

# Research on the Construction and Development of the Core Course of "Packaging and POP Design"\*

Maoliu Chen

Huzhou University  
Huzhou, China 313000

**Abstract**—Based on the core curriculum construction, with the goal of cultivating students with high-quality talents in visual communication design, this paper is to explore the innovation and development of "Packaging and POP Design", and to analyze the expansion and applicability of packaging design courses. It will be helpful for establishing a new concept of "theoretical professional knowledge plus professional artistic literacy plus practical operation ability" and exploring the new direction of "skills plus competition plus project". It will also be helpful for building a new system of "appreciation plus design plus evaluation" and designing the way to a professional teaching model from the concept, method, system analysis and deconstruction. From the stereoscopic perspective of time and space, the visual communication design profession "Packaging and POP Design" need to be developed as a multi-dimensional training method for the core curriculum, which can expand into other courses and provide various possibilities for related courses.

**Keywords**—*packaging and POP design; core curriculum; concept renewal; curriculum construction*

## I. INTRODUCTION

As the core curriculum of visual communication design, "Packaging and POP Design" is based on the initiative and self-discipline of improving students' learning, improving students' practical ability, cultivating students' teamwork ability, and enhancing student's exchange and communication ability, which achieves a high degree of integration of work, theory and practice. With teachers as the mainstay, students as the main target, the curriculum always runs through the simultaneous development of knowledge

and skills, combines the needs of society, economy and aesthetics, and broadens the overall quality of students, which realizes the integration of production, study and research, breaks the original teaching's view of time and space and view of display, and uses modern technology to enhance the intuitiveness and interactivity of teaching. Using the way of induction, enlightenment, questioning, explanation and the methods of solving problems, students can enhance their social experience and thinking while receiving knowledge, so that they can grow and develop in a diversified real environment. [1] The construction of "Packaging and POP design" is extremely important for cultivating students' professional skills and promoting professional development.

## II. THE CONCEPT OF CULTIVATING INTER-DISCIPLINARY TALENTS OF PACKAGING DESIGN

It will be important to achieve the application of the knowledge, use theory to drive practice, supplement theory with practice, and teach with diversified and flexible means. It will also be a must to establish a new concept of "theoretical professional knowledge + professional artistic literacy + practical operation ability", explore the new direction of "skills + competition + project", and build a new system of "appreciation + design + evaluation", so that it will form a multi-channel and multi-modal teaching concept that promotes mutual promotion, and strives to make students change from adapting application to research application, connecting society in a zero-distance way, applying to entities, and seeking practice-oriented new teaching. [2] (See "Fig. 1")

---

\*Funds: Phased research results of Zhejiang Provincial Culture Department Cultural Research Project (Project No.: zw2017026), phased research achievements of Zhejiang Provincial Education Department General Research Project (Project No.: Y201737247), and phased research achievements of Huzhou Teachers College Core Curriculum Construction Project.

