

# Visual Communication Design Based on the Context of "New Liberal Arts" Breaking the "Traditional" Thinking and Promoting the Interdisciplinary Integration

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## ABSTRACT

Visual communication design based on the context of new arts a series of problems in the discipline construction in China, we should make efforts to search for new knowledge and its development of fusion, rather than the other disciplines knowledge used directly, therefore, we need to have the courage to break the "traditional" inherent thinking mode, the intersection between disciplines development mechanism in-depth research; In the complicated world, the new liberal arts should re-observe and analyze the overall development process of China's modernization since the reform and opening up, so as to achieve greater efforts to promote the development of interdisciplinary integration. The construction of visual communication design based on the context of new liberal arts should carefully consider the transformation of education mode and how to establish a mechanism for training new design talents, so as to enhance the cross-integration with other disciplines and highlight the path and connotation of the construction of new liberal arts in the aspect of moral education.

**Keywords:** *The new arts, Visual Communication Design, Interdisciplinary integration, Khalid ents*

## 1. INTRODUCTION

Put forward the starting point of a new arts building is from the reality of our higher education reform need, focus on talent cultivation model, specialty structure, curriculum system and perfecting and upgrading the quality of teaching, visual communication design as a part of the disciplines, the art will only plane class knowledge alone is enough to be in work need, in the past, we need to collect information, Nowadays, the coming information symbols have interfered with our life [1]. needs to learn and master more contents to apply them to the design of visual communication. Second, the construction of new liberal arts is one of the important measures to construct the discipline system with Chinese characteristics, which focuses on the production of knowledge and the utility of knowledge. From these two aspects, it is of great significance to pay attention to the construction of the new liberal arts and explore its connotation essence and practice path to

promote the reform of liberal arts education in Chinese colleges and universities, to promote the cross integration of disciplines based on the visual communication design practice in the context of the new liberal arts.

### 1.1. Origin of the topic

The concept of "new arts", is the Ministry of Education put forward an important part of "four new" content, a new co-operative collaborative education is liberal arts in 2018, the Ministry of Education project docking was raised at the meeting, in 2019 the Ministry of Education jointly jointly launched by the department of the Ministry of Science and Technology and so on 13 "" a top six excellence" plan 2.0 "was officially launched, It is clearly proposed to promote the construction of new engineering, new medicine, new agriculture and new arts in an all-round way, in order to effectively improve the ability of higher education to serve social and economic development. For domestic higher education, the construction of new liberal arts is

not only the reorganization of disciplines and the intersection of liberal arts and sciences, but also the integration of new technological trends into the cultivation of humanities [2]. In recent years, due to the continuous input of big data, artificial intelligence and other advanced technologies, the major of visual communication design has become passive. By understanding the latest policies of the Ministry of Education and responding actively to the call of the country, the author expresses his thoughts and thoughts. How to break the traditional thinking mode of learning only the content of one major and make it better integrated with other disciplines has become an important content for visual communication design to have better and longer development and strive for transformation.

### **1.2. Research Status**

In recent years, there has been a heated discussion on the construction of new liberal arts in the academic circle. Scholars from different disciplines have expounded their understanding of this hot issue in different categories from their own academic backgrounds. The overall review of Chinese scholars' thinking on the construction of new liberal arts mainly focuses on three aspects: macroscopic path exploration, connotation interpretation and talent cultivation of a specific specialty.

New arts idea and path of the construction of the domestic academia has carried on the preliminary exploration, in terms of the concept of talent training and discipline construction has formed a certain consensus, but in the design of visual communication design art disciplines of study is not so widely, for the deficiency existing in the present study, the author tries to comb through the historical development of visual communication design context, to define new arts context and explain, break the traditional mode of thinking, to promote interdisciplinary fusion, and combining with the actual higher education reform in our country, put forward concrete and operability of visual communication design based on the context of new arts construction path.

