

# Research on practical teaching innovation of visual communication design major in Colleges and Universities

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**Abstract:** with the continuous development of science and technology, information technology has realized the penetration and reference of various fields, and provided effective support for the development of social modernization, but also brought far-reaching impact. In this context, college education is facing new opportunities and challenges. Visual communication design is a new art design major under the modern education system in Colleges and universities. We should pay attention to adapting to the market development and actively adjust teaching. In this regard, professional course teachers should pay attention to the application of modern technology and advanced teaching concepts to adjust teaching, pay attention to course practice teaching, and help students' comprehensive ability development. Based on this, this paper analyzes the innovative strategies of practical teaching of visual communication design major in Colleges and universities, in order to provide reference for educators.

**Key words:** colleges and universities; Visual communication design major; Practical teaching; innovate

**Introduction:** in the new era, colleges and universities should cultivate world-class scientific and technological leading talents and outstanding engineers, drive the reform and improvement of curriculum teaching system, enrich professional practice teaching, and develop students' professional quality and ideology in high and new technology with the help of digital technology and cutting-edge scientific and technological advantages. The national standard for teaching quality of undergraduate majors in Colleges and universities defines the training objectives of visual communication design, that is, to cultivate a sense of responsibility and scientific ideal spirit, leading aesthetic judgment, solid theoretical foundation, cutting-edge design thinking and expression and communication skills, and to be able to engage in design research and development, undertake design education and related research work, High level and application-oriented art and design professionals who have the ability to start their own businesses and meet the needs of socialist modernization, as well as compound application-oriented talents who meet the various needs of national social, economic and cultural development. The major of visual communication design is an important part of the education system in Colleges and universities. We should pay attention to the introduction of cutting-edge technology into professional practice teaching, so as to promote students to develop their own professional and technical quality while mastering the professional knowledge of the course, so as to ensure the effective connection between teaching philosophy and the development of the times, and cultivate students into useful talents who meet the needs of social development.

## 1. Innovative strategies for practical teaching of visual communication design major in Colleges and Universities

### 1.1 Accurately grasp market demand and optimize talent training objectives

In the new era environment, teachers of visual communication design major in Colleges and universities should strengthen the development status of relevant industries and the demand for market talents to ensure that talent training can meet the market demand for design talents. With the continuous development of the market, various industries continue to explore in the cross-border, which makes the demand for talents in the visual communication design industry no longer stay at the traditional level, but strengthen the integration of advanced technology and other fields at the traditional talent demand level. This shows that when setting goals, teachers should not stay in the traditional professional category, but should reasonably set and modify the talent training goals according to the market demand and regional development, so as to realize the reasonable analysis of the advantages and disadvantages of professional teaching, and finally determine the talent training goals. The teaching of visual communication design specialty should pay attention to cultivating students' innovative consciousness. Teachers should keep up with the pace of development of the times, adhere to the student-centered education concept, display the development characteristics of the times in an all-round way, and promote professional teaching to adapt to the requirements of the times. The teaching objectives can provide effective guidance for follow-up teaching, promote teaching to meet the requirements of teaching objectives, and lay a solid foundation for students' integration into society. Visual communication design is a practical aesthetic design major, which pays attention to the application of modern means to perceive beautiful things and display them in specific works, so as to promote the application and dissemination of beauty. This shows that the major has the dual characteristics of theory and practice. In the setting of teaching objectives, we should pay attention to the integration of the two, so that students can improve their comprehensive practical ability on the basis of mastering professional knowledge. With the continuous development of the times, professional design software and theoretical knowledge are constantly updated and iterated with the changes of aesthetic views. Schools should pay attention to strengthening cooperation with enterprises, constantly adjust talent training objectives on the basis of school enterprise cooperation, and improve the timeliness and novelty of talent objectives.