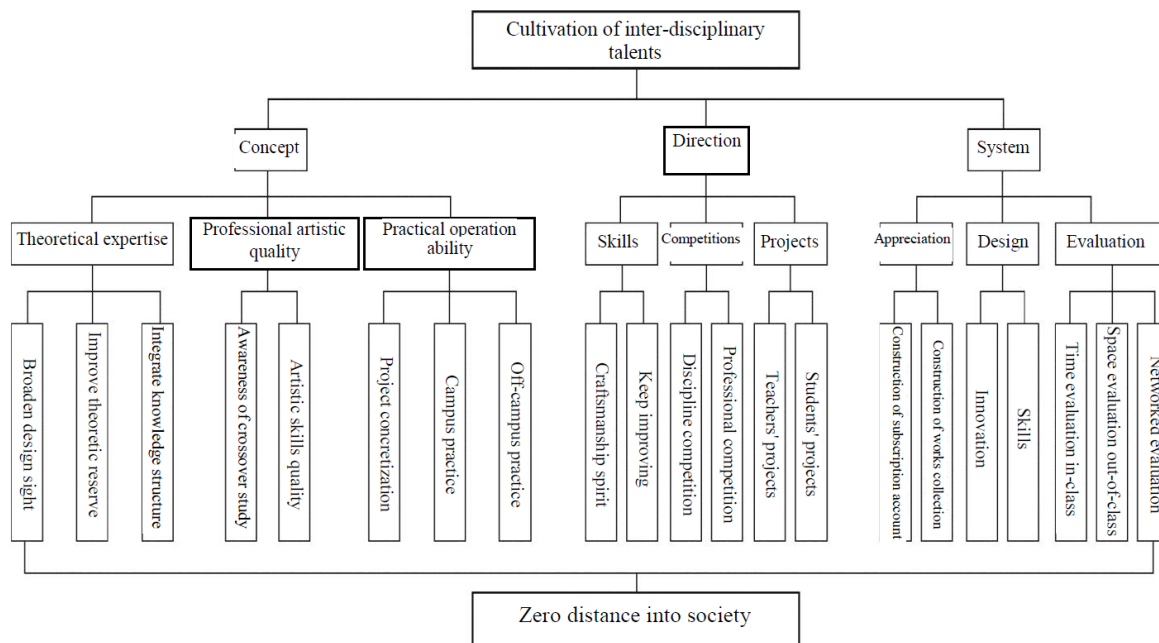


Fig. 1. Complex talent training framework.

#### A. Establishing a New Concept of "Theoretical Expertise Plus Professional Artistic Literacy Plus Practical Operational Ability"

The existing art design education system in China has the phenomenon of "emphasizing more on technique than theory". As a visual communication design major, from the perspective of cultivating students' ability, there needs to be a certain change in the concept of thinking. [3] Cultivating the correct design concept requires relevant art theory knowledge as an important support. Not paying enough attention to the art design theory and concept education will lead to the results that the students who are trained are likely to become procedural and mechanical designers, which is one of the important signs to distinguish designers and "operators". The purpose of art design education is to cultivate design subjects with independent personality and social moral responsibility. Designers should be sensitive and interested in various beauty forms and different cultural environments. The art design theory education is closely related to the cultivation of students' creative thinking. Current creative design is based on inheriting the experience of predecessors, and innovation is the artistic creation and flexible feature. It plays a very important role in the art design process. The current society has entered the era of diversification and informationization. Whether the various "products" related to design can stand on the market and have certain competitiveness, the key lies in design. Unique features, rich imagination, and sharp capture are all necessary conditions for classic design. To cultivate these abilities, it is necessary to strengthen the emphasis on relevant theoretical knowledge education on the basis of traditional skills education, so that students can master more rules and principles of art design and have wider design vision. Art design theory education can cultivate students'

ability to solve problems. In current times, when various new cultural forms appear one after another, this requires a qualified art design talent to have certain speculation and analysis ability for the emerging new problems. The ability need to rely on a solid theoretical reserve as the premise. Without the theoretical education, only one-sided pursuit of skills improvement is difficult to solve the problems of time. Theoretical education provides students with the ability of develop sustainably. The current social development is extremely fast. It is impossible for students to learn all kinds of skills that they need in the future in the college. It is the educational goal of the university to cultivate students' ability to learn continuously. Integrating and improving the knowledge structure is the most important.

Professional artistic literacy for students in design major needs to be carried out simultaneously from the two aspects of skills and artistic accomplishment. At the same time of mastering skills, the various artistic accomplishments of the potential are also crucial. In creative design, artistic literacy is the key to determining the success or failure of a work. Communication and exchange in design are indispensable, and improving the individual's knowledge reserve has a good foundation for design communication and a better entrance of the design context. It is necessary to inculcate students' awareness of transboundary learning to complete and improve students' knowledge structure, so that they can be good at learning traditional culture, and draw design nutrition from the traditional culture, which can provide historical theoretical basis for design creation, and also improve the students' cultural accomplishment. [4] The improvement of professional literacy is a kind of soft skill. It is irreplaceable for general operation skills. It has the ability of long-term, non-marking and potential. Only by combining

direct skills with implicit literacy skills can high-quality designs can be effectively designed.

