

Study on the Talent Training Mode of Visual Communication Design in the Field of Vision of the Digital Age

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ABSTRACT

In the digital age, the market demand is gradually changing, the specific positioning of talent and the goal of training have appeared some systematic requirements. Therefore, it is necessary to be able to have more awareness of the model of talent training, in order to let the professional advantages really play out, to meet the actual needs of the current society. Based on this, this paper mainly discusses the training strategy of visual communication design professionals in the digital age.

Keywords: *Digital Age, Visual Communication Design, Talent Training*

1. INTRODUCTION

It is an age of information, and it is also an age of great changes and innovations in art design. In visual design, the proportion of dynamic static binding is also slowly growing. Not only that, there have been many changes in new design in the digital age. The current professional talent training of visual design cannot meet the specific needs of the new situation. Therefore, there must be a whole adjustment and reform to enable the digital age to be more improved

2. THE PRESENT PROBLEM OF TALENT TRAINING IN VISUAL COMMUNICATION DESIGN

2.1. The curriculum system is not very comprehensive

Over the years, while there have been some visual communication design majors that have included the digital arts in the curriculum, but only a few more courses have been added. Such as web design or other information technology-related design courses. In practice, however, there is no clearer focus on development goals in the process of digital media design, but merely a course that has a limited of learning time. Therefore, it is difficult to reflect the focus of teaching and the characteristics of the subject. So colleges and universities need to be able to construct the teaching content and curriculum system of digital art in visual communication design according to

their own actual situation and education resources. At the same time, the course system and visual communication design should be able to reflect the mutual penetration and integration of courses, and build a more systematic scientific curriculum and resource integration together.

2.2. The training objectives are not very clear

At present, with the rapid development and integration of computer technology in China, many new changes have taken place in the discipline of art design, and digital media art is thus born baes on this. Digital media art mainly refers to the use of computers or some related digital equipment to carry out more innovative art design activities. It pays more attention to the training of student digital editing production in computer technology and art. Such as animation design or game design, it's more focused on the entertainment game industry. In addition to the digital media art major, visual communication design and digital art also have a very close professional relationship, there is a lot of intersection between them. Therefore, there will also be some problems in the process of relevant professional personnel training in colleges and universities, which makes them feel blind. So it is necessary to be able to carry out in-depth exploration, and knows how to give full play to the advantages of this major and the demand of knowledge accumulation. At the same time, we should be able to meet the actual needs of the current society, so as to form the difference with digital media art talent, which is also an important issue that visual communication design talents need to be trained^[2]

2.3. The demand for talents

At present, digital information technology has achieved rapid development, it not only have certain impact to some relatively traditional industries, but also create more new markets and industries. Traditional publishers have launched online versions of magazines that complement the print edition, and digital publishing is becoming larger. E-books have also become a new area of design for visual communication. However, the course teaching in universities is mainly to push the traditional two-dimensional book design, which mainly focuses on the typesetting software of books, E-book design and software teaching have not been integrated into the teaching system. Therefore, in the current focus of social needs, there is still a lack of talents that meet the needs of social development^[3].

3. THE BASIC DEMAND FOR TALENT TRAINING IN THE DIGITAL AGE

3.1. People with higher comprehensive quality are needed

In the current digital age, the economy has been rapid development, and science and technology has been greatly improved. And people's development of their own attention has become higher, and gradually understand that lifelong learning is very important. So the visual communication design professional training work must also be able to adhere to the concept of lifelong learning, to promote the sustainable development of technical personnel. Therefore, in the process of personnel talent training, teachers must be able to effectively guide students to get more enthusiasm for learning, better let students can be put into learning. Not only to help students to improve their professional ism, but also to be able to focus on training students' practical and design ability. And the same time, students should be able to explore more suitable learning methods in the concept of lifelong learning. So as to develop better learning habits that students can achieve comprehensive development, and promote a higher comprehensive quality^[4].

3.2. People with more applied are needed

At present, with the requirements of China's new curriculum reform, college education has gradually begun to start more practical theory course training. In order to make talent more in line with the actual needs of the current market and obtain more competitiveness of employment in the future, colleges and universities must be able to actively train some

innovative composite application-oriented talent. Therefore, art design is not only a relatively comprehensive and relatively high discipline, but also a very demanding innovation of the discipline, which covers a variety of areas, including the field of art. Visual communication design is a typical creative industry, so the innovation requirements and application requirements for talent sit is very high. Talent skilled must have a higher comprehensive quality, and at the same time should have a higher innovation ability which can understand the basic knowledge of different disciplines. Only in this way can we have its unique advantages in the fierce market competition and ensure that more competitiveness can be obtained in future work. Therefore, it is necessary to be able to train applied talents as the focus of the university's work, so as to promote the training of talents to truly meet the needs of the current society.

