



The Application of Hybrid Teaching Mode in Visual Communication, New Media, and Art Design

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Abstract. With the progression of communication technology, people started to see things with higher standards and requirements. In the field of visual communication design, the development and enhanced dynamic of multimedia art, and novel artistic creation methods due to advanced science creation methods have attracted people's attention. Hence, it deeply affects the environment with regard to teaching in visual communication. With the traditional way (offline) of teaching, it can no longer fully meet the needs of students, where the single explanation of design theories isn't sufficient for students to fully grasp the knowledge. Due to the particularity and independence of visual communication design, it is particularly urgent to change the teaching mode in the offline requirement. The expansion of knowledge on the internet would aid certain results in teaching. With educational informatization as a major trend in the field of education, a hybrid teaching mode is now an indispensable education method. This article introduces the advantages and basic characteristics of the 'hybrid teaching mode,' which discusses its application in visual communication design, as well as the construction method of the particular teaching mode, not only guiding students to carry out in-depth learning in visual communication but also providing references for relevant parties.

Keywords: Visual Communication, Visual Education, Blending Mode, Online/Offline Teaching, Methodology in Visual Teaching.

1 Introduction

As the access in internet is commonly owned by households, it promoted the progress of digital technology as a result of the development in network technology. New media utilizes these two technologies to generate a new type of artistic expression. At the present, new media art is widely used in film and television, however, not a lot of people understand much about new media art, and some got certain deviations toward the subject. There is a need for new media art to be studied in-depth as it occupies an important position in the field of visual communication. Hence, people should comprehensively understand new media art in order for it to be utilized to promote the progress of visual communication design[3].

With the continuous change of media, the audience is getting hideous receiving information under the stimulation of various senses, especially the visual senses that are utilized to actively or passively receive the information conveyed by visual symbols, causing an increasingly low efficiency of information transmission. In short, analyzing visual communication from the perspective of visual perception will efficiently support communicators to better use visual communication to disseminate information.

2 The Connotation of Visual Communication

Visual Communication is mainly divided into two parts, ‘visual’ and ‘communication,’ where ‘vision’ refers to the formation of a specific symbol system through the construction of visual symbols and the organization of visual language. With the shift in media, visual communication has developed from relying only on traditional print media to mainly the use of screen-based multimedia[1]. The expression of vision is no longer limited and restricted to the visual senses, but relies on the visual senses as its main perception and the expression of other sensory synesthesia. On the other hand, ‘communication’ refers to the behavior of the communicator utilizing the media to convey information. Due to the shift in media, the connotation of ‘reach’ in communication has changed. In the case of traditional media, its communication mode is linear and therefore the ‘reach’ solemnly refers to the information received by the audience. On the contrary, multimedia has an interactive communication mode. All kinds of information communication utilize symbols as the carrier of information, whereas visual communication is based on visual symbols. Therefore, understanding the connotation, construction, and dissemination of visual symbols will efficiently aid communicators to construct appropriate visual language, which results in a better perception of information of audiences.

Symbols are the basic elements in information communication, and the external manifestation of information is also expressed through symbols. A visual symbol can reflect the external characteristics of a certain object, and people can utilize the information to generate its associations[3]. Normally, audiences have independent thoughts towards different symbols based on their own cultural context and experiences. Once stimulated by visual symbols, the audience produces a corresponding behavioral re-

sponse. People's awareness of objective matters is the process of 'symbolizing objective information,' while thinking is the process of selecting, combining, converting, and regenerating symbols [1]. From the point of view of the relationship between human feeling, experience, thinking, and things, a sign is a composite of three elements – sign form (signifier), sign object (signified), and sign interpretation (signification) [2]. The signifier is the external form of the sign; the signified is the object referred to by the sign, pointing to the thing to be connected; the signification is the object that the sign refers to, and guides the audience to associate with the experience and the emotion it arouses. The establishment of the relationship between signifiers and signified symbols ensures the accuracy and consistency of information transmission.

3 The Development Trend of Visual Communication

3.1 Reliance of Digital Development

As digital technology is developing rapidly nowadays, there is no doubt that it will play a crucial role in the future visual communication design. The application of it to visual communication art can be seen as the integration of technology and art, which has promoted the development of visual communication design, and made the content itself and people's lives more diverse. In this era of digitalization, the integration of digital development and visual communication design, in other words, vision and language, is going to enhance expressive effects. Therefore, there is still room of improvement for the development of new visual communication design.

3.2 Importance of Humanized Design

Compared with the rapid growth of digital technology, visual communication design shows the characteristics of humanity. Judging from the current situation, the constant improvement of digital information and technology still made some basic conditions in the visual communication design process insufficient to satisfy people's needs, therefore, humanized design has become the development direction in the field. As the current visual communication design pays more attention to people's inner world, it is crucial to understand the real life of people while designing, in order to make the final designs more humane and recognized by people. Additionally, as the old visual communication design is not as intuitive, and the expression is more subtle, it may affect the progress of the visual communication design. Currently, humanistic care has played a significant role in visual communication design, taking over the old way of visual communication art, so that people have a comprehensive understanding of and even resonance with the designed works.

3.3 Development Toward Diversification

Due to the influence of digital technology and multimedia technology, some different concepts have appeared in the field, which diversified visual communication. Designers

engaged in visual communication design utilizes multimedia to add information, including video, dynamic graphics, etc., which mobilizes people's senses that facilitates better development prospects. In regards to advertising design, paper is generally used as a carrier to disseminate information, while posters are the main method of publicity, in which the publicity effect is not really effective, not to mention the detriment impact of the urban environment of paper propaganda. Outstanding advertisements can decorate the city and become a part of the city's landscape, on the contrary, it will have a negative impact on the urban environment. For instance, dashboard ads don't exist for very long, so people see them repeatedly. With the continuous advancement of computer technology, designers can make use of various computer software to design advertisements and convey via TV and the Internet, which makes the publicity effect better.