The ability to design practice depends not only on the accumulation and application of subjective knowledge, but also on the constraints and limitations of objective knowledge. In teaching, teachers should not only stay in the teaching of practice for practice. In the practical course, if the teacher strengthens the theory and professional skills, the improvement of the students will be faster, and the quality of the design works will be higher. Therefore, in the core course of "Packaging and POP Design", in the study of practical courses, it will be necessary to combine the nature of the curriculum, pay attention to the organic combination of theoretical methods and design practice, and truly play the guiding role of theory in practice. Teachers should give more guidance on the choice of students and the direction of the research. In the practical arrangement, the project should be taken as the basis, and the external tutor should be selected

dynamically to ensure that the students can have specific design projects and participate deeply under the guidance of the tutors outside the school. This will help to improve the guidance frequency of the tutors outside the school, thus improving the students' effect of practice. In both the classroom teaching and the off-campus practice, the advantages of the external tutor should be brought into practice. For example, the external tutor should be properly arranged to carry out the practical class teaching in the school, and the engineering practice experience of the external tutor should make up for the lack of pure theoretical teaching. [5] It will be necessary to strengthen the effective communication and cooperation between the instructors and the outside tutors to ensure the optimization of the students' selection of topics and creative guidance. (See "Fig. 2")

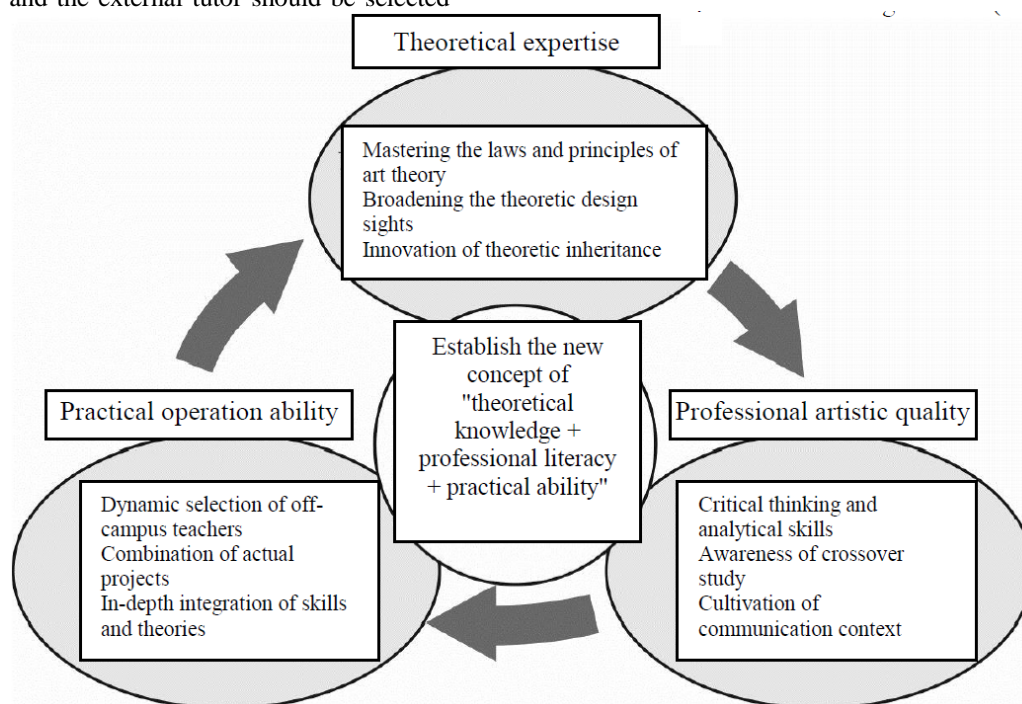


Fig. 2. Diagram of "theoretical knowledge+professional literacy+practical ability".

### B. Exploring the New Direction of "Skills Plus Competition Plus Project"

It is essential to cultivate practical ability for the core curriculum construction of visual communication design. Practical skills, academic competitions and practical projects are important ways to improve students' practical ability, and also provide a new direction for the construction of the curriculum.

