

Analysis on Exploration of Teaching Model of Art Design Studio under E-commercialization Operation

Example of Major of Visual Communication Design

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Abstract—Along with present E-commerce operation background, design market and network platform media have made great changes, as art design derives more new forms, especially visual communication design field takes the most outstanding lead, numerous network platforms are urgently in need of providing tens of thousands design activities, such as commercial photo shooting & editing, shop image decoration, platform advertising design, promotion planning and so forth. Art design studio teaching model is an efficient method to reach professional & practical teaching objective by taking part in social design practice to realize teaching and scientific research. This essay puts forward the model of “E-commercialized Platform and Teaching Model of Design Studio” expectedly to foster new design personnel and establish the teaching model of art design studio suitable for era development need by analyzing the design market under E-commercialized operation and design media.

Keywords—“e-commercialization”; design studio; teaching model; e-commerce platform

I. INTRODUCTION

Art design college, fostering the future new generation designer, shall realize that education is not just the training for professional skill, but also more importantly looks at providing students with a space of free thinking and vast development, providing with a practical teaching platform of openness and interactivity to pay attention to foster the creativity of students, aesthetic quality and sense of social responsibility.

Art design studio is very much such a platform, whose teaching model has the fine tradition from Germany Bauhaus times and now acts as a new teaching model for art design college. By combining the need and feature of modern society, it effectively carries forward the implementation of practical teaching of modern art design college. On the one hand, it promotes knowledge update and skill practice for teachers, on the other hand, it broadens study platform and social adaptation ability for students, so as to many advanced experience can be learned. E-commerce era asks us to change the current teaching model without condition, by combining E-commerce operation practice and art design teaching, by making use of teaching and R & D, by

integrating advantage resources from both sides to carry out effective cooperation for both sides actively. Visual communication design professional closely linked to E-commerce platform design construction shall also break through the restriction from region demand to seek a more vast service market. College who bears heavy responsibility shall also need to adjust cultivating mode in teaching to cultivate new applicable design personnel and establish the teaching mode of visual communication design studio, applicable to times' demand.

II. DESIGN MARKET OF E-COMMERCE PLATFORM

The network platform under E-commerce platform era combines E-commerce platform and all walks of life including traditional industries to create a new economic form. This new market situation further broadens the service principal of art design, especially visual communication design takes the outstanding lead. Since design transmission mode changes from previous tradition as the main to E-commerce platform media as the main, so as to more design forms occur. From shopping in physical store to shopping online, currently impact of E-commerce cannot be underestimated and it has weakened the traditional shops. Visual communication design field for E-commerce enterprise, such as marketing plan, product packaging and advertising design, not only forms an art design stage of rapid alternation & transformation, update & growth of product, but also will transform art design studio from the original cooperation form with practical training base and traditional enterprise to a design practical training team, with flexible employment and multitudinousness, mainly focusing on E-commerce customer.

III. THE DEVELOPMENT OF E-COMMERCE PROVIDES A VAST PLATFORM FOR STUDENTS WITH ART DESIGN MAJOR TO START BUSINESSES

Along with the development of network technology, application of E-commerce has gone through all walks of life in recent 10 years, from E-commerce of B2C and C2C, such as traditional Taobao, Jingdong, Vipshop and so forth, to Meituan of O2O mode, then to Wechat marketing from mobile E-commerce Wechat, E-commerce has impact on

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public life with convenience, multiple choice and mutual benefit. As university students join rapidly in online shopping along with trend of times, many of them operate specific items by using studio teaching mode to earn their living expenses, also because the capital demand for marketing of E-commerce and venture is not that much, besides, technical threshold is comparatively low (for example, once opening a shop on Taobao, one can study a series of curriculum for free), then many university students with art design major immediately start businesses online. While opening businesses online in university, one can also study marketing management, brand positioning, visual communication design, develop teamwork spirit and enhance study initiative. This way not only increases their economic income to solve life issue, but also helps to accumulate entrepreneurial experience to lay a solid foundation for their future entrepreneurship.

IV. NEW FORM OF TEACHING MODEL OF “E-COMMERCE PLATFORM + DESIGN STUDIO”

A. Establishment of New Type Teaching Model of “E-commerce Platform + Design Studio”

The teaching model of “E-commerce Platform + Design Studio” is obviously typical, for students with visual communication design major, how to adapt and how to adjust the overall relationship between E-commerce platform and design studio teaching model are big issues for teachers to think fully and resolve. On the basis of the particularity of the major and study situation of students, acute attention and broad minded to new things have laid good foundation for the implementation of new teaching model of “E-commerce Platform + Design Studio”. Making use of the design studio teaching model of “E-commerce + Design Studio” teaching model makes undoubtedly the design studio teaching model of visual communication design more rich and convenient. However, because students with visual communication design major are weak to adapt to new design market, besides, many courses in the major of visual communication design are of strong applicability, not only the teaching of theoretical knowledge, but also plenty of practical operation needed for students, therefore, complete reliance on teaching model of E-commerce platform design studio is not suitable for studio teaching model of visual communication design major. In real design studio teaching model, integrating traditional design studio teaching model and E-commerce platform to make fruitful achievement for design studio teaching model. Cultivating students with major of art design to make use of their own advantages, actively take part in operation data collection of network shops and shop image design, also can take part in network bidding platform, some professional skill sharing bidding platforms, such as Witkey, Zhubajie and Taobao are of practical design item bidding, for which, students can take part in to improve design professional proficiency and learn the whole process of design. This way makes students’ study not restricted to books, however, truly makes actual commercial operation as the main. In one specific operation, one also needs to focus on various issues, such as choice of

practical item, way of case’s introduction, grouping of design teaching personnel, processing for design scheme, so as to avoid teaching risk effectively and improve education teaching quality.

