

# Research on Online and Offline Blended Teaching Mode Taking "Book Design" as an Example

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## ABSTRACT

With the advent of the new media era, it has brought an impact on book design, a traditional information communication medium. In view of the current situation and problems of book design courses, this project has carried out teaching reforms. This course adopts online and offline teaching modes, and builds on "the purpose of social needs and the orientation of employment". Curriculum positioning and in-depth discussion were conducted from four aspects: curriculum content project reform, teaching method reform, curriculum resource allocation, and the level of teachers.

**Keywords:** book design, online and offline, teaching reform

## I. INTRODUCTION

The Internet era has brought changes to the traditional offline teaching model, and online and offline teaching models are generally accepted by students. Online education is mainly based on the Internet, and there are two forms of expression: live broadcast and recorded broadcast. Compared with offline education, online education is not limited by time and place. As long as there is a network, it can meet the teaching requirements, so it is more convenient.

## II. COURSE POSITIONING

A. *Reforming course content, optimizing course structure, taking employment as the guidance, and standing on the cultivation of innovative and entrepreneurial application talents*

The course structure is reorganized, interdisciplinary, and marketing-related content is incorporated, mainly based on project introduction. The setting of these projects should be closely integrated with the most cutting-edge work projects in the advertising design industry. The research group breaks the list of traditional teaching content, implements the layered setting of classroom teaching tasks, uses classroom work content as a carrier to carry out actual design and learning, and refines the book design into 10 real work tasks. Through the relevant knowledge of book cover, back cover, market positioning, etc., it makes students understand the basic characteristics and methods of book design. Combined with the professional characteristics of students and the needs of social positions, the typical job tasks are set as follows:

school enrollment brief design, children's book layout design, and fashion magazine title page design. Students complete tasks in the course of practice, and the content of the course is connected to the content of the post, to achieve project-based teaching.

B. *Improving the teaching methods of the course, taking the social needs as the purpose, and improving the students' innovative and practical ability*

In terms of teaching methods, the research group combined with the characteristics of the school, according to the actual situation of students and social needs, built an "applicable curriculum system based on the cultivation of quality education, design skills as the core, and practical teaching as the basis". A practical teaching operation mode of "integration of teaching and practical training" was established. Through the three steps of book project skills training, corporate book planning skills training, and comprehensive book planning simulation training, "dual designation" training is conducted at the same time: that is, a combination of hand-drawn book sketches and computer software training, which can cultivate students' practical ability, and expand students' divergent thinking. Students' participation in the whole process of book design enhances students' design practice ability, and at the same time the usage of modern online and offline teaching techniques makes the classroom teaching more convenient and fast. It is also necessary to organize students to participate in various subject competitions, and improve students' book planning ability and competition awareness by participating in the competition. Advertising majors have participated in the national competition "Academy Awards of the China University Advertising Arts

Festival" for five consecutive years, and have won first, second and third prizes.

*C. Innovating curriculum teaching resources, promoting the construction of teaching materials, and achieving a zero transition between graduation and employment*

The textbook uses the 13th Five-Year Plan textbook "Book Design". On the basis of this textbook, appropriate adjustments are made according to the characteristics of the school and the profession. The course reference books are based on the books and electronic materials of the library of Zhuhai College of Jilin University. It matches well with course standards. At the same time, courseware, micro-class videos, cases, exercises and practical training items and other teaching related materials are complete, which lays a good foundation for the development of the course; in the teaching environment, according to the practical training environment to meet the needs of course implementation, it is equipped with an advertising laboratory. Students can understand the size, color, printing, inkjet, and plastic packaging skills of various books to improve students' actual operational skills, so as to achieve zero transition from graduation to employment and meet the needs of social application talents.

*D. Optimizing the structure of course teachers, improving the overall level of teachers, and ensuring the effective implementation of courses*

In terms of curriculum faculty, the researchers strive to make the learning structure of teachers more reasonable through course construction. The frequency of lecturer replacement is relatively stable. In terms of teaching and research capabilities, it will be important to continue to improve the research capabilities to gradually build an echelon of excellent teachers. Through three years of teaching practice, students have always rated this course highly. The teachers of the course have been scored more than 93 points, and the two teachers were rated as "excellent teachers". In the course construction and development process, team teachers are encouraged to go and study in foreign countries, receive new education and teaching information, and learn the latest and most cutting-edge practical work cases. At the same time, it encourages excellent part-time teacher guidance courses from the front lines of enterprises and industries to improve the level of the entire teaching team.