The improvement of skills is an important part of the course of "Packaging and POP Design". While solving theoretical innovation and practical innovation in the packaging design course, the improvement of skills needs to focus on cultivating students' craftsmanship. The design of the packaging has strict requirements for each process and

requires students to have a strict attitude and craftsmanship. The ancient artisan spirit is mainly represented by the craftsman's persistent pursuit of skill. "The Book of Songs: Weifeng · Qi'ao" said: "It's like cutting, it's like grinding, it's like carving, it's like polishing." [6] Zhu Xi had said: "Those who treat the bones and horns cut the bones and the grind them repeatedly; those who treat jade carve the jade and then polish the jade repeatedly. They are pursuing the perfect." [7] These descriptive texts reflect the professional craftsman's professionalism of repeatedly carving and grinding, being meticulous and pursuing the perfect in the process of making craft products. The technical aesthetic standard of excellence is the process of the designer's whole process of controlling and pursuing quality. Lao Tzu once said: "The great things in the world must be done in a fine way". [8] It is necessary to cultivate students' professional ability and cultivate the

concept of ingenuity. The core connotation of ingenuity is inheritance, development, and innovation. This is precisely the spirit that Chinese current art design students are most lacking.

The professional discipline competition covers a wide range of propositions. It is not only the application of professional course knowledge in a certain aspect, but the integration of the professional knowledge learned, helping the students to refine the knowledge they have learned, guiding the students to comprehend by analogy, and being able to draw inferences to expand the learning scope of knowledge. In the process of students' learning, initiatively taking the winning prizes as the goal of practical learning, students can feel the real environment, fully exercise practical ability, and have clear learning objectives. It can also help students to motivate their self-consciousness and initiative of theoretical and practical learning. [9] Participating in academic competitions often requires teamwork and cooperation. It is usually necessary for students to work in different aspects such as research, creativity, design, production, etc. according to the market conditions and their own development status in the participating company's strategy sheet, which is conducive to students to cultivate team spirit of cooperation, constantly inspire the creative inspiration of the team members, find the best expressions and production methods that match the theme content, and promote students to learn together. Through the subject competition, the students' comprehensive strength is reflected, and the professional crossover and integration of students are more and more reflected.

Integrating practical projects and expanding art design teaching, so that teaching not only stays in the simulation of the subject, but also makes the classroom teaching more

grounded. The students are more comprehensive and systematic in the specific operation and thinking, thus integrating with the market. The introduction of the project-based teaching mechanism can transform the closed teaching mechanism into a participatory practice based on actual projects. [10] The actual project teaching method can enable students to understand more about the design process and the needs of the enterprise, and at the same time give students a platform to develop their own abilities, and cultivate their ability to control and cooperate with practical problems. By undertaking various design tasks, teachers and students jointly researching and developing projects and jointly carrying out scientific research activities can enrich the teaching form, and inspire the vitality of classroom teaching, which can enable schools and enterprises to build an interactive bridge, and open a window for teaching to the society, breaking the maladies of the traditional teaching which was engaged in idle theorizing. In practice, through a large number of market research, data collection and other work, the society's demand for talents is fed back to the school, so that the school can grasp the pulse of the market in a timely manner, find accurate positioning in the society and the market, and provide the material foundation and market prospect for sustainable development for the school to improve the efficiency of running schools. The introduction of practical projects has changed the relationship between teaching mode and teachers and students. Teachers can lead students into the society to accept the test of front-line enterprises, and change the teaching of the textbooks. From the original single classroom domination, teachers become to teach in the way of "teaching" and "learning", which encourages students' learning changing from passive learning to oppressive learning to feel the differences between actual projects and virtual projects, and prepares students for early entry into the workplace. (See "Fig. 3")

