

# *Analysis of Innovation of Visual Communication Design Teaching under the Digitization Background*

Liu Yongxiao

Baoshan University,  
Baoshan, Yunnan, 678000, China

**Abstract**—Digital technology is the information foundation for the development of the times. Under the influence of the ever-changing information dissemination mode, higher requirements come up to professional visual communication design talents. Combined with the actual situation, this paper showed a fact that the continuous development of digital technology requires a new teaching mode of visual communication design to closely keep pace of the era. On this basis, it focuses on the cultivation of professional visual communication talents. Finally, the author proposed that the visual communication design specialty needs to further improve the classroom teaching mode and apply new teaching methods and other teaching innovation strategies to cultivate professional talents of visual communication design who can meet the needs of contemporary social development. It is hoped that peers can learn from the innovative strategies in the paper to improve their teaching methods of visual communication design, so as to contribute to the cultivation of professional visual communication talents.

**Keywords**—*digitization; visual communication design teaching; innovation*

## I. THE DEVELOPMENT OF VISUAL COMMUNICATION DESIGN AND ITS COMBINATION WITH DIGITALIZATION

Since the 21st century, network technology and computer technology have developed rapidly all over the world, with the continuous innovation and development of Internet technology. At the same time, computer technology has become a representative of modern high-tech, playing an active role in human production and life, and has become irreplaceable and important. Computer technology is a carrier of new lifestyle led by scientific digitization. The advent of the digital age has brought greater challenges and also more vitality to the visual communication design. In the process of teaching, visual communication design needs to be closely integrated with the characteristics of the era and computer technology. It has gradually evolved from the traditional visual experience to multi-dimensional space experience at present, from the traditional static visual effect to a new dynamic communication effect combined with computer network technology. In today's society where the digitization process is accelerating, the traditional field of visual communication has ushered in reform opportunities, and changes are taking place with each passing day. [1] However, there are huge adjustments in the content of the visual communication teaching at the same time. In the digital age, visual communication design teaching should be closely integrated with the requirements of the times to carry out new types of teaching, so as to maintain common progress

and development with the society; only in this way can we further perfect the professional quality of relevant practitioners and make the visual communication teaching continue to innovate, thereby solving the problems in the new era. [2]

Visual communication mainly relies on social media and other forms to deliver information and related contents to the audience. Visual communication design can further reflect the cultural connotation of a designer and the characteristics of the times. In this process, the designer needs to stay closely to the characteristics of the times and culture, because it is not only an art, but also a carrier that the designer displays contents to the audience and communicate with them. In the design process of visual communication, the designer can further shorten the distance between him and the audience by processing the sound, text and image materials. In other words, it is an art of communication between people. At present, with the continuous improvement of science and technology as well as the advent of the digital age, visual communication is also undergoing rapid changes. The fields it involves are gradually expanding, and at the same time, it increasingly intersects with other fields. In the new era, the visual communication design has gradually developed into an industry that integrates multiple disciplines and closely cooperates with multimedia.

The visual communication specialty itself contains rich connotations, and the related teaching activities are carried out combined with visual symbols and information expression. Among them, the visual symbol mainly refers to the relevant information that can be obtained through human visual observation and reflects the relevant symbols of the relevant features of objects. Through the means of information dissemination, the information publisher sends relevant information to the audience. At the same time, it should be noted that attention must be paid to the construction of information transmission of some visual symbols with special meaning. A good communication platform is also needed to help realize the information dissemination.

With the acceleration of information development today, human beings take the advantage of computer network technology to carry out production, and life activities and computer network technology is gradually intertwined with human life. Now multimedia technology is used widely and computer technology is constantly upgrading or innovating statically or dynamically. In response to this situation, visual communication designers should gradually realize that the design contents need to closely meet the requirements of the times in the product design process. In the age of information

technology, works need to be given more information and make themselves more interactive and time-sensitive in the process of conveying relevant information. It is necessary to further combine with the requirements of the information age era and fully rely on Internet technology. In the process of visual communication design, there is a need to minimize the associated costs and maximize the design effect. Therefore, designers of visual communication works must utilize digital technology to improve their design efficiency, and rely on technological innovation and technological advancement to gradually transform the visual communication works from paper products to terminal products of digital computer mobile phones, then achieving the specific requirements of visual communication design in the modern society. [3] In general, in the era characterized by informatization and digitization, visual communication designers should lay stress on the continuous innovation of contents and forms while keeping a close eye on the development of the times, because only making positive changes can ensure the healthy development of the industry.

