Reflection on Cultivation of Students' Appreciation of Visual Culture

Jiang DaYong
Jiangxi Institute of Fashion Technology

Abstract—Digital media has become a broad environment in contemporary society. With the development of visual culture, how to better utilize and recognize these visual cultures is an important research topic. This text proceeds from visual culture to analyze the current status and significance of the cultivation of students' appreciation of visual culture in our country and then put forward relevant training strategy, trying to improve students' ability in appreciating visual culture and promote their comprehensive quality.

Keywords-Digital Media; Context; Appreciation of Visual Culture

I. BACKGROUND-----IN THE CONTEXT OF DIGITAL MEDIA

Digital media is an inter-discipline, which applies information communication technology in many fields such as cultural art, commercial management and education, and merges with art to a high extent. Digital media is led by digital technique and information technology. Mass communication theory is the basis and modern art is the guidance for digital media. Containing forms such as text, image, video and audio, digital media is a process of the digitization of contents and forms being spread and has become a new information carrier.

With the progress of computer technology and network technique in recent years, digital media industry is developing rapidly on a global scale. Digital media industry, whose communication carriers are wireless communication technique and internet technology and whose core content is digital multimedia, gradually changes people's modes of entertainment and information acquisition. The existence of digital media makes communication content richer and propagation speed quicker. Cultivation of students' appreciation of visual culture is an important topic of education in such an environment.

II. BASIC CONCEPT OF VISUAL CULTURE

Visual culture refers to the culture, whose component element is image, which could be perceived by visual sense. In other words, any culture, from which information could be obtained directly by visual sense, belongs to the category of visual culture. One of most outstanding features of visual culture is to visualize non-visual substances.

Visual cultures created by mankind are abundant and diverse. Apart from visual artistic forms such as traditional painting, building, handiwork and sculpture, television, movie and photography are in rapid development and propagation. People's experience is becoming more reified and visualized. In particular, progress of computer technology makes visual experience more widespread. Visualizability of visual art allows people to understand contents conveyed by visual images more quickly and conveniently. Moreover, these features of visual culture contribute to the development and expansion. On the other hand, visualizability of visual culture hinders the development of people's elaborative faculty and visual culture turns original specific substances that truly exist into a digitized and virtualized world. Thus, everything has two sides. It is quite difficult to solve the shortcomings of visual culture within a short time. Only by means of cultivating students' appreciation of visual culture, can we make full use of advantages of visual culture to serve mankind.

III. CURRENT STATUS AND SIGNIFICANCE OF STUDENTS' APPRECIATION OF VISUAL CULTURE IN OUR COUNTRY

A. Current Status of Students' Appreciation of Visual Culture in Our Country

With the progress of computer technology, visual culture has gained huge development and become one of mainstream cultures in the current society. Visual culture is a new research perspective and field for many people. Cultivation of students' appreciation of visual culture is a requirement of social development and a task for teaching staffs. However, cultivation of students' appreciation of visual culture in our country has not yet formed a rounded system. Nevertheless, many experts and scholars have raised requirements on this aspect. Some institutions have developed relevant training software. But all these things have not triggered enough attention in practical education especially in poor and remote regions due to the insufficiency of theoretical basis and preparation.

Besides, many students in China are limited to the level of listening and speaking towards the concept of "visual culture", but they have no concrete understanding and comprehension. They get in touch with visual culture by virtue of many carriers such as television, internet and magazine constantly in actual life. Influenced by curiosity and rebel psychology, they have no sufficient appreciation of visual culture that they contact. Cultivation of appreciation of visual culture has not been carried out comprehensively due to lack of teaching materials and faculty.

B. Significance of Students' Appreciation of Visual Culture in our Country

With the development of visual culture, its role is not merely reflected in the world that we live in but reflected in creation of our world. Cultivation of students'

appreciation of visual culture has significant meaning in this case.

1). Appreciation of Visual Culture Contributes to the Promotion of Students' Quality

In current society, the content of visual culture is becoming richer and richer and there are more and more modes for visual culture. Television, movie and multimedia courseware all contain elements of visual culture. Cultivation of students' appreciation of visual culture could make students better obtain learning resources, resist bad temptation, digest and integrate what they have learnt.

2). Appreciation of Visual Culture Contributes to the Improvement of Students' Skill

At present, employment of graduates is a major issue in China. Competition in employment and workplace is extremely fierce. Information and resources that we need could be obtained from visual culture in daily work. Cultivation of students' appreciation of visual culture contributes to the improvement of students' skill to make them achieve success in the fierce competition.

3). Appreciation of Visual Culture Contributes to the Cultivation of Students' Value

Visual culture has features such as fast propagation speed and multiple channels so that it is more convenient for people to gain visual culture. Because students are in the critical period of growth and development, their quality on each aspect is not so perfect and their values and world outlook are have not formed yet. Thus, Cultivation of students' appreciation of visual culture contributes to the improvement of students' resolving ability and formation of correct world outlook, views on life and values.