3.3. Teaching features should be more prominent

Visual communication design involves a lot of content, and with high professionalism and comprehensive. School teaching time is limited, so it is not easy for students to be able to master all the visual communication design knowledge in four years learning time. In order to be able to really adapt the ability of talent to the actual needs of the current society, and to meet the digital age of talent training proposed by some of the new standards, colleges and universities must change their traditional teaching philosophy, break through their own teaching constraints and constraints. And in accordance with the actual development of the situation and the actual advantages and conditions of school teaching resources, to carry out more characteristic professional construction. So that visual communication design can really form a distinctive discipline characteristics. Not only that, teachers also need to be able to understand the specific situation of market demand, and training some outstanding talent who have a higher design ability of both 2D and 3D design.

4. THE STRATEGY OF PERSONNEL TRAINING IN VISUAL COMMUNICATION DESIGN IN COLLEGES AND UNIVERSITIES

4.1. Organize more used teaching system

According to the specific objectives and requirements of colleges and universities in the transition time, and to be based on the visual communication design of some professional teaching content must be able to

build a teaching system and teaching projects for students to practice training. With the design project as the fundamental core, carry out some more effective practice and research. So that students can actively in accordance with the content of teaching to the market and enterprises to collect more professional information. At the same time, university need to strictly follow the actual content of the on-site assessment of the design and analysis. Not only that, colleges and universities can also cooperate with related enterprises to organize students majoring in visual communication design to participate in design and development activities. For this not only really let the classroom according to the professional design of the training to change, but also can also better to improve students' hands-on ability and design practice ability. At the same time, it can also improve their sense of learning achievement and really build a more professional knowledge system.

4.2. Change the teaching idea in time

At present, under the background of the new age, colleges and universities must change their traditional teaching ideas and teaching models in a timely manner, and they need to learn from and learn more novel teaching models to work out more reliable plans for personnel training. First of all, we need to understand the needs of the cultivation of applied talents to develop more scientific professional development goals, and the local socio-economic development can be closely linked to determine a more extensive and targeted talent training program, to achieve timely change of their own educational and teaching concepts. And also need pay attention to the current visual communication design professional students specific development and personality requirements, so that some of the more traditional visual communication design professional teaching concepts can pay more attention to some basic theoretical knowledge and teaching more practical training. In the same time colleges need a large number of training practical talent in order to meet the requirements of the current transformation of colleges and universities. Therefore, in the new age, colleges and universities must be able to pay real attention to the actual requirements of talent training and the need for society to update their own educational concepts in a timely manner. Also colleges need pay attention to the cultivation of students' practical ability and improve the use of more effective teaching methods, in order to increase the visual communication design professional teaching areas, so that students' interest in learning can be improved. Encourage students in this major to explore and think about the technical aspects of learning, and promote students to grow as soon as possible. To become a high-quality compound talent which is more in line with the actual needs of the current society.

4.3. Scientifically set up courses in visual communication design

Under the current digital social background, the professional curriculum of visual communication design in colleges and universities must be able to fully consider the actual talent needs of the current society, and combine creative and visual art design effectively. So as not only to enable students to master a wealth of theoretical basic knowledge of the profession. But also we should be able to really focus on the forward-looking and practical nature of art in the same time, so that design practice and science can be integrated organically, and encourage students to actively use and promote visual communication design expertise. Not only that, college students must be able to pay attention to the requirements of the combination of production and learning, college should be able to provide more platforms for students and enterprises to cooperate with each other, so as to make the course more characteristic. Colleges and universities should not only pay attention to the practicality of this profession, but also pay attention to the current social visual communication design industry development needs and work prospects. In order to improve their professional positions, actively integrate resources and expand the scope of basic courses, students can understand the process of art entrepreneurship in practice base on this. At the same time, we also need to cultivate students' more professional knowledge of visual design, college must actively integrate the curriculum content of visual communication design major to optimize the curriculum system. Combining curriculum and research to build a curriculum group, to further improve the training efficiency of this professional. Not only that, but also in accordance with the actual needs of some key courses, college need arrange for the relevant personnel to be responsible for the relevant courses in strict accordance with the actual development needs of the current society and the form of development to give timely correction of some key curriculum training programs. So as to Focus on adjusting some incomplete talent training programs and really make talent training more highly qualified.

5. SUMMARY

In conclusion, in the process of training the design of visual communication, especially in the current digital era, due to some problems in the training of talents leading to increased pressure on employment, visual communication design staff are mainly able to engage in a variety of practical design work in society, as the work is more extensive. Therefore, compared with other majors, visual communication design professional has an advantage that can train entrepreneurial talents, practicality are relatively high and the development space is relatively large. So

college students must be able to fully grasp the professional knowledge, understand the training needs and strategies of visual communication design specialty in the current society. Schools should also know how to pay more attention to the requirements and training of students' lifelong learning, so that students can get more competitiveness in the market competition in the future, and enable students to solve employment problems and make more progress in all walks of life.

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