

Construction of Curriculum System of Advertising Design Specialty under New Media Environment

Li Hong Ni ,Xiao Hua Ying*

School of Creativity and Design, Guangzhou Huashang College, Guangzhou, Guangdong, 511300, China

**Corresponding Author*

Keywords: New media environment, Advertising design major, Curriculum system, Interactive teaching

Abstract: Under the condition of continuous development and progress of society, traditional media communication mode cannot keep up with the pace of development of The Times. Influenced by changes in the social environment, the ways of news and information transmission also show the characteristics of diversification. As the key products of the new media era, microblog, WeChat and so on have brought a lot of convenience to people's lives and work. Therefore, the public has put forward more strict requirements for the teaching of advertising design in the new media environment, and the connotation of advertising design is also more rich and has a strong creativity. This paper starts with the characteristics of advertising in the new media environment and explores the main problems existing in the construction of the curriculum system of advertising design in the new media environment. On the basis of this, the author puts forward some strategies, such as the establishment of work-oriented practical teaching mode, the utilization of new media-oriented interactive teaching mode, and the construction of teaching staff, in order to provide reference for relevant people.

1. Introduction

Introduction: At present, the traditional media communication mode has been unable to meet the needs of modern social development. The emergence of new media not only breaks through the time and space limitations of traditional media, but also effectively broadens the public's vision, improves the speed of information transmission, and gives audiences more opportunities to make independent choices. At the same time, new media technology has also put forward clear requirements for advertising practitioners, and posed corresponding challenges to the traditional advertising design courses and teaching modes. Colleges and universities in order to cultivate more advertising design talent, will need to be done in traditional advertising design professional theory knowledge teaching, innovative teaching system design, summarizes the new media environment advantages of advertising, the advertising design characteristics, build a new teaching system, thus conveying high comprehensive qualities of advertising talents for society.

2. Characteristics of Advertising in a New Media Environment

2.1 Linkability of Information Services

Exploring from the contact level of the broad audience, the traditional advertisement has the characteristics of singleness and compulsion, and with a short form of unexpected stimulation of the public vision, reflects the limitations of traditional advertising information. While the public in the acquisition of new media advertising, are generally in the target, conscious condition retrieval to obtain, this also reflects the service characteristics of new media advertising^[1]. However, when the public obtains information, they generally carry out it in a certain port and specific opportunity, and follow the information port to explore and obtain the key information in turn. Just because of this, new media advertising because of the advantages of digital transmission connection, can reflect the link characteristics of information services.

2.2 Audience-Oriented Interactivity

Advertising is an extension mode of communication with the audience, and belongs to a means of marketing, more interactive pursuit. In the new media with strong interactivity, the interactivity of advertising can be intuitively reflected. Analyzed from the actual situation, the new media makes the theoretical audience-oriented change to the realistic oriented, and makes the public become the searchers and demanders of brand information. In addition, the most important thing for new media advertising is to realize the brand connotation and spiritual communication of two-way communication^[2]. Whether it is market research or product development, or the release of brand information or product information, all belong to new media advertising, which can directly stimulate the public's attention, bring the latest consultation to the audience, answer the audience's doubts, and have the characteristics of audience-oriented interaction and communication.

3. The Main Problems Existing in the Course System Construction of Advertising Design Specialty under the New Media Environment

3.1 Lack of Practical Teaching Facilities

As the development speed of advertising design education in China is relatively slow, with the continuous development of China's market economy, the advertising industry has also obtained good opportunities for development, and the scale and speed of development of the advertising industry is relatively fast. At present, the situation of college enrollment in China is more, the scale of enrollment of advertising design students continues to expand, and some advertising design professionals are in pursuit of higher economic benefits, and have chosen the advertising design major^[3]. In addition, the number of advertising design majors is increasing, and practical teaching can not meet the needs of teaching activities. Most students are less involved in the practical activities of the advertising design major, and the teaching quality of advertising design major in many colleges and universities in China needs to be improved.

3.2 Lack of the Right Direction of Cultivation

Influenced by the development of media in the new era, China's advertising designers must have good technical and artistic expression to make China's advertising design major gradually develop towards the direction of digital. However, China's advertising design major students are mostly liberal arts students and art students. Although they are good at the humanities, they have little understanding of digital media technology and new ways of teaching^[4]. At the same time, the students majoring in advertising design are all liberal arts majors, which leads to the shortage of

digital multimedia teachers in China's advertising design major. Therefore, teachers' grasp of new media technology is not in place, and the comprehensive level of teachers is not high, which also limits the cultivation of high-quality advertising design talents in various colleges and universities.