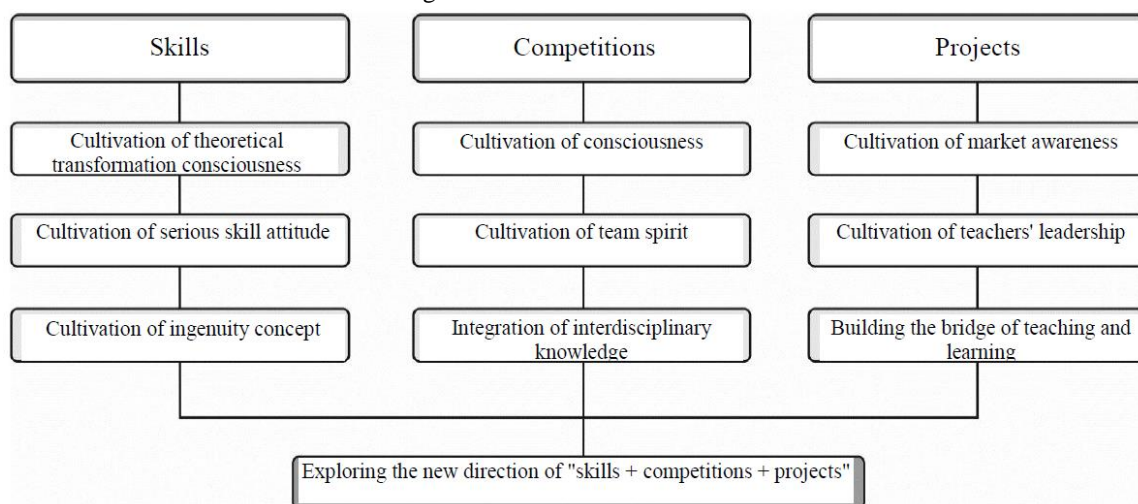


Fig. 3. "Skills + competitions + projects" diagram.

### C. Building a New System of "Appreciation Plus Design Plus Evaluation"

It will be very important to give full play to the advantages of the network, establish a public number with a cutting-edge and representative series of excellent design

cases, and deconstruct the excellent design works in a way of seeing, thinking and doing more, so as to improve the quality of the course teaching, which provides a platform for students to learn both in and out of class, so that students can be beneficially supplemented in self-learning and can share teaching resources on a larger scale. "Packaging and POP



Design" is the core curriculum of visual communication design. Learning to tasting and analyzing excellent works can make students' skills improve and it is of great significance of the long-term development of this major.

"Packaging and POP Design" is based on the excellent works of tasting and analysis, combined with the application of various practical channels, and strongly advocates the integration of innovation and skills in design. While cultivating students' design and practical ability, it is also necessary to erect an environmentally-friendly and recyclable design concept, to change according to the needs of the times and the market, to integrate creativity and urban development, and to integrate skills and technology to cultivate innovative talents. From the stereoscopic perspective of time and space, the visual communication design profession "Packaging and POP Design" need to be developed as a multi-dimensional training method for the core curriculum, which can expand into other courses and provide various possibilities for related courses.

In the core curriculum construction of "Packaging and POP Design", the establishment of the evaluation system has a comprehensive and objective evaluation of students, and the fair and impartial evaluation system has important significance for the final results of the curriculum construction. In the classroom, the evaluation uses the usual

results and the final as the basic way, and conducts the final assessment of the students' achievements through multi-channel and multi-personal methods, achieving fairness and justice, breaking the previous model of focusing on results evaluation, emphasizing the importance of process evaluation. On the basis of teacher evaluation, experts, scholars, industry experts and technicians are hired to guide and inspect the course promotion. In addition to the artistic expression of visual works, the evaluation scope should pay special attention to the students' professional literacy, professional ethics and responsibility awareness, design behavior norms and the feasibility and economic value of the design works, and evaluate students' performance in discussion, defense, research and teamwork in project implementation and subject competition. At the same time, it will be necessary to build the "Packaging and POP Design" curriculum WeChat subscription account outside the classroom, carry out the digital evaluation system outside the classroom teaching, realize the interactive, open, systematic, standardized, diversified and automated teaching evaluation, and provide real-time extracurricular evaluation environment, thus promoting students' self-learning and teachers' optimization of teaching through the construction and management of digital platforms. (See "Fig. 4")