College shall deploy reasonably the effective resources on the basis of mutual interest demand as the main point for both college and enterprise to establish a new teaching model of visual communication design. First of all, commercial entity dispatches a technical team skillfully mastering modern network E-commerce experience to establish a design studio with teachers and students by relying on its own characteristic, so teachers and students can effectively access to E-commerce operation item in reality; Secondly, studio shall organize students in groups to appear in one specific design item and take part in specific E-commerce operation item in groups; Lastly, college shall dispatch professional teachers with rich design experience to take part in one specific design making, so as to resolve professional issues occurring in real design from students and further more, ensure the smooth implementation of design item.

B. Introduction, Implementation and Evaluation of E-commerce Item in Teaching Model of “E-commerce Platform + Design Studio”

In teaching practice, choosing appropriate E-commerce item to introduce into stereo-teaching is our practical need of art design teaching based on large network circulation background. Only in this way, teaching work can closely center on specific customer to carry out. Through specific E-commerce design item, making use of real case to conduct practical training, students can strengthen their sense of experience towards design market. During initial stage of introducing item, we must know clearly the commercial property of main body of introduced item, then move further to confirm the specific design requirements (brand image, marketing environment, overall style and so forth) of item body by combining actual situation. As a matter of fact, because the commercial operation of E-commerce is different from physical store selling, we shall also know clearly class and feature of marketing objective group marked on design, so as to consumer group can find online the relevant product information at first time and generate potential sense of purchasing. Based on the above mentioned requirements, adviser must actively conduct relevant research in teaching during the initial stage of conducting relevant practical operation course to know clearly the design marked commercial property, social property and potential buyers’ constitutive structure. Meanwhile, inviting E-commerce expert to the class, so as to communication of product information and corporate philosophy between expert and students on site can be achieved. In this way, students not only take the advantage of knowing clearly the operation philosophy of E-commerce body, but also learn the requirement of E-commerce body towards commodity promotion, so as to know clearly the main points of design implementation.

C. Implementation of Teaching Model of “E-commercialization Platform + Design Studio” in E-commerce Item

During the implementation of a specific design item, designer appears in the form of studio team, this not only attaches importance to commercial body, but also gives specific form of expression for design fine works strategy. During the implementation of E-commerce item in design college, the course teacher first shall divide students into several groups for item design by the basis of marketized rule; then organize reasonably these design groups in accordance with the specific requirement of the undertaken item to carry out market research for earlier stage to know clearly product positioning, to analyze behavior rule of consumer and to confirm the theme style for this time’s E-commerce design item; later guide these design group into specific design production by different entry point, such as design guide page, slogan of brand marketing photographic requirement for product, setting of visual window page and implementation of marketing planning for brand theme. Meanwhile, during the implementation of visual communication design education for E-commerce, personnel structure of studio teaching team is also needed to be paid attention. Since one high efficient powerful studio teaching team is the key for education implementation, if introducing E-commerce item during the process of visual communication design education, one studio teaching team with design knowledge and knowing market discipline must be established. This teaching team must contain 3 categories of personnel. In one specific design operation, firstly, one design teacher mastering basic knowledge of design major shall act as the leader, so as to resolve basic design configuration, strengthen professional knowledge and improve implementation ability for design. Secondly, one industry teacher, who is familiar with feature of this industry’s operation, shall take part in visual communication design teaching to collect students’ practical situations and analyze to introduce industry development trend and industry development planning of E-commerce item. For example, in one specific operation case, industry teacher shall analyze the specific issue and solution occurring in network marketing under specific E-commerce item to provide students with good E-commerce industry knowledge and rules. Professional explanation and analysis for successful case by industry teacher are in favor of improving students’ enthusiasm of taking part in teaching and developing students’ practical operation ability. Lastly, one industry expert working on E-commerce major is needed to take part in related education and teaching.

D. The Establishment of Teaching System Related to the Teaching Model of “E-commercialization Platform + Design Studio”

The establishment of teaching system related to the teaching model of “E-commercialization Platform + Design Studio” is in favor of specifying authority and responsibility relationship between teaching team of design studio and teaching unit. Firstly, combining marketization operation progress of teaching team of design studio and teaching planning of teaching unit to know clearly the combination

form and standard management between both sides; Secondly, during teaching, knowing clearly the schoolwork scope, establishment of training base, quality outdoor training accessible to students and so forth is necessary; Finally, clearly drawing up teaching plan, arrangement & bridging of related curriculum, teaching material during study and so forth.

V. CONCLUSION

Teaching model of “E-commercialization Platform + Design Studio” brings infinite possibilities to teaching, as organic combination of “E-commercialization Platform + Design Studio” is on the basis of technical property, however, not only rests on technical level. The combination of the two not only generates a new teaching relationship, but also even more creates a new teaching form. Deep integration of many elements in the teaching of visual communication design major, trans-time-and-space sharing and sustainable development of teaching system and environment are the core concepts of teaching reform based on digital information technology.

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