3.3 The Direction of Practice is Divorced from the Market

Because of the strong practicality of advertising design specialty in China, it is very important to clarify the practical direction in the actual course teaching process. However, according to the analysis of the actual situation, though many advertising design majors take practice teaching as the core content of education for students, it is restricted by a variety of factors, leading to unclear practice orientation and separation from market demand. Although many schools in our country have carried on the reform of advertising design professional education mode, and organized a wealth of practical teaching modules. Nevertheless, in the practice teaching stage, restricted by the school teaching environment and conditions, the practice teaching content is relatively old, the teaching system is not innovative, which is not conducive to the healthy development of students.

3.4 The Effectiveness of the Course is Not Strong

At present, the basic goal of cultivating talents in advertising design major is to improve students' practical ability, such as requiring students to make graduation design and participate in graduation practice. But many colleges offer their final project courses in the third year. At this stage, many students have begun to look for design units, the lack of attention to the graduation design course, random completion of the design tasks arranged by teachers, directly affecting the effectiveness of advertising design teaching.

4. The Idea of Curriculum System Construction of Advertising Design Specialty under New Media Environment

4.1 Setting Up the Work - Oriented Practice Teaching Mode

In the actual teaching process of advertising design major, colleges and universities should take work as the basic orientation and actively promote the format practice teaching activities. For the education personnel of advertising design major, they should completely change the traditional teaching concept and make adjustments to follow the change of the new media environment. In the traditional teaching of advertising design specialty, the subject content is the core, there is an imperfect knowledge system, unable to achieve the integration of theoretical knowledge and practical teaching. Therefore, the teaching of advertising design major under the new media environment needs to be integrated with the actual work content and adopt project-driven teaching concept. Actively organize students to participate in teaching projects, so that students can get good practice opportunities, master the curriculum skills of advertising design major. Only by making clear practical teaching objectives of advertising design major can we help to improve the comprehensive level of students^[5]. In this process, the applicability of quantitative evaluation criteria to measure students majoring in design is poor. Skills examination and theoretical knowledge assessment should not be taken as the evaluation criteria. Teachers should not pay too much attention to the time consumed by students in a design course or the problems that can be solved. The basic goal of course teaching is not only to reach conclusions, but also to master effective professional methods, solve existing problems, and innovate design concepts. Teachers can select ads related competitions for students, such as national level competitions, which can effectively enhance students' competitive awareness and enable students to be divided into several

different groups to choose topics independently. In addition, roles can be designed and reasonable division of labor can be carried out. Teachers should not get too much involved in the process of selecting topics independently, but should give play to students' autonomy and give suggestions on topics. In the division of design in the group, students' personality characteristics and design ability should be combined to exert their advantages as much as possible.

4.2 Teaching Content Must Meet the Needs of New Media Technology

With the rapid development of computer technology in our country, advertising design activities have changed to a certain extent. For teaching in the era of new media advertising, the content of professional courses should be adjusted with the change of new media environment. It is not only necessary to master the professional knowledge of traditional advertising design, but also to control the current market trends, teach students different media technologies, and make reasonable use of them in classroom design. With the help of diversified teaching programs and reasonable network resources, teachers can help students successfully design advertisements, express their own creativity and ideas, and adapt to the needs of our customers. At the same time, students need to grasp the autonomy of learning, and ensure that in the teaching stage in the active position, design better works^[6]. Teachers need to cultivate students' sensitivity to new media, so that students can fully understand the characteristics of new media, so as to improve the level and quality of students' design works from the root. Finally, the overall teaching objectives of the advertising design major are subdivided into units that are easy to learn and operate, and implemented into various learning activities to meet the needs of new media technology and gradually improve the system in line with the advertising design major.