## II. CURRENT SITUATION OF THE CULTIVATION OF PROFESSIONAL VISUAL COMMUNICATION TALENTS IN CHINA

According to the actual survey, there are a few colleges and universities in China which set up the specialty of visual communication design. After conducting survey on colleges and universities with relevant majors, the authors found that, in the entire education, the curriculum design for visual communication majors is mainly divided into three parts, namely basic courses, practical design and specialized courses. Under the current mode of teaching, specialized courses mainly rely on logo design, advertising design, book design and packaging design. The teaching for visual communication majors involves a variety of artistic expression effects while there are few courses for digital art design teaching, which is not conducive to cultivating modern visual communication design talents. The following problems are exposed during the cultivation.

1. Some schools have insufficient grasp of current social needs. At present, the teaching on visual communication design is still mainly based on the traditional teaching mode in China. Teachers mostly make use of flat and two-dimensional books to conduct their work for visual design majors. In the era of networking and digitalization, this traditional teaching mode has gradually revealed many drawbacks. Emerging e-book design and related technical theory requirements have not been followed up in a timely and effective manner and have also not been included in relevant textbooks; at the same time, traditional teaching modes occupy the dominant position, which cannot satisfy the requirements for talents of visual communication design.

2. The target of talent training is not clear enough in some schools. With the advent of the digital age, the Internet, computer and other digital fields are gradually integrating with each other and obtain rapid development. At the same time, the continuous innovation of these technical fields will gradually lead to follow-up in other fields, and some emerging fields will be integrated with them and enjoy common development. [4] Among them, digital media technology is one part of the

important contents. Digital media technology carries out related art design activities through the use of related digital devices and computer equipment, and it can closely integrate art design and Internet computer technology. At present, the focus of the specialty is limited to traditional areas such as animation design, editing production and game design, and the overall teaching focuses on entertainment. Although there is a close relationship between digital media art and visual communication design, there are still many cognitive misunderstandings in the teaching of crossing content between the two; at the same time, colleges and universities also do not have proper cultivation objectives for visual communication majors. How to further closely follow the specialty characteristics and urge students to learn more in the teaching process to cultivate a new type of professional talents that meet the requirements of the times? This is the specific problem that colleges and universities facing in the reform of education and teaching.

The following part presents some suggestions for the teaching of visual communication design.

## III. TEACHING STRATEGIES OF VISUAL COMMUNICATION DESIGN TEACHING UNDER THE DIGITAL TECHNOLOGY ENVIRONMENT

Nowadays, the development of digital technology is changing with each passing day, which has a great impact on traditional visual communication design. Teachers should closely integrate the current development trend of the digital age and continue to innovate in visual communication design teaching. Related teaching should be closely integrated with the development needs of the times to cultivate professional visual communication design talents that meet the needs of contemporary social development. Only in this way can the level of education and teaching be further improved. Priority should be given to the following aspects.

1. Further strengthening innovation. It is necessary to gradually improve the teaching equipment. The advent of the digital age requires teaching staff to break through the traditional rigid educational thinking and gradually create innovative education and teaching concepts adapting to the times, thereby broadening students' horizons and cultivating their innovative ability and professional accomplishment. In this context, teachers should free themselves from the traditional professional knowledge teaching and focus the teaching on serving the society based on the specific situation of visual communication design majors. They are expected to conform to the social requirements according to the needs of the society to make the works designed come alive. In other words, the teaching of visual communication should be close to life and artistic. [5] Therefore, teachers need to avoid the transfer of tedious single knowledge and guide students step by step. For example, the design of human culture can be closely related to social life, and then scientific teaching can be carried out to strengthen the cultivation of students' perception of art.

Teachers are often regarded as the mentor and leader in traditional classroom learning. In this process, students are often in a passive position, which not only suppresses their initiative and make them unable to actively participate in

learning, but also reduce their interest in learning. Therefore, teachers should carry out student-oriented teaching and give students enough space and time, which will help to develop the effects of independent learning and develop students' ability to explore independently. In addition, it is significant to pay attention to the innovation of teaching concepts in the teaching process, so as to fundamentally improve the teaching work. Schools should attach importance to the further integration of relevant supporting and teaching concepts. There is a need to strengthen infrastructure construction, further improve the school hardware level, increase advanced multimedia equipment, and ensure the steady improvement of teaching through the continuous innovation of visual communication design teaching.