### III. COURSE FEATURES

At present, Chinese book design courses generally lack rigorous design thinking training, detailed design investigation and analysis links, and innovative and high-quality teaching materials. Traditional teaching

methods are simple. For this, the teaching reform features of this course are as follows:

*A. Building the only three-dimensional course model and textbook system in China*

In other Chinese universities, book design courses and textbooks are mostly book binding, only for the external form of the book, and the content of the textbook is also simple. The book design course of this project includes external form and internal form, and integrates school-enterprise cooperation and project teaching content, pays attention to the cultivation of students' ability, and creates the only three-dimensional curriculum model and textbook system in China.

*B. Building an innovative curriculum format of "theoretical knowledge learning plus classic case analysis plus practice sand table simulation plus innovation ability improvement"*

Book design is a core professional course in advertising. While teaching theoretical knowledge, the teaching team pays attention to the training of students 'design thinking, joins the classic case analysis link, and broadens the students' knowledge. At the same time, the team puts students in the practice sand table simulation link and sets the scene to allow students to conduct design surveys and analysis, and adopt the form of flipped classrooms, so that students become the leading, personally demonstrate and explain the design plan, achieving the purpose of improving innovation and practical ability.

*C. Building a three-in-one teaching method*

In this way, it adopts the online classroom teaching platform, offline extracurricular practice platform, online network teaching platform, the trinity as the teaching methods, Classroom teaching uses theory and case teaching, hands-on practice and simulation exercises, project practice, etc. The extracurricular practice platform relies on school-enterprise cooperation for joint proposition projects, academic lectures, off-campus internship activities, etc. Through the online teaching platform, students can answer questions and share resources.

*D. Building an innovative teacher team model*

1) *Optimizing the teacher structure:* There are 6 teaching teams, 2 associate professors and 4 lecturers in this project, all of whom are senior teachers in advertising. The project leader's book design course won the second and third prizes in two young teacher teaching competitions. The main participants participated in the construction of school-level quality courses. The core member, teacher Zhao Chunyue, is the person in charge of advertising, has a deep

understanding of the professional setting and teaching reform of this course, and has the experience of hosting the school-level quality courses. Teachers Liu Zhixin and Xu Ying are associate professors. Teacher Huang Yue is a young doctoral lecturer and is unique in teaching competitions.

2) *Establishing a subject research group*: Excellent students can also participate in it. The team can formulate professional research topics based on the development of disciplines, regularly conduct research and research, organize data, and publish papers to improve the overall scientific research level of team teachers.

3) *Sharing resources in teacher integration*: According to the idea of regional collaboration, the research team has continuously strengthened the benign interaction with teachers in other universities in the region, such as academic exchanges of relevant professional teachers, project participation in research, mutual assistance in curriculum development, integration of professional knowledge, formation of a resource base, and mutual development.

#### IV. COURSE FOUNDATION

##### A. *The current situation of the course, the time of the course, the target of teaching, and the number of students*

This course has been in the construction process for 6 years since it was opened in 2013. As a core professional course in advertising, the course is aimed at third-year students in advertising design. The total hours are 84 hours, 6 weeks, 14 hours each week. This course is offered in about 3 professional classes every year, and the number of students is about 120 per year.

##### B. *Relevant teaching resource reserves*

First, at present, there are advertising professional training programs, course outlines, lesson plans, schedules, PPT courseware for all courses, knowledge point micro-class videos, and award-winning works of outstanding student book competitions. Among them, micro-course courseware and micro-course videos have been produced around the main knowledge points of this course. The videos are open to schools and society. At the same time, it will also be necessary to modify and improve the video materials and gradually upload them to the online platform.

Second, under the strong support of the school, the network environment of the course is running normally, the students' computers are all connected to the Internet. The online resources of the course are running well, and there are platforms that can be displayed for study guides, syllabus, lesson plans, online courses,

teaching courseware and excellent programs for students.

Third, it refers to the selection of teaching materials. Since the beginning of "Book Design", the teachers have continuously attracted the scientific content of Chinese excellent teaching materials according to their own situation, adjusted and perfected the content of the curriculum, and adopted the national 12th five-year plan teaching materials as the main teaching materials. Teachers and students have responded well. Currently, the course is using the 13th Five-Year Plan Application Textbook "Book Design" for general higher education.