## **2. VISUAL COMMUNICATION DESIGN BASED ON THE CONTEXT OF “NEW ARTS”**

### **2.1. Problems facing visual communication design**

Under the background of the construction of new liberal arts, design discipline should not only respond to the needs and concerns of the society, but also follow

the creative law of sustainable development, and strive to contribute to the optimization and transformation of human life style.

With the rapid development of modern society, the emergence of Internet technology and AI technology, which requires make corresponding changes in the visual communication design must keep pace with The Times, from subject orientation to demand oriented, from professional segmentation to cross fusion [3], only in this way can conform to the trend of The Times, and achieve long-term development, Able to cross and integrate with other disciplines.

### **2.2. Break the "traditional" thinking mode and promote interdisciplinary integration**

Under the context of the construction of new liberal arts, the transformation and development of visual communication design has become a problem that needs to be seriously considered now. This requires the talents engaged in visual communication design to understand the development context of international science and technology and philosophy and social science on the premise of completing their own work.

Art is a very important part of the humanities section in the new discipline of human science, and it is the discipline that most adheres to the "human element" in the humanities and even in the whole liberal arts [4].college education activities in the future, the trend of visual communication design education lies in the consciousness of students, therefore, when training design talents, to face the social reality problem, taking the teaching of solving social problems, to guide students to set up the correct values, cultivation of research methodology, to create China's interdisciplinary design professional education system in the new period. The development of a major often needs the support and cooperation of multiple majors, so it is necessary to guide students to establish a comprehensive knowledge system systematically when training design talents.

## **3. REFORM MEASURES OF VISUAL COMMUNICATION DESIGN IN THE CONTEXT OF “NEW LIBERAL ARTS”**

### **3.1. Develop training programs and teaching objectives**

The emphasis of education lies in internalizing in mind, externalizing in action, and internalizing in mind, speech, picture, material and environment. Externalization and behavior, people, things, things, field, environment. Based on traditional design = "+ modern", "= art + design science", "art design = +

business", "design = knowledge + practice" this a few big points, illustrates the importance of design discipline in daily life and practicability, and closely correlation with other disciplines, not merely the visual communication design as a single plane class specialty, requires practitioners can from different angles, to solve the problem.

For universities majoring in visual communication design, it is necessary to understand the new paradigm of interdisciplinary integration of design discipline in the future. The perceptual temperament of students majoring in art and design determines that teachers should avoid the purely rational teaching of the course in the process of constructing theoretical accomplishment and ideological connotation[5]. When exploring the construction of visual communication design in the context of new liberal arts, the Design Department of Beijing Institute of Fashion Technology, through reforming the traditional teaching mode, creates interdisciplinary, interdisciplinary and integrated courses with industry characteristics while meeting the needs of the digital age and cultural inheritance and innovation. At the same time, it takes into account the comprehensive talent training and the development direction of The Times, introduces the thinking mode of engineering and business into the process of art education, guides students to think rationally, and trains talents with excellent comprehensive quality to meet the needs of The Times. Only in this way can better work out the feasible plan, now should reflect on the single mode of education, can help students get through barriers between disciplines, all-round improve vision and ability, make visual communication design in giving full play to the advantages of professional design talent, at the same time, can put forward the ideas and opinions for the society, Can make more suitable for social development and advance with The Times of the design works.

Pan Lusheng professor in the construction of ecological design disciplines: explore the new era of design discipline development path ", this paper expounds the design subject faced by the current time background, and points out the four directions of subject development, namely how to control the culture and the two-wheel drive of technology innovation, how to face the consumption society and ecological civilization development paradox, and how to cultivate Chinese characteristics of the creative class and innovation model, how to contribute to the sustainable development of the "wisdom" in China.

Facing the new path of future development, the construction of the ecosystem of design discipline should be based on strain and change, so as to grasp the opportunity. The construction of new liberal arts should integrate other disciplines and break professional barriers; Based on reality, explore the path of sustainable

development; Firm cultural confidence and cultivate outstanding design talents.