2. Further improving the classroom teaching mode and create a good learning atmosphere. Classroom is the main platform for knowledge transfer and teacher-student interaction, and also the space for students to display themselves. Therefore, special attention should be given to the construction of innovative classrooms and further improvement of the traditional classroom teaching mode, so as to stimulate students' interest in independent learning and cultivate their innovative ability step by step. The new classroom teaching mode needs to focus on the innovative ability of students, and teachers are supposed to give full play to the characteristics of the design specialty and master the flexibility and openness of classroom teaching. In the process of teaching, the classroom mode should draw on relevant mature experience and be integrated with advanced foreign teaching concepts. For example, effective classroom modes such as "flipped classroom" can be carried out. The flipped classroom mode refers to a teaching mode different from the dull and rigid teaching process. It provides students with the most realistic and vivid learning environment and design space, and the specific curriculum is based on the actual situation of the students and the classroom teaching objectives. It can be seen that the effective classroom modes are new student-led teaching modes. This kind of teaching modes is different from the rigid classroom in the past. They make it easier for students to participate in the classroom and more willing to express their own views. It is also conducive for teachers to make use of limited resources to stimulate unlimited creativity and then further enhance students' imagination to design works that meet the requirements and satisfy themselves. Besides, this kind of new classroom modes enables students to further integrate into their works, making the works they design more emotional and more appealing, thus making the designed works more spiritual. [6] It can be seen from the analysis above that an innovative classroom mode is crucial to the cultivation of the learning atmosphere, and it can further enhance the design ability of students to achieve a variety of good results.

3. Innovating in teaching methods. The teaching for visual communication majors needs to be closely combined with practical requirements, so there are high requirements for students' practical ability. In the teaching process, it is necessary to closely combine the teaching content with the practice to achieve the integration of theory and practice. It is necessary for schools to regularly organize school-enterprise cooperation to create more practical opportunities for students,

which will allow students experience the relevant requirements of design in the enterprise and then understand the differences between the works they design and actual social needs.

In addition, the innovation of teaching methods can ensure that students acquire more professional knowledge in a short period of time and find out the problems in the learning process. As the process of the digital age accelerates, the application of multimedia teaching should be gradually extended. The following specific case can illustrate the role of this new teaching mode in the specialty of visual communication design. When carrying out stage design courses which are difficult, teachers can carry out teaching combining with specific stage design examples. When teachers highlight the design difficulties and key elements and select appropriate cases in the stage design process, it will be easier for student to establish clear learning objectives and grasp the meaning of design. In addition, the further analysis of the stage design, on the one hand, can enhance students' understanding of relevant design theories from various angles; on the other hand, it can help them gradually improve the specific problems that need to be solved in the design process. When designing the stage case, students can also find out shortcomings in the design process by observing carefully. The teaching will be eclipsed and lack of tension without the actual case operation.

Additively, when choosing a teaching method, it is necessary for teachers to fully integrate the unique emotional elements of the visual communication design, and the emotional experience can be also integrated into other teaching methods. All in all, no matter which learning method to be chosen, it aims to enhance students' self-management ability and help them quickly grasp the essence and soul of design.

4. Innovating in traditional evaluation methods and giving students enough opportunities to show themselves. To innovate in visual communication design teaching needs to improve the traditional teaching mode which takes test scores as the evaluation standard, so as to further strengthen the examination of students' practical ability. For example, it is feasible to promote teaching by regularly holding design competitions. Related competitions need to be based on the establishment of appropriate evaluation mechanisms and evaluation methods. These competitions can further exert the subjective initiative of students' in design, exercise their divergent thinking and enhance the combination of theoretical knowledge training and practical application. The way in which competitions are related to academic performance can further motivate students to participate in the competitions, thus ensuring the degree of involvement.

#### IV. CONCLUSION

Today, with the continuous development of digitalization, innovative visual communication design teaching needs to break the rigid traditional education thinking, further strengthen innovation, highlight the construction of innovative classrooms, improve classroom teaching mode and teaching methods and combine theory with practice. Only by scientific teaching methods can students gradually improve their ability to innovate and design in the process of learning, thereby

becoming professional visual communication design talents that meet the needs of contemporary social development.

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