Forth, the school library has rich paper documents and databases in this subject, such as China Journal Net. The cutting-edge and professional expansion of materials greatly expands students' horizons, inspires ideas, and provides extremely convenient conditions for students to consult materials.

#### V. COURSE CONSTRUCTION SCHEDULE

Project construction cycle: June 2019 to June 2021.

The first stage: June 2019 to October 2019. In this stage, it is necessary to complete the teaching reform of this course, the construction plan of teaching research methods, formulate a perfect teaching plan, write syllabus, lesson plans, and produce pre-course courseware and micro-class video.

The second stage: November 2019 to January 2021. In this stage, it is a must to complete course-related construction: construction of faculty members, teaching materials, and practical teaching. On the basis of the guidance of key and difficult points in each chapter, it needs to focus on case teaching, master the methods and skills of deconstructing excellent book planning cases, carry out group collaborative learning, and implement simulation cases to conduct book content planning and design creation plan training. It is also necessary to continuously improve course resources, and gradually upload the lesson plans, syllabus, courseware, and excellent book design works of students to the network platform.

The third stage: February 2021 to June 2021. In this stage, it will be a must to complete the construction of network resources, record all the teaching videos of this course, and upload them to realize the sharing of network resources and publish relevant results.

#### VI. TEACHING IMPLEMENTATION PLAN

##### A. *Short-term goal is to become a school-level online and offline first-class course*

Long-term goal is to use 1-2 years to build "Book Design" into a model and leading first-class course at the municipal and provincial levels. "Book Design" is a

practical and highly skilled course, which is a professional course that advertising students must master. For this course, in accordance with the specific requirements of the country on the course of secondary and vocational schools and the construction of excellent courses, bold reforms have been made on the road of advancement. Continuous practice, innovation, and continuous exploration on the way forward have gradually formed a curriculum teaching system rich in art characteristics of the Academy of Fine Arts and Design. At present, this course is at a relatively advanced level among similar institutions in the province in terms of the organization of teaching content, teaching practice conditions, the modernization of teaching materials and teaching methods, and the strength of teachers. Judging from the annual assessment results provided by the Academic Affairs Office in the past three years, the main teachers of the book design have an average score of 93 points or more. Their earnest teaching and practical work have been jointly recognized by students and the teaching management department.

#### *B. Follow-up construction, maintenance plans, measures, and expected effects*

The first is to build offline book information library, including collecting book design, text and layout, illustration, color teaching materials related to this course, purchasing cutting-edge materials, and understanding the development of book design in China and foreign countries.

The second is to build a CD-ROM and online information library. In this step, it is a necessity to collect the existing excellent book design cases and design works in the market, as well as various national competition excellent design works, as an information data guarantee to broaden the students' horizons.

The third is to collect and organize the outstanding works by teachers and students in the school.

The forth is to improve the teaching syllabus, lesson plans, PPT courseware, and micro-teaching videos.

The fifth is to build an online consultation website related to this course, upload courseware, lesson plans, micro-teaching videos, excellent student works, excellent cases, and various consultations related to this course, for students and teachers inside and outside the school to inquire at any time. Judging from the employment situation of the graduating class in the past two years, the job positions, book design, layout design, etc. for graduates of advertising majors have been recognized by the employment units, such as the Ogilvy Advertising Public Relations Company in Guangzhou, Shenzhen Vientiane Pince Culture Communication Co., Ltd., Guangdong Advertising Group Co., Ltd. etc. The professional performance of the students and the

satisfaction of the company have played a positive role in promoting the project.

## VII. CONCLUSION

Teaching methods should be reformed, innovative, flexible and diverse. In the past, most of the design courses used "injection" teaching. Teachers often regarded themselves as authoritative, with more emphasis on teaching and less inspiration. One-way preaching and indoctrination leads to a low degree of student participation in the teaching process, which restricts the students' learning initiative. Therefore, it is necessary to proceed from the actual situation of students and continuously expand effective teaching methods, transforming one-way "injection" teaching into "online and offline interactive" teaching with two-way communication between teachers and students. Combining the characteristics of art college students, it is necessary to advocate a variety of teaching methods such as heuristic, participatory, and discussion, to fully arouse students' enthusiasm and initiative in learning, so that students can obtain self-education and promotion in the process of active participation.

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