

Cultivation of Practical Competence of Students in Dispute Advertising Design

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Abstract. The practical teaching of advertisement major provides a good platform. Higher vocational graduates 'knowledge level ability is not high, comprehensive ability and competition consciousness are weak, there is no reasonable business consciousness, resulting in design work not in line with the actual market demand, and the actual derailed. This article mainly expatiates how to solve the practical problem of high vocational advertising design students, and carries on the comprehensive reform to the actual teaching work of high vocational college, takes the form of combining the advertisement design major and the engineering study, and raises the teacher level to direct the concrete teaching and other measures, in order to improve the student's creative thinking ability, train the student's practical ability and the advertisement comprehensive quality.(c) Promote comprehensive development of students in order to better adapt them to future social development needs.

Introduction

The emphasis of the combination of engineering and learning is on the importance of abandoning the traditional classroom teaching methods. The teacher, as the central figure of this model, emphasizes theory and runs through the combination of engineering and learning ideas in the course of each course. The emphasis is on developing students 'ability to combine theory with practice.

Advertising design requires not only new creation, but also social recognition, recognition and public consumption of advertising design to promote communication. From this point of view, it can be seen that the communication between advertising design, social cognition and public consumption has become an irresistible trend. Under this trend, there will be new opportunities for the development of advertising design.

Improve Teaching Methods and Improve Students' Creative Thinking Ability

A good entry must have good ideas. The introduction of case teaching, the teachers in the classroom will analyze the successful cases in the advertising industry, the competition topic to let the students as a case, and then compare the gap between the two cases, let the students to learn from it. In the course of teaching, students should be guided to analyze the creative points of excellent advertising works in the competition, and make sure the creative points of the topic, and form a perfect advertisement creative work on this basis. Let students analyze the products, enterprises, advertisements and so on, and determine the rationality of advertising creativity. In the process, the instructor should constantly make a point, and stand in the position of the enterprise to judge the work. Four entries, students are encouraged to create a variety of forms, improve the quality of the integrated advertising encourage students to create a variety of forms of work, can enhance the learning ability of students comprehensive ability and advertising, improve the students' comprehensive strength.

Use "Project" to Carry Out Actual Teaching

According to the job requirements of the advertising market, pay attention to the development of students and professional work ability, can understanding of market demand, the relative enterprise project to outside the classroom, set up the team, on the basis of the theory of curriculum to carry on the corresponding study, and it can from these aspects, the first point from market research, to collect the corresponding information, according to gather to discuss the content of the study, and in the entire process takes middle school students' autonomous learning, the teacher is the role of guidance and advice, and ensure the quality of the project, the purpose of cultivating the students' ability of autonomous and cooperative.

Professional teaching is in a professional capacity as a fundamental, in order to achieve joint theory to practice, and in advertising design, on the basis of their needs, realize the combination of teaching and practice teaching of "integration", before the reform theory from practical teaching methods, to achieve breakthroughs in teaching theory, emphasizes the way of teaching, pay attention to the theory and practice teaching together, by the change of teaching measures, not only the professional theory knowledge to students, but also to strengthen the students' practical ability, increase their ability to work later.

To Improve the Related Professional Courses

Nowadays, advertising design is very important in many fields. For example, logo design, CI design, graphic design, UI design and so on are the integration of a set of practical design systems in specialized courses. The combination of graphic design, brand design and packaging design has shaped the personalized image of the whole professional field. Nowadays, social advertising design is not only independent, it is also important for the unity of individual brands. The design is not only for appreciation, but also for market sales. The author believes that it can be called qualified design. Only for brand appreciation, can be called excellent design. Our goal is not to make students a skilled craftsman, but a thoughtful, soulful designer.

