Exploring the Practice of Visual Communication Design in the New Era Based on the View of "Art + Technology"

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This article talks about general issues in teaching reform of the Liaoning Provincial Department of Education in 2016.

Abstract

With the development of society, for application of the disciplines of art and design, the ability of "art + technology" is to develop the inevitable demand for the development of the times. Then, how to learn within four years of university studies, so that students can master good artistic and technical skills? This article combines with teaching practices from the perspective of setting up of the curriculum system and teaching by engineers outside the school. The aim is to meet the social needs of the subject training so as to explore the visual communication of professional education reform, with its professional education research to provide reference.

Keywords: applied subject art design curriculum system professional education

1. Introduction

Art and technology have a bonding relationship. Any art has certain technical factors. From the "art" point of view, art, in itself, has a "technical" connotation of existence. We all know that singing is a good vocal technology. Likewise, painting is also a good painting technology. Magic has become a good hand technology. Earlier during the Bauhaus period, the idea that "technology does not necessarily need art, but art certainly need technology" was put forward (Bernhard E. Boulder, 2007). With the progress of technology, for the application of disciplines of professional design, art must have the appropriate technology to improve. No technical art can be said to be imperfect art. In recent years, the teaching of design in colleges and universities has neglected the education of "technology". The understanding of the word "technology" is a bit too narrow. A wrong computer application will be understood as technical connotation. It is not true because technology is not merely referring to the software technology. In design disciplines, it also includes material application technology, printing reproduction technology, media applications Technology and so on. Then, how can the design profession of colleges and universities be freed from the virtual operation of the computer and appear in a solid artistic face to show new technical means? This truly reflects the "art + technology" coordination capacity development which is the purpose of this article.

2. The Status of Professional Education

Looking back at the Chinese history, the profession of art and design in the country has more than 30 years of school history, basically forming a complete set of school modes. It has played certain roles in a certain periods of the times with the development of science and technology. Design foresight and technology achievement has also undergone major changes, exposing the "heavy art skills" phenomenon which is more and more serious. There are many reasons for the early and domestic design profession in most of professional art institutions. The reform of the education system also followed the creation of art and design profession in all kinds of comprehensive universities. The training model is basically not out of the traditional educational characteristics. In the middle of the 1990s, there were a number of art designers who had a strong painting ability. During that period, the design of the art was mainly based on the basic painting and design performance. The educational characteristics focused on the painting ability and performance teaching. With the popularity of computer aided design technology and exposure to the design of professional colleges and universities, the vast majority of the

ability to cultivate painting was based on computer-aided design as the main teaching content. Students began to put down the brush and to pick up the mouse. Due to much dependence on computer technology, there have been a number of virtual representations of the lack of aesthetic cultivation of the designer.... In addition, for curriculum setting, most of the institutions merely provide some monotonous professional courses, such as design methodology, materials science, marketing, engineering and other courses. Therefore, the conservative training mode and a single teaching content no longer exist. To meet the needs of the development of the times, art and technology of incongruity become the current distress in visual communication design professional services to the community as one of the main factors.

3. Exploration of Educational Practice

Visual communication design is an application-oriented discipline in the field of design. Its development is closely related to the progress of science and technology. The progress of science and technology will make it update constantly. The term "visual design" appeared in the Tokyo World Design Conference in Japan in the 1960s, meaning a variety of design activities carried out by visual symbols for information transmission, referred to as visual design. It has experienced from the commercial art design, printing art design, decoration design, graphic design and other stages of the evolution process. Earlier, its task was to print the media as the main graphic design activities (Su, Y., 2012). Today, due to the rapid development of various media technologies and social information, the concept and form of graphic design are no longer limited to the performance of two-dimensional space and printing methods. Under the vague professional edge, various media technologies will become visual communication design as new experiences. Thus, to cultivate the design talents to adapt to the development needs of the new era, those with a solid artistic foundation and skilled technical ability will be able to adapt to the development of the times as one of the necessary qualities.