4 The Hybrid Teaching Mode of Visual Communication

4.1 Blending Teaching Mode

Online Teaching Mode.

As far as the visual communication major is concerned, in educational institutions, the improvement in digital technology may facilitate the way of teaching the subject of visual communication. During the teaching period, teachers often conduct classroom teaching and presentation first, then ask students to complete data collection and application to absorb relevant knowledge, and further assist students with any questions after class. Based on this teaching process, teachers aimed to linearly explain new knowledge and concepts, which makes students more prone to doubts, while in the design field, creating a preliminary understanding may easily lead to imperfect work. In regards to homework, teachers are required to carry out reasonable comments and guidance, usually under circumstances, when classroom teaching is difficult to meet the teaching needs, online teaching is often utilized to answer the doubts of students. When teaching, teachers should use excellent network resources to guide students. In this process, it facilitates a more frequent answering of questions and resolving of doubts, while maintaining a strong direction for students, which cultivates students' design thinking [2]. Online teaching can break the constraints of time and space; therefore, it is considered as a decent teaching method if carried out appropriately.

Offline Teaching Mode.

As far as the students of this major are concerned, offline teaching is also an important part of mastering core design knowledge. For visual communication design majors, if online teaching it is difficult to fully integrate the offline learning/teaching content, the learning process will apparently not be thorough. For instance, when explaining the content of candy packaging design, teachers need to let students think about the size of the candy and the volume that the packaging can hold and analyze the actual sales volume before determining the packaging pattern and style. In this regard, when teaching visual communication design, teachers should not only guide students to master design

concepts but also should make sure students have an understanding of quantity calculation and marketing methods. Based on this, when carrying out offline teaching, students are able to have a comprehensive understanding of the knowledge of different courses, which on the counter may be done with the help of online teaching. Therefore, by integrating online and offline teaching, teachers can discover students' problems in a timely manner, and further explain in forms such as PPT could ensure the students fully understand the relevant knowledge content. After offline teaching is completed, teachers can utilize online materials to carry out tests in order to identify problems existing in students.

4.2 Establish an Online Teaching Platform

To apply a blended mode of teaching to visual communication design, an online teaching platform that strengthens the communication and interaction between teachers and students, may enhance the efficiency of online educational purpose. Teachers should comprehensively consider the learning needs of students, and develop a training plan based on their career development, set up a feasible process and relevant links around the academic situation. The platform should have strong functions such as online Q&A, and teachers should determine plans, screen resources, design learning tasks according to course objectives and content, effectively integrate learning resources, and formulate teaching tasks centered on the key and difficult points of teaching. As a result, students can complete self-study based on task-driven requirements, and publish problems they have encountered during learning, which immediately can be reviewed by teachers to support them in no time [4].

4.3 Effective Integration of Teaching Resources

Using the online and offline teaching modes is not just borrowing instead of using these two paths to carry out teaching, instead combining the two teaching methods and building a complete teaching system to ensure that both methods can interact with each other to further improve the level of professional teaching. Teachers should comprehensively integrate online and offline resources to promote the comprehensive integration of teaching resources, build a scientific knowledge framework system, and support online and offline teaching and learning, rather than relying on online education platforms to carry out isolated knowledge share. This requires teachers to integrate resources according to their teaching content and goals, build a sound knowledge framework, and carry out effective design with online and offline resources around this framework.

4.4 A Need for Self-Study Before Class

The process of autonomous learning is mainly manifested in the pre-class learning stage. Teachers can use the Internet platform to strengthen the effect of students' autonomous learning. Cloud classrooms may be utilized and aimed at visual communication design professional knowledge, comprehensively integrating teaching resources involved in the network, and infiltrating key course knowledge into courseware and

teaching plans, further delivering resources to students utilizing the software. After students enter the cloud classroom and sign in, they can receive the resources provided by the teacher, carry out learning based on task-driven, and sort out relevant knowledge doubts. Students use the cloud classroom to learn, solve existing problems, give feedback on problems that cannot be understood, and encourage teachers to grasp the difficulties in learning, thereby promoting follow-up classroom teaching and enhancing the effectiveness of grasping the design knowledge and application [5].

5 Conclusion

New media art has further developed visual communication design, where the addition of digital technology has made the content of visual communication design a step beyond the past. Visual communication design cannot be constrained by graphic design and must have broader development as technology progresses. New media technology is advancing rapidly, and a balance between science and technology and the media is sought. The interactive and high-tech features of new media can stimulate innovative ideas in visual communication design, and provide a platform for mutual communication for public art, therefore promoting the development of visual communication.

With the continuous progress of science, technology, and internet education, online learning combined with face-to-face teaching has shaped the direction of future education. During the teaching of visual communication design, teachers can combine online and offline teaching modes, fully embodying teaching advantages, creating a broader learning space, extending learning channels, enriching teaching content, and establishing efficient classrooms according to complementary advantages. As far as the hybrid teaching mode is concerned, it is considered a new mode of teaching that well-utilizes the Internet. This model appropriately meets the requirements of teaching in visual communication design, not only fully integrates theory and practice, but also is conducive to students mastering the core content of visual communication design within a short period of time. Furthermore, the hybrid teaching mode may instantaneously answer questions and doubts from students, which could significantly enhance teaching efficiency and smoothen the implementation of teaching activities.

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