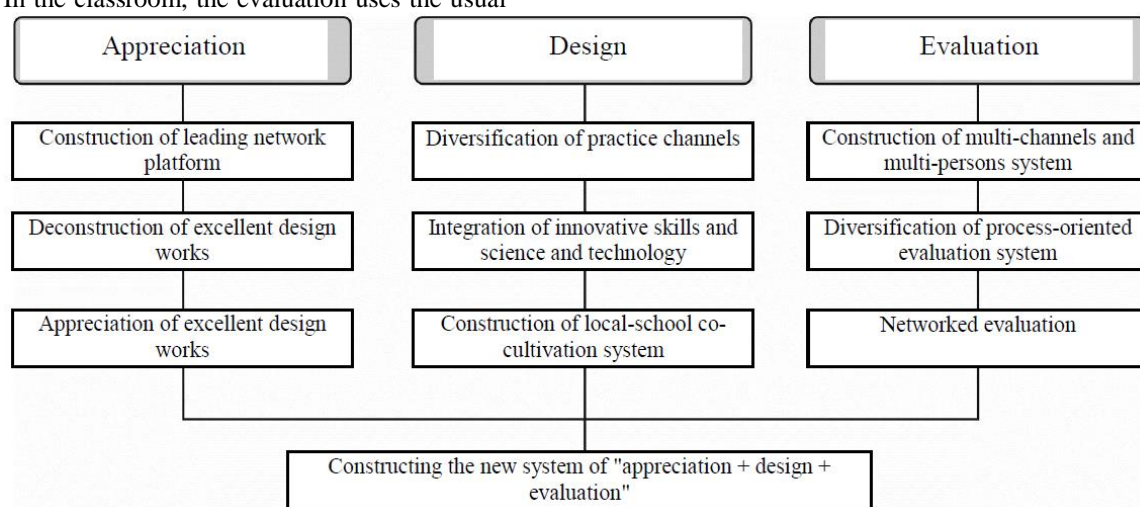


Fig. 4. "Appreciation + design + evaluation" diagram.

### III. BASIC IDEAS FOR THE COURSE CONSTRUCTION OF "PACKAGING AND POP DESIGN"

As the core curriculum of visual communication design, "Packaging and POP Design" has a demonstration role in carrying students' knowledge structure, practical ability and comprehensive quality. In the process of construction, it should embody the characteristics of high-quality comprehensive ability-based, strengthen artistic cultivation

as the basic principle, and strengthen professional skills in practice. [11] The construction of "Packaging and POP Design" is based on the market-adapted, and closely centered on artistic, commercial and aesthetics. At the same time, it combines with the actual project and subject competition of the project leader and project team members, integrates into the classroom teaching, add new teaching content, optimize teaching methods, and improve the teaching ideas. The specific measures are as follows:

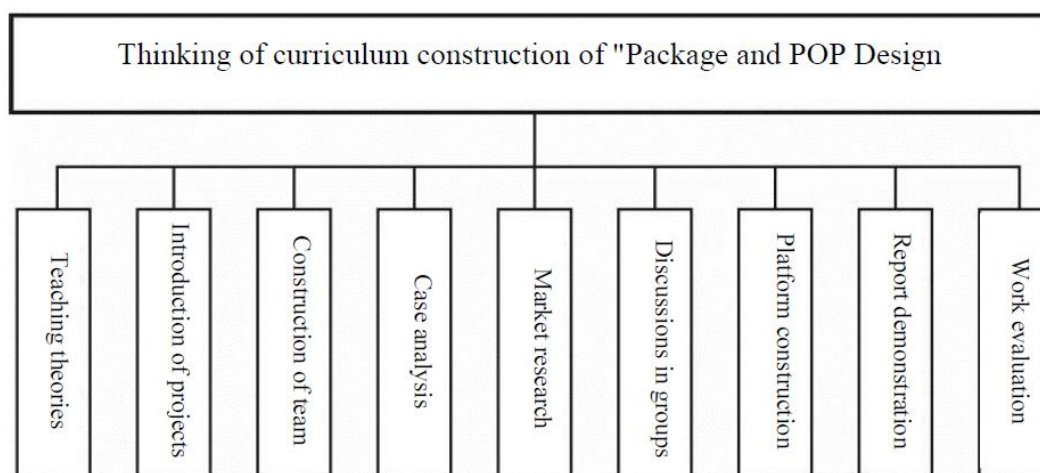


Fig. 5. Course construction thought frame.

