design become the major combined inspiration and communication, so that to cultivate students' innovation and practical ability, encourage students to learn independently, and construct a complete knowledge system.

4. A New Way to Cultivate Visual Communication Design Talents under the Background of "Internet Plus"

4.1 Online visualization plus offline interactive teaching.

Visual communication design is the communication design of information visualization, Concretization and visualization. In the training of design talent, the excellent resources and design elements of the Internet have become easily available. Audiovisual learning materials such as text, pictures, audio, video, animation and so on are widely disseminated through the network, and students have convenient access to cutting-edge knowledge. Does this mean that teachers are no longer required to teach in class? In this case, we are negative. It is just that teachers want to change their thinking. Instead of unilateral input learning, teachers are building a new learning partnership with students. Teachers change from unilateral output of knowledge to designers and guides of learning activities. Therefore, offline interaction is particularly important. By asking questions, allowing students to discuss themselves and thinking about getting answers, students can exercise their ability to learn by themselves and lay the foundation for their lifelong learning in the future.

4.2 Construction of Internet Plus major class.

At the national level, educational informatization is greatly respected. Universities and colleges have basically completed the popularization of networks and equipment. Digital technology has constructed new business type of the visual communication design industry. Besides traditional media and design capabilities, design talents also possess digital media literacy. Most of the design teachers in colleges and universities have entered the school directly after graduation, and their professional career has been less in contact with the society. To a certain extent, they lack the practical experience of design, and in recent years, the new media technology has become more and more unknown. Colleges and universities should take positive attitude, and actively invite relevant professionals to build network courses. Through mixed courses and funding of the Mooc subject, we will invite talents to participate in the construction of our double-qualification course. The talents are responsible for online classes, and the school teacher is responsible for maintaining order in the classroom and answering questions after class[5].. Their precise division of labor and collaboration makes up for the lack of practical projects and new media experience of teachers on campus. The online course allows talent to precipitate and share their experience and information for a long-time using. On the other hand, we are going to work with all the major online education platforms. Tsinghua University online MOOC platform can give students access to first-line teacher courses. The school recognizes credits and recognizes students' online learning. The use of the Internet can achieve online and offline classroom construction, which not only broadens students' horizons and makes up for the lack of teachers.

4.3 Internet Plus interdisciplinary studio.

The "Internet Plus" design is becoming more and more professional in terms of technical requirements. Internet related technical knowledge has always been the weakness of our art design students and teachers. Thus, we can try to build interdisciplinary studios. The media of visual communication include electronic products, digital magazines, digital reading books, desktop windows, interactive media and so on. We know very little about how and how to operate. Therefore, we can establish a interdisciplinary studio system, and the studio is composed of computer, programming, and teachers majored in design, employing experienced social personnel through the Internet management and so that to promote our professional abilities of teaches. It is difficult for experienced talents in the company to guide our students and participate in classroom teaching for a long time. However, we can establish a network management system both inside and outside school. Moreover, teachers are instructed to improve their ability in management, marketing planning, design of practical projects and so on through WeChat or QQ and other means of communication. Teachers on campus instruct students to complete design tasks through workshops, but each studio limits the number of students. Students are made up of senior graduate students and

undergraduate students, and tutors are composed of interdisciplinary and external personnel. The studio takes part in the design practice to carry out teaching and scientific research. The tutors complement each other and give full play to their strengths. In cooperation with external tutors, this will promote the knowledge and skills of teachers; on the other hand, this also will meet the needs of new business type.

5. Summary

The fourth Industrial Revolution of the "Internet Plus Visual Communication Design" brought opportunities and challenges to the industry. Colleges and universities, as a training ground for design personnel, should respond promptly. Colleges and universities should carry on the reform from the online visualization plus offline interactive teaching curriculum, the Internet Plus major classroom and also from the Internet Plus interdisciplinary studio teaching staff, so that to conform to the profession development. Only in this way can we better train the design talents who adapt to the social and economic development and scientific and technological changes.

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