Research on Talent Training Scheme of Jingdezhen Ceramic Culture Integrated into College Visual Communication Design Major —— Taking Graduation Design Major as an Example

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Abstract: Firstly, the teaching purpose and requirements of the graduation design course of visual communication design specialty are clarified. In the course teaching, the whole course is constructed by selecting topics of regional cultural design of Jingdezhen in the aspects of intangible cultural heritage related projects, Jingdezhen's corporate brand, tourist attraction image design, and college visual image design. Secondly, we pay attention to the sense of form and systematization of the overall design in the design goal of the course, and complete the design and production part of the course through logo design, poster design, packaging design, book design and so on.

1. Visual communication design major graduation design course introduction

1.1 Purpose and requirements of graduation design course

Visual communication design major graduation design is to let students use the knowledge of four years of college to make a summary, reasonable use of the knowledge of graduation creation, the use of professional theory and professional knowledge, comprehensive test students in recent years of learning and social practice ability. Teaching pay attention to the development of design creativity, attaches great importance to the basic theory and professional research, and teaching research and practice, combining by means of creative thinking training, the training to be involved in marketing planning, interface design, media advertising, brand promotion, packaging design and corporate image design, books and other visual design, planning of senior specialized talents.

1.2 Graduation design objectives and requirements

Graduation design goal 1: Through the graduation design, let the students to the visual communication design knowledge to carry on the profound consolidation and understanding of the application, improve the system's theoretical level, design level and comprehensive application of the practical level;

Graduation project goal 2: to understand the needs of society, choose the direction of personal

graduation project, cultivate the team spirit of students, create the spirit of The Times and practical significance of the work;

Graduation design goal 3: Through the comprehensive use of knowledge, to cultivate students' independent design ability and overall design control ability;

Graduation design goal 4: to strengthen creative thinking and creative design ability, to adapt to the future work to lay a solid foundation, master the process and methods of graduation design, improve personal ideas, create high quality graduation design works.

Graduation requirements are as shown in Table 1:

Table 1: Supporting relationship between graduation design objectives and graduation requirements of visual communication design major

Graduation requirements	Graduation requirements indicator points	The supporting relationship between graduation design objectives and graduation requirements
Comprehensive subject knowledge	Expertise at the forefront of the system	Targets 1 and 2
Ability to use knowledge	Ability to analyze, design and solve different problems	Targets 2 and 3
Application of modern tools	Ability to use computers and equipment	Targets 2, 3, 4
Professional quality	Honest and trustworthy, rigorous and truth-seeking professional ethics	Target 1
communication	Social communication skills and abilities	Targets 2 and 3
Lifelong learning	The ability to find and analyze problems	Targets 3 and 4

1.3. Content and method of graduation design

Table 2: Content and completion method of graduation design of visual communication design major

The serial number	Knowledge unit	the key of knowledge	Teaching requirements	schedules	Supporting Curriculum Objectives	Students task
1	Graduation subject	According to the market demand and professional development trend of the investigation and research, determine the graduation design topic.	Starting from the training goal of the major and meeting the basic requirements of teaching, we should not only carry out comprehensive training for students, but also focus on cultivating students' ability to work independently.	16	1, 2	Topic selection thinking, graduation design related topic selection data collection.
2	Market research	1. How to obtain the materials and relevant subject materials for the topic selection; 2. The perspective and design orientation of the topic; 3. Academic value and practical significance of the topic selection.	The main teaching purpose of this unit is to target at the direction of topic selection. Students are required to conduct market research and analysis, master the market positioning and design orientation of topic selection, and understand the role of topic selection in professional academic and practical needs.	16	2, 3	The project investigation and questionnaire survey were conducted to collect and summarize the data.
3	design	1. The same design theme: poster design, packaging design, CI design, book binding, digital image, advertising, interface design, etc.; 2. Complete process of graduation design.	The main teaching purpose of this unit is to design sketches for selected topics. Students are required to make creative designs according to the orientation of the topic and the design content, without limitation of style.	48	3, 4	Series poster design, packaging design, book binding, CI design, interface design, etc. The specific topic selection, quantity and requirements are determined by the instructor according to the difficulty of the topic selection.