#### A. Lectures on Classroom Teaching Theory and Concepts

It will be necessary to combine the basic knowledge of "Packaging and POP Design" with other design textbooks, and select a large number of classic, frontier and market-oriented classic cases and excellent designers that are closely related to Packaging and POP Design to revise the targeted teaching materials. Through the principles of teaching, case explanations and appreciation of works, the teachers can help students to analyze the law, teach the techniques, and strengthen the training of professional knowledge and foundation. Classroom theoretical knowledge as a basic cultivation is an important part of the core curriculum of visual communication design. Its role is irreplaceable. Only by understanding the past can the future be created. In design, the coexistence of ideas and design innovations can be achieved in order to stand the test of time.

#### B. Introducing Teachers' Resource Projects and Individual Students' Personal Undertaking Projects

Through the resources of teachers, some practical projects of the society are introduced into the classroom teaching. The training of students are completed in a teamwork manner including abilities of market research, specific design, budget and audit, production of PPT, and the demonstration, report and presentation of design achievements to the first party, which can strengthen students' ability of innovation and comprehensive quality. Teachers bring real packaging design projects into the classroom, engage with relevant companies, pay attention to the design competition process, and introduce real projects and discipline competitions. In the process of real packaging design project, from the negotiation of the project to the customer's needs, the students can participate in the whole process, so that students have a good grasp of the design and actual needs in all aspects, which helps students to fully understand the whole process from negotiation, creativity, design, printing and packaging design, which has a great effect on the understanding of students' projects and the improvement of design awareness.

#### C. Establishing Team Mode Group Implementation

It will be necessary to divide the class into several teams, and give full play to students' respective advantages and assign different tasks to the students according to the differences in individual quality. And then what is needed to do is to establish plans combined with research results, create sketches and sample drafts, and clarify the direction. After grouping, in order to facilitate students to study the course in depth, arrange design sketches related to modeling, layout, etc., and make the objectives of the practice closely related to the real project, each team needs to complete the assigned tasks, review and analyze each stage, and cultivate students' professionalism and teamwork spirit.

#### D. Making Case Analysis of the Same Type

In the implementation process of each group, interspersed with the analysis of classic cases, in this way it is hoped to inspire and encourage students to express the design concept in different forms and materials. According to different types of packaging design works, the analysis and comments of successful design works should be conducted from the perspective of structure, whether the color matching is reasonable, the arrangement and effect of the overall layout, etc., so that students can have a better grasp of the various elements involved in packaging design for an expanded analysis.

#### E. Conducting In-depth Detailed Analysis of Market Research

In this step, what needed to do is to design questionnaires, investigate the demand level of the target market, combine the project topics, produce relevant scales, summarize and analyze features, calculate costs and results, conduct product positioning, and clarify design direction.

Through research and analysis of current market demand, the students will better understand and grasp the design direction, which can provide accurate basis for design targeted design.

#### F. Students Discuss In-groups, Criticize Each Other, and Make Mutual Suggestions

On the basis of previous research, under the guidance of teachers, the analysis and discussion of design style positioning will be carried out. The discussion focuses on design location analysis, finding problems, finding problems and solving problems. In-depth analysis is carried out with "beauty", "ugly", "idea" and "feasibility", thus inspiring students to think about accepting the needs of the subject and the code of conduct of the design subject in the "market and art-based" proposition.