"Art + technology" for the visual communication design is a comprehensive ability to reflect. "Art" refers to the better creative ability and deeper aesthetic cultivation and is the basic quality of a designer; "technology" refers to the needs of the times to meet the creation, invention and application capabilities. For the art design profession, these two combine to meet the needs of the development of the times. How to cultivate the "art + technology" ability of the application of talents? Art design professional teaching content, teaching methods and training methods are particularly important.

3.1 What Do You Learn

What do students learn at school? This mainly refers to the professional curriculum system which is an important component of professional personnel training. Curriculum decisions not only determine the professional knowledge, but also constitute the main support of professional competence. At present, most of institutions of the professional curriculum content are more conservative, basically relying on the art institutions in the design of professional curriculum system on the basis of painting, design, professional design and other modules. In terms of development of the times, the course link depends on the lack of design principles, design methods, application techniques and knowledge courses combined with development needs of the times. Even if some courses are set up, the degree of convergence between courses is not enough. Fighting for the characteristics of the teaching effect is not satisfactory. Therefore, the teaching system in teaching is particularly important.

3.2 How to Teach?

"Learn to teach for the teachings to see" is a process from difficulties in teaching to understand the process of teaching. As the old saying goes "for the line, that the literati doctor", which means that teachers should not only teach, but should also do something.

Teaching links mainly refer to the teachers' knowledge transfer process. The process is not only to impart theoretical knowledge, but also to impart practical experience. In the schools, a teacher team is supposed to enhance the protection of students' ability. Students are the main education subjects and teachers are teaching-led. Teachers must have a broad theoretical knowledge and a comprehensive system of practical experience in accordance with the professional characteristics of teaching. Especially, their application of disciplines should focus on students' application ability, innovation and practical ability of training. At present, the phenomenon of "going out of school and coming into the school" among young teachers exposes young teachers practical experiences. Lack of similarity to the edge of the structure led to the knowledge of the inbreeding phenomenon is more terrible. Therefore, it is worth exploring that optimizing teachers' team, expanding the knowledge of professional teachers, enriching the practical experience of teachers, and changing the teaching methods of applying knowledge.

3.3 How to Learn

How to learn to enable students to master effective knowledge and ability? Learning and doing is an effective way for students to acquire all kinds of knowledge and abilities. For the application of disciplines, to do the link is particularly important. At present, the vast majority of institutions of professional courses are characterized by teacher first talking and students following. Merely following is basically the dogmatic "virtual design" or "conceptual design". In this way, even if it is targeted training, it is also "superficial" and formation of malpractice in the past. Therefore, students are too dependent on teachers and become lazy to think independently. They are "imposed" on training topics, but show no interest in the phenomenon of negative slow down, etc.. This results in lack of learning motivation and the effect is not high (Rui Pei Danqing, 2014). How to do the link in the targeted social needs and to carry out practical training will be more meaningful?

4. The "Art + Technology" Ability to Explore the Training

4.1 To Explore the Construction of "Compound" Curriculum System

The so-called "compound" is the combination of two or more. In the design of artistic ability platform, the professional basic courses and the professional design courses are grafted in the design of the artistic ability platform, and the composite system is a diversified part. The curriculum system of the artistic ability and the technical ability is constructed in the culture system. The formation of composite system is aimed to improve the design of art cultivation and design capabilities, such as, "logo and VI design", "font and layout design", "printing and book design", "image and packaging design". In this way, students can recognize the basic knowledge in the application of the role. In the professional and technical platform, knowledge is required in the teaching of formation of technology and application of the composite system, in order to improve the technical skills and application capabilities, such as "C4D and column packaging design", "Dream Weaver and creative web production" and so on. In this way, students can directly understand the principle of learning to use. In order to expand students' knowledge, we will find a comprehensive curriculum of interdisciplinary courses in following disciplines, such as introduction of the compulsory courses of animation and computer courses into the elective courses of visual communication. Students are supposed to grasp comprehensive knowledge to enhance their practical ability. Theoretical courses and practices are combined together to establish a complex system to break the professional isolation of fragmented teaching forms and establish professional capacity as a whole platform. Then, students can maintain a balanced pace of development. They should have relatively good artistic skills and technical ability of the relative coordination, such as "dynamic composition training", "visual product development and design" and "DV video production". These courses are professional theory courses and practical courses combined with the comprehensive ability training process. "An engineer" goes into the classroom to participate in the practice of teaching.