In response to the above problems, colleges and universities should also adjust and reform their teaching team accordingly, introduce advanced compound teachers, introduce new teaching concepts, and create cross-disciplinary and cross-disciplinary integration. Only in this way can they develop better and faster.

### ***3.2. Explore the promotion of learning resource sharing of visual communication design in the context of "new arts"***

In terms of practical achievements and innovative approaches in the construction of new liberal arts and education reform, universities and colleges should devote themselves to eliminating disciplinary barriers, cultivating students' all-round development, and building creative knowledge alliances. Under the national future development strategy planning, teaching strategies are undergoing great strides in reform based on the new changes of the world pattern and the new problems of human living space.

In the coming Design Lecture Hall, the EDC will continue to actively respond to the Six Excellence, One Top 2.0 Program released by the Ministry of Education, and give full play to the role of the EDC. At the same time, the lecture hall will be a series of activities, with the central video as the platform, continue to spread and promote to colleges and the public, further promote the construction and implementation of design disciplines, majors and courses, guide design colleges and majors across the country, and jointly explore the future of the development of Chinese design science.

Visual communication design as a part of the design disciplines, the universities should break the barrier of the disciplines, between the composite vocational talents, realize the resource sharing mechanism, is advantageous to the students more convenient and intuitive understanding of the latest design concept and design dynamic, can clearly understand the design mode of thinking, inspire the enthusiasm of the students' autonomous learning.

## **4. INTEGRATED DEVELOPMENT OF VISUAL COMMUNICATION DESIGN AND INTERDISCIPLINARY DISCIPLINES IN THE CONTEXT OF "NEW ARTS"**

The construction of new liberal arts is still in the process of continuous exploration and improvement in the transformation and upgrading of disciplines in the new era. Therefore, there will be totally different assumptions from different perspectives. However, the author thinks that we need to pay attention to three important issues: first, to determine the two major tasks

-- internal learning and external practice; Second, the implementation of the three core content, that is, to face the development of comprehensive, intelligent age, the Internet era of discipline requirements; Third, in the construction of the new liberal arts, it is necessary to coordinate the exploration of three levels from the perspective of the whole, including the exploration of the concept form and discipline theory system of the new liberal arts, the exploration of the major construction of the new liberal arts, and the exploration of the curriculum logic of the new liberal arts. Through the above discussion, the implementation of their integration and development will be more conducive to the development of visual communication design.

## 5. CONCLUSION

Visual communication design is the most emphasis on aesthetic, at present, different art disciplines have begun to cross the simple technical requirements, there is more and more no clear boundary between disciplines, so as to promote the excavation of aesthetic value to the hands of aesthetic receivers and main implementers. The traditional visual communication design often pays more attention to artistic skills, but does not pay much attention to cultural concepts, which has become obsolete in the context of the new arts. However, to establish a more lofty aesthetic ideal should be the most important pursuit of art learning goal, which is also the construction of the mission and initial intention of the art discipline. In fact, for the construction of the new liberal arts, artistic thinking should really penetrate into the fields of the new liberal arts and drive the cognition of aesthetic appreciation of related disciplines. Art carries the function of reproducing aesthetic image, but whether it achieves the harmonious and perfect expression of aesthetic spirit and emotion needs to be confirmed by the discipline concept, specialty setting and curriculum guidance of art education. Therefore, the construction of the whole new liberal arts undoubtedly needs to permeate the aesthetic idea and cultural spirit all the time, in order to promote the development of the new liberal arts to have more touching factors. The integration of artistic thinking in the context of new liberal arts will break the rigid rationality of traditional liberal arts and endue it with more perceptive and convincing power. Therefore, the art discipline under the background of new arts should pay more attention to the scale problem between individual artistic skills and comprehensive artistic accomplishment. We should hold that artistic skills are only the means and means to realize aesthetic appreciation, and aesthetic spirit can enhance the value and concept of art as a whole. Finally, visual communication design will permeate into the whole context of the new arts with its own unique thinking and emotional expression, active and rendering the new charm of the new arts.

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