4.3 Make Use of New Media Interactive Teaching Methods

For the analysis of the existing teaching mode, most of the teachers master the learning objectives, learning resources, and reasonable setting of students' behavior, according to personal experience, accurate evaluation of the level of students' design works. Adopt the whole process operation of the teaching system, the focus is the teacher himself, from the perspective of teaching logic, the teacher is superior to the basic cognition of the students, which usually means that both the teachers and the students are excellent. For example, some students know more about resources and have more experiences than some teachers. Therefore, in the context of new media, teachers need to explore new teaching ideas and methods and innovate interactive teaching models. In this process, teachers need to encourage students to actively acquire relevant information and materials in the daily teaching process, and should not be restricted by the teaching materials of advertising design major. Using diversified teaching methods, the theoretical knowledge is applied to the practical teaching process, so as to improve the professional level of students^[7]. For instance, with the help of the public account, microblog, WeChat, micro-class and other diversified teaching methods of advertising design major, the fragmented, point-to-point teaching method is adopted to answer the learning problems faced by most students, and can also meet the design needs of students. Finally, teachers use a variety of learning assistance software and social network communication tools to enhance communication and contact with students, and stimulate students' interest in learning professional knowledge of advertising design. Teachers use data transmission to download the latest design schemes and featured advertising designs for students, and share them with students for reference, so as to constantly improve the level of advertising design of students.

4.4 Increase the Investment in Teaching and Build Up the Teaching Staff

In the teaching of advertising design major, improving teachers' professional quality is helpful to stimulate students' learning initiative. The establishment of high-quality teaching staff is helpful to improve the teaching quality of advertising design specialty. At present, in the actual development of colleges and universities, the construction of high-quality teachers is the key to the education of advertising design specialty. Schools can not only strengthen the training of school teachers, so as to improve their professional quality. The school needs to promote communication and cooperation with other excellent schools and departments, and realize complementary advantages of advertising design teachers. They can also hire professional advertising design teachers from outside, who generally have rich experience in advertising design and have mastered rich market information. Students can learn more practical knowledge, which is helpful to carry out advertising design professional teaching activities smoothly. Under the new media environment, the advertising design major of the school will face challenges from many aspects. Therefore, colleges and universities need to absorb excellent communication practitioners, and strive to build a strong teaching force of advertising design teachers, so that they can make their own contributions to the reform of the teaching system of advertising design.

4.5 Realize the Teaching Reform of New Media Advertising Design and Improve Students' Aesthetic Taste

In the stage of innovation and reform of new media advertising design teaching in colleges and universities, it is necessary to take aesthetic foundation as the core and aesthetic education as the key point of innovation, so that aesthetic advertising design can develop with the new media environment constantly. Formal beauty is the foundation of advertising design, and whether advertising design can bring people the enjoyment of beauty also determines whether it can be successful. The audience's reaction after seeing the image of the work is the aesthetic of advertising design. Advertising can catch the attention of the public in a short time, and make the audience have a sense of beauty, it means that the advertising design is successful^[8]. If the color of the composition is not clear and the composition is not exquisite, it will not attract the attention of the public, and the audience will not spend their time on the advertisement, so the effective content that the advertisement wants to express will be relatively empty. Therefore, to realize the integration of good advertising design and creativity, can form a successful advertising design. In the teaching of advertising design major, teachers need to cultivate students' aesthetic quality and aesthetic foundation. Especially in the new media environment, there are many advertising information, and aesthetic factors can add points for advertising design. In addition, the formation of aesthetic literacy is not achieved overnight, but after a long period of accumulation, precipitation, the ability to perceive beautiful things, the formation of their own aesthetic cognition. Schools can organize students to watch more art exhibitions, or go to museums to learn the beauty of art from teachers, get close to nature and explore beautiful things in the limited environment, so as to further improve students' aesthetic taste and effectively enhance the value of advertising design.

5. Conclusion

Although the advertising design major has a good development prospect, there are still many problems in professional teaching, such as the lack of practical training for students, the lack of rationality in the curriculum setting of advertising design, the lack of innovation for educators, the lack of new understanding of advertising design, and the lack of attention to the construction of the curriculum system in colleges and universities. These are the basic elements that affect the teaching of advertising design. However, under the new media environment, advertising design majors can realize innovation and reform with the help of new media technology advantages. Various colleges

and universities need to seize this opportunity to realize the innovation and reform of advertising design teaching, master rich theoretical knowledge, organize and apply the learning content, and give students more practical opportunities, to new media platforms to enhance interaction and communication with students, to improve the overall teaching efficiency and lay a good foundation for the all-round development of students.

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