### 1.2 Changing teachers' teaching ideas and constructing digital teaching

In the new era, the practical teaching of visual communication design integrates the contents of electronic information technology,

communication technology and other fields, which promotes the teaching of teachers to change. First of all, teachers should pay attention to changing their teaching ideas. Teachers should strengthen the exploration of new technologies and processes in the industry, and use the opportunities of academic exchanges, subject research and other activities to constantly learn new educational concepts and teaching methods, so as to promote the improvement of professional teaching quality. In this process, teachers should actively carry out research on new topics in multiple disciplines, promote the interdisciplinary intersection of visual communication design and other disciplines, break through the limitations of disciplines and disciplines, and ensure the integrity of the teaching system. Secondly, build digital teaching. Teachers should pay attention to the application of modern science and technology in teaching, such as big data analysis, VR technology, etc., apply big data technology to analyze case resources for students, and apply VR technology to build a virtual practice environment for students, so that students can obtain rich practical learning experience.

### 1.3 Strengthen the depth and breadth of practical teaching and fully infiltrate the teaching process

The major of visual communication design has practical characteristics. Schools should focus on strengthening the depth and breadth of professional practice teaching, so as to promote the full penetration of practice teaching into the whole teaching process. In this process, teachers should set up teaching according to the ladder principle, promote the students' practice training in school to be initially strengthened and continuously deepened, connect the knowledge of multiple professional disciplines, provide students with comprehensive practical activities close to the actual work, and organize students to display regularly. And the students' design results and graduation design are included in the graduation evaluation. Practical teaching cannot be carried out at a shallow level. It is necessary to conduct in-depth analysis of each link of the practical course, so as to promote students' effective mastery of professional skills in practical activities, achieve self-improvement, and promote the effective combination of theoretical knowledge and practical skills. In the teaching of practical courses, teachers should guide pupils to establish open thinking and cultivate students' comprehensive design ability. Schools can combine the resources of enterprises and society through school enterprise cooperation, and provide students with more practice opportunities with the help of various forces; Teachers should pay attention to the implementation of the student-centered teaching concept, guide students to independently complete various practical activities, let students experience the process of continuous attempt and summary, stimulate students' innovative consciousness and open thinking, give play to students' autonomous learning ability, and improve the quality of practical teaching. Strengthening the depth and breadth of practical teaching can provide students with a broader practice space, improve students' thoughts through practical operation, verify ideas through the experimental process, consolidate theoretical knowledge through practical training, and achieve further improvement.

### 1.4 Carry out foreign exchange and cooperation and expand practical teaching platform

In the work of teaching reform, the school should pay attention to going out of the campus and into the market, provide more practice platforms for students through multi-party cooperation and exchange, and promote students' ability development in practice. The university should establish cooperation with regional industry enterprises, government departments and other institutions, make rational use of the corresponding resource platform, so that students can improve their ability through off campus enterprise practice, design and business activities, exchange and learning, and get in touch with the actual situation of society earlier, so as to lay a good foundation for future graduation development, and promote students to better carry out career development planning and life planning. For students, the school's foreign exchange can provide them with more opportunities to understand the market, so that they can better understand their shortcomings in practice, adjust the gap in time, and feel the changes in the market. The industries related to visual communication design include traditional media television stations, art and design enterprises, etc. the school should establish cooperation with relevant institutions and mine more resource projects, so as to enrich teaching resources and provide students with practice opportunities. The teaching of visual communication design should not be to cultivate imitators in the field of visual communication design, but to cultivate innovators in the corresponding field. The school should change the traditional practice teaching methods, actively expand the foreign exchange platform, strengthen the academic exchange of practice courses, and pay attention to the integration and sharing of various resources, so as to promote the development of students' professional practice, solve the problem of students' employment, deliver more professional and compound talents to the society, and realize the effective connection between talent training and market demand.

## 2. Concluding remarks

To sum up, in the new era, the major of visual communication design in Colleges and universities should pay attention to adapting to the market development, actively adjusting and reforming the practice teaching system, strengthening the practice teaching management by enriching the practice teaching content, reasonably adjusting the talent training objectives, and improving the course teaching methods, so that the teaching content and teaching methods can effectively meet the market demand. In order to help the comprehensive quality development of students majoring in visual communication design, lay a good foundation for students' future employment, and cultivate students into high-quality talents with practical ability and innovation ability.

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