IV.   STRATEGY OF CULTIVATION OF STUDENTS' APPRECIATION OF VISUAL CULTURE IN THE CONTEXT OF DIGITAL MEDIA

A.   *Deepen the Understanding and Attach Importance to the Cultivation of Students' Appreciation of Visual Culture*

Deepening the understanding is the precondition of carrying out activities. Without clear understanding and comprehension of one thing, it is difficult to carry out the next activity and make correct guidance, which is also applicable to the cultivation of the appreciation of visual culture. Students are the future of the country, undertaking the burden of the construction of the motherland. Students' quality is directly related to the overall quality of the whole nation in the future. Therefore, understanding shall be deepened and importance be attached to the cultivation of students' appreciation of visual culture. In the next place, teachers are an important constituent part of education activity, having high degree of influence and significance to students so that teachers' quality is closely related to the cultivation of students. Thus, schools shall pay much attention to the cultivation of teachers' ability and regard contents relevant to visual culture as an important aspect of teacher training to improve teachers' comprehensive quality and encourage teachers to set up courses about the cultivation of the appreciation of visual culture and bring the cultivation of students' appreciation of visual culture into education and training system as an teaching objective.

B.   *Compile Teaching Material and Perfect Educational Course System*

Teaching material is an important tool for carrying out teaching activities. Due to the influence of economic and politic factors, the development of visual culture falls behind that in developed countries. It is quite late for Chinese people to study visual culture and complete theoretical system has not been formed yet. On account of insufficient teaching materials, relevant curriculum setting is not perfect. Only several colleges and universities set up relevant theoretical courses. Moreover, appreciation of visual culture is an inter-discipline being involved with psychology, art communication. Compilers of teaching materials must get to know contents of related courses. Therefore, education sector should organize relevant experts and scholars to determine contents of teaching materials and teaching mode according to the actual condition of students in our country by combining with advanced theories, experience and achievements at home and abroad.

C.   *Rationally Utilize Network Resource and Enrich Cultivation Channel*

Development of network technique provides people with more convenience. At the same time, network technique is an important channel of communication for visual culture. At present, web-based teaching activities are growing vigorously, improving traditional educational pattern and also increasing students' learning initiative. On account of students' great interest in network and mastery of relevant operations, network resources could be utilized to cultivate students' appreciation of visual culture. For example, students could be instructed to establish websites about visual culture, and enrich the knowledge of websites and carry out learning exchange according to their own professional contents in teaching process. Moreover, relevant department in the school and social institutions should do a good job in monitoring and management of websites to prevent bad information from entering these websites, and in offering and screening information.

D.   *Cultivate Students' Appreciation of Visual Culture in Context*

Visual culture tends to deliver all kinds of intentions and idea to the people and it has different connotations in different contexts. Thus, attention should be paid to the cultivation of students' appreciation of visual culture so as to make them understand the functions of visual culture and explore the meaning of visual culture to other people and even the society. In addition, visual culture comes from life so that cultivation of students' appreciation of visual culture in context could improve students' practical ability and innovation ability to reach a goal of putting what they have learnt into practice.

V.   CONCLUSION

Contents of visual culture are rich and diverse in the context of digital media while the good and bad content are intermingled. Students' psychological quality is not so mature so that it is easy for them to absorb influence and temptation of bad factors. Therefore, cultivation of students' appreciation of visual culture becomes an

important task because it helps students to establish correct world outlook and values, guide students to active and positive development and improve student' comprehensive quality. Moreover, the improvement on the appreciation of visual culture contributes to the development and expansion of visual culture, which is a win-win situation.

REFERENCES

[1] Zong Shiying. Research on Cultivation of Visual Literacy for College Students in the Major of Art Design [D]. Northeast Normal University, 2012.

[2] Ding Lei. Visual Art Innovation in the Context of Digital Media [D]. Nanjing University of the Arts, 2013.

[3] Liu Ting, Zhang Xinming. Discussion and Analysis on Current Status and Educational Strategy of College Students' Visual Culture [J]. Journal of Guangzhou Radio & TV University, 2010, 01:66-70+110-111.

[4] Ma Xiaohan, Ma Ruijun. Discussion on Visual Literacy of Normal University Students in the Age of Visual Culture [J].University Education, 2015, 01:22-24.

[5] Wang Jian, Zhang Shuyu. Research on Training Strategy of Visual Literacy of Digital Media Professional Students in Higher Vocational Colleges [J]. China Educational Technique & Equipment, 2013, 12:67-68.

[6] Shao Dan. Parse museum digital visual media and cultural transmission [J]. Science wenhui (below the ten-day), 2014, 215:215-216.

[7] Zheng XiaoMin Digital media in the era of visual culture and image editing [D]. Shanghai normal university, 2007.

[8] Zhou YuCheng, The characteristics of the digital media era of visual culture [J]. Journal of new edition) (late. Theory in the west and Preceding) 2011:146-147.

[9] Zhai Zhiheng. The features of visual culture on the influence of digital media art [J]. Journal of art Tasting, 2015 01:141.

[10] Si Bing. Museum digital visual media and cultural transmission [A]. Beijing municipal association for science and technology, science communication leading group office of the Chinese academy of sciences, the national new media industry base. Science and art of the digital age, science and culture dissemination - 2012 conference on science and art [C]. Beijing association for science and technology, science communication leading group office of the Chinese academy of sciences, the national new media industry base:, 2012:5.

[11] Hu XiaoHong. New media art and the "visual education" theory - the theory of renewal digital edition, qingming scroll, the cause of cultural transmission error [J]. Journal of arts education, 2014, 12:106-107.