#### G. Building and Promoting the Construction of Network Platform, Promoting the Transformation of Design Achievements and the Utilization and Development of Network Platform Resources

This curriculum "Packaging and POP Design" WeChat subscription account and other network means provide network communication for resource sharing, course teaching, achievement evaluation and exchange learning. At the same time, the platform can better publicize and display the works, and learn more about students in more enterprises and institutions, and also provide more evaluation channels. It will also be a necessary step to integrate resources inside and outside the school, and establish a long-term relationship with the government, enterprises, schools and scientific research institutions on the basis of the introduction of the project system. At the same time, it will also be necessary to broaden the source of the project, upgrade the project level, expand the scope of design services, and strive to directly translate the curriculum works into design results, and bring certain economic benefits. With the help of new teaching methods, in the design practice, case analysis and explanation should be interspersed in the form of pictures, videos, inspections or collecting styles. Relying on the advantages of new media and the Internet, it will be of great significance to build a "package design related" WeChat subscription account, and timely update and recommend excellent domestic and international design cases, excellent works of teachers and students and related activities, provide design information and services, and require students to join in each session, and welcome other students to participate in the exchange to create a stronger learning atmosphere, provide virtual space for after-school learning, accumulate learning materials, and build a communication platform.

#### H. Reporting and Classroom Presentation of Mature Works

Each group needs to produce excellent PPT to present the results. Supplemented by works samples, the students should make presentations and summaries, and answer questions from teachers, other students, designers and business related personnel. Answering questions is also one of the important considerations.

#### I. Objective Evaluation of the Completed Works

It will be important to seek a diversified and multi-channel evaluation system, and use the various platform resources and means to conduct a comprehensive and long-term evaluation of the final works. The teacher's comments,

student reviews, and mutual comments on the completed works are conducive to fair and impartial evaluation of the student's final work, thereby achieving the interactive effect of the classroom and enhancing the learning and research atmosphere of the classroom.

### IV. CONCLUSION

The construction and development of the core curriculum of "Packaging and POP Design" is a long-term and arduous task. It is necessary to continue to cultivate students' quality and course assessment methods in various ways. It is a must to always do a good job of supplementing the basic theoretical knowledge of students, strengthen the various artistic, humanistic and natural qualities of design, and actively introduce various practical projects in the curriculum. At the same time, it will also be necessary to actively promote the establishment of the follow-up evaluation system of the curriculum, improve the rationalization of the curriculum outline and curriculum plan, and then extend the experience of core curriculum construction to other courses.

### REFERENCES

- [1] Cai Yushuo, On Project-oriented Model of Packaging Design Teaching [J]. Art & Design, 2014, (9): 129-130. (in Chinese)
- [2] Liu Zhuo, Liu Bianqin, On the Innovation of Packaging Design Courses in Applied Undergraduate Colleges [J]. Art Panorama, 2014, (4): 154-155. (in Chinese)
- [3] Feng Qinghua, Lu Ying, Exploring the Creative Cultivation of Modeling Foundation [J]. Education and Vocation, 2015 (21): 100-102. (in Chinese)
- [4] Ouyang Li, Ling Jie, Influence Elements of Chinese Traditional Culture in Modern Packing Design [J]. Packaging Engineering, 2017 (24): 48-51. (in Chinese)
- [5] Chen Hui, Research on "Projectization" Teaching and Training of Product Packaging Design Course [J]. Art Panorama, 2018 (3): 136-137. (in Chinese)
- [6] Cui Fuzhang, ed. The Book of Songs: Annotated Edition [M]. Zhejiang: Zhejiang Ancient Books Publishing House, 1998. (in Chinese)
- [7] (Song) Zhu Xi, Zhu Xi Variorum [M]. Changsha: Yuelu Press, 2004. (in Chinese)
- [8] (The Spring and Autumn Period) Lao Zi, The Tao Te Ching: Chapter 63 [M]. Beijing: The Writers Publishing House, 2015. (in Chinese)
- [9] Gao Bin, Reflection and Practice on Promoting the Teaching of Packaging Design Through Design Competition [J]. Art & Design, 2018 (12): 138-139. (in Chinese)
- [10] Yang Yanshi, Zhao Shiqi, Construction of the Integrated Teaching Mode of Curriculum System and Project System in Art Design [J]. Journal of Nanjing Arts Institute Fine Arts & Design, 2012 (6): 188-190. (in Chinese)
- [11] Zheng Lingyan, Innovative Ways of Thinking in Modern Packaging Design [J]. Packaging Engineering, 2014 (22): 9-12+36. (in Chinese)