Integrate Innovation and Entrepreneurship Education into Teaching, Comprehensive Reform First and Second Class

The advertisement design major of higher vocational school should focus on building innovation and entrepreneurship education teaching system, thus increasing students' innovation and entrepreneurship ability. The school will carry on the innovation and entrepreneurship education guidance concept, and carry out the new teaching method combining the first class and the second classroom. In terms of the first class innovation, adjust the teaching plan specific content, to increase the proportion of independent elective courses, let students choose space increase, gradually formed a comprehensive employment system more perfect. In the second classroom, we conducted guidance to create more public welfare activities to encourage students to participate in the school. In the process of students participating in various competitions, teachers can guide students to form a comprehensive practice team based on professional and organized form. In the innovation and entrepreneurship base, more students are given the opportunity to build a real innovation and entrepreneurship platform that belongs to students. At the same time, we invite the successful entrepreneurs of the industry to share the lectures, so that students can accumulate valuable entrepreneurial experience through listening and speaking, so as to add confidence to their future business.

188/5000

Introduce the Event Project into Teaching

Teachers should pay attention to the advertising design contest held by the society, will be some good games into teaching, in fact is to let students understand the current domestic and international brand strategy, can effective to let the students with market practice. Teachers integrate these

projects, assign them to students to learn and digest, and students can master the essence quickly. Teachers can also organize the student design competition in the form of group, mutual cooperation exchange between students, inspired design together, it is very meaningful teaching link, students can learn knowledge accumulation of experience.

Students describe the work.

Students complete the design work, in most cases is the works of manuscript to the teacher, the teacher give a evaluation, between this kind of teaching mode for students to enterprises for advertising "actual combat". Should, therefore, in the usual teaching process, students are required to design your own works in the form of PPT, including design concept, design idea and relevant theoretical knowledge are described in a clear, teachers for guidance and complement, help students better grasp of professional knowledge, but also exercise the students' eloquence skills.

Planning Your Advertising Career

Plan your career. Practice is an experience that every student must have. It enables him to understand society in practice and consolidate knowledge in practice. Practice is also a test of every college graduate's professional knowledge. It gives students a great deal of knowledge that they can not learn in the classroom. It broadens their horizons and increases their insight.

Practice. The value of a person is also realized through practice, and only through practice can theory be tested. Through practice, contact with society, understand society, know oneself, adjust oneself, prepare for future work.

Continue to learn and improve the theory of self-cultivation. In the information age, learning is constantly absorbing new information. As a college student, study should be his first task. After the internship, I am a senior facing graduation. In the remaining days I will cherish the life in college, in the future to continue to study hard, constantly enrich themselves. Maybe when you get to work, you may not have the opportunity to learn the theory in the textbook, which is the basis. And now learning is far from enough, need to work hard.

Advertising Students Should Cultivate the Correct Sense of Entrepreneurship

Students should set up a correct view of entrepreneurship, lay a smooth path for their own entrepreneurship, establish an enterprising, pragmatic, coordinated and balanced value orientation, maximize their own life value, make due contributions to society, and achieve a balance between social and individual interests, career and interests.

Advertisers should make full use of the platform provided by the university campus to actively draw on all aspects of knowledge, expand their vision through advertising major study, various campus activities and social practice activities, actively participate in some community activities and volunteer activities, in the activities to exercise the ability to communicate and collaborate with people, and build a team sense; We will strengthen our ability to learn independently, foster innovative thinking and development in our learning, understand and observe society, Advertisers should carry out scientific planning and reasonable planning before starting a business. The planning should include the selection of advertising items, the business model and the determination of profit model, The complexity of society dictates that we all go through a period of maturation when we enter it, and if we are in college, we can take part in more social practices and develop our abilities in all aspects, especially in adapting to the environment.so as to improve the probability of success. and constantly improve our entrepreneurial and practical abilities.

Advertising students should be calm and rational about business opportunities and projects, the prospect of entrepreneurship can not be too optimistic, the feasibility of the project to do a comprehensive and rigorous analysis of the project, from all sides to understand the status of the project, to have a feasible implementation plan to guarantee, step by step, to go forward to a successful destination.

Conclusion

To sum up, through lets the student contact the actual project, can let students to understand the design process and operation mode of enterprises, to cultivate students' ability to communicate with the client, the creative team of the students' level of a certain extent can communicate directly with customers, through contact with the customers and the market process, is helpful for students to master the social development demand, enhance the level of their own design.

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