The incorporation of enterprise engineers into the classroom and teachers helps the process teaching and takes the form of complementing each other to make up for the lack of practical experience of young teachers. Likewise, teachers are encouraged to go into the enterprises and to obtain the qualifications of enterprise engineers so to achieve the construction of double teachers. In recent years, due to the rapid development of new technologies, new teachers from colleges and universities cannot keep up with the trend of the development of the times. The young teachers are also exposed to lack of practical experiences. Therefore, for the application of disciplines, engineers go into the classroom body. "Sometimes, engineers teach better than teachers". This is one of the shortcuts for a student to improve practical ability and to master practical knowledge, especially professional skills, such as "C4D and column packaging design", "Dream Weaver and creative web production "courses. They can bring directly to the students social issues into the classroom, their work experiences, methods of quick operation, unique skills and so on. Thus, students learn how to get direct access to practical skills and master the practical needs of social needs, which reduces the possibility of students' relearning in the future employment.

Second classroom education provided by universities is one of the effective ways to improve learning timeliness. The so-called second class usually includes the school's studios, laboratories, engineering training centers, libraries and other facilities outside the training base and other places. Students take full advantage of teaching resources to improve professional ability of a good place. At present, due to the poor ability of students to learn independently, to study the regulatory measures after school is not in place, which causes the second classroom not really to play a role of learning. A lot of spare time was wasted, relatively reducing the proportion of learning. In the spare time, "there are plans, there are themes, there are supervision, and there is a conclusion" of the arrangement of the first paragraph of the "practice", classroom learning content and training content. Thus, students in the second classroom with the "four haves" mechanism will "practice" and change "practical" to

achieve the meaning of the second classroom education, such as in the 2013 class packaging design courses. It is difficult to realize the process from design to model making. Therefore, students are required to take full advantage of their spare time to carry out the second classroom study, through post-class research, in-depth printing, material studio and other places. Teachers and business engineers provide the guidance of the completion of packaging design and model production and other issues. Among the part of the students who increase the material awareness and also understand the printing process, the design process also has an intuitive understanding of the students' artistic skills and technical ability to have a real upgrade to achieve the second class and to improve the proportion of education purposes.

For the students in school, the training method is the main means for students to improve their learning ability, and the training with the practical significance will lose the value of curriculum training. At present, there are still dogmatic and conceptualized forms of virtual training in professional education, which plagues the growth of students' technology and artistic ability. Some students reflect their ability to work, which lacks artistic style and has no technical characteristics. Therefore, in the professional teaching design competition, teachers research topics such as the introduction of teaching links to the theme of competition and research topics for training topics so as to meet the competition requirements. In addition ,they also conduct scientific research for training purposes, from "curriculum" to "subject". Teachers carry out practical training through integration of the theme of research, group cooperation, the overall discussion and other standardized design aspects of the constraints. Teachers provide the guidance of the completion of the subject training to achieve the teaching of the project so to enhance the ability to contest teaching purpose, in the sense of competition to improve students' artistic accomplishment and technical ability.

5. Conclusion

Under the new era, with development of visual communication design specialty of applied disciplines, how to cultivate applied talents with artistic and technical ability to meet the development needs of the times has always been one of the research topics attracting attention of professional development. This paper, based on exploration of teaching practice, puts forward the curriculum based on the compound system. The curriculum combines the content of "art + technology", transforms the traditional plane course, constructs the curriculum system with the new media technology and emphasizes the coordinated development of the artistic and technical ability training principles. Teachers are expected to expand the second classroom education and enterprise engineers are expected to integrate their working experiences into the classroom and other means to optimize the traditional education model. A focus on student knowledge and ability to coordinate the development of the principle from the perspectives of "curriculum to the subject", and "practical practice" leads to achieving the visual communication design professional application of personnel training purposes.

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