The graduation design part has three units: topic selection, research and design. It is required to first think about the topic and collect relevant information about the topic: project investigation and

questionnaire survey, collection and induction of data. The second is the design goal, there are series of poster design, packaging design, book binding, CI design, interface design and so on. Specific requirements are shown in Table 2:

2. The approach of Jingdezhen ceramic culture integrated into visual communication graduation design course

2.1 Correlation construction of graduation design topic selection

Jingdezhen is rich in regional cultural resources. The first is the ceramic culture. There are national intangible cultural heritages: handmade porcelain making skills of Jingdezhen, traditional porcelain kiln workshop building skills of Jingdezhen, ancient stage building skills and water-duike-making skills (water-powered trip-hammer skills of Jingdezhen porcelain). Provincial intangible cultural heritage: Jingdezhen Enamel color production techniques, traditional glaze fruit production in Jingdezhen Yaoli, Jingdezhen folk tale----the legend of the kilns, Fuliang pearl light, Fuliang green lamp of lions and elephants, Jingdezhen kiln ceramic art, traditional Jingdezhen Bluish white porcelain production techniques, Jingdezhen traditional chai kiln fired into porcelain, Fuliang kung fu tea production techniques, Hetang township handmade bamboo weaving skills. [1] In addition, there are ceramic related porcelain historical sites: Jingdezhen Imperial kiln factory, Jingdezhen ancient kiln folk Museum, etc. There are some contemporary ceramics distribution center: Ming and Qing Dynasty Porcelain Sculpture Factory, Sanbao Pottery Village, Taoxichuan Creative market, Sanbaopeng Art Center, etc. And there are some Ceramic Museums: China Ceramic Museum, Hutian Kiln Museum, Jingdezhen folk museum, and many potters museums. [2]

Secondly, Jingdezhen has several regional brands: Hongye ceramics, Yubai Linglong ceramics, Zhenshang ceramics, Zhengde ceramics, Xiping Deng ceramics, Jiuduan ceramics, Jinpintao ceramic, Jingdezhen enamel porcelain Industry and so on. Jingdezhen also has catering, interest education and other brands. Thirdly, Jingdezhen colleges and universities, tourist attractions, students creative market and so on can also be used as the content of Jingdezhen regional cultural characteristics.

The graduation topic of visual communication design is integrated into Jingdezhen ceramic culture, and the above design topics related to Jingdezhen local brands, traditional culture and intangible cultural heritage can be directly selected, so that students can implement the cross-boundary thinking of "design + Jingdezhen ceramic culture" in the process of topic conception. In recent years, this major has been carrying out relevant requirements in the teaching of graduation design courses. On the one hand, it can make students have a deeper observation and understanding of Jingdezhen regional culture, and then carry out the design and redesign of Jingdezhen regional culture and regional brand. On the other hand, the design can promote the development of Jingdezhen's local economy and the city's visual image.

2.2 Correlation construction of graduation design content

The graduation goal of the graduation design course of visual communication design major is to master the cutting-edge professional knowledge systematically; the ability to analyze, design and solve different problems; ability to use computers and equipment; honest and trustworthy, rigorous professional ethics; the communication skills and abilities; the ability to find and analyze problems. The design goal of graduation design course is to carry out poster design, packaging design, CI design, book design, digital image, advertising design, interface design and other series design under the same design theme. In the course, the graduation goal is integrated into the design goal, and the graduation goal is also completed while completing the graduation design content.

2.2.1 Graduation topic selection

When students choose specific graduation topics, they are advised not to choose too macro, virtual topics, so as not to be difficult to implement in the final design. Generally, they are advised to choose projects related to intangible cultural heritage, specific corporate brands, image design of tourist attractions, visual image design of colleges and universities, etc., or they are asked to look for enterprises to do real design projects. Therefore, the specific content of students' topic selection is shown in Table 3.

According to the graduation topic selection of visual communication design of a college in Jingdezhen in 2020, the total number of topics is 39, and the top three items are the visual image design of regional brand, the visual image design of universities and enterprises and institutions, and the promotion design of regional characteristic culture, accounting for 46.2%, 20.5%, and 18% of the total, respectively. The remaining three are regional tourism brand image design or promotion design, intangible cultural heritage promotion design and public welfare promotion design. The first three examples for specific analysis of students' topic selection and regional culture correlation: ①regional brand visual image design, students' topic selection mainly includes catering, ceramics, wedding, home stay, food, pets. ②The visual image design of universities and enterprises and institutions mainly includes universities, tourism and ceramic research institutes. ③The regional characteristic culture promotion design mainly includes dialects, ceramic culture, JingPiao people and so on.

Relatively, these three types of topics focus on the aspects that college students are most directly and closely exposed to the regional cultural characteristics of Jingdezhen in their daily life, and they are most familiar with this aspect of topics, so they choose the most. In addition, Jingdezhen's regional cultural characteristics are mainly focused on the ceramic industry. On the one hand, Jingdezhen has a long history and culture, and on the other hand, it is also the ceramic culture industry with national characteristics. Therefore, in the first three topics, there are related topics that cross the direction of ceramics.

After the topic selection is determined, the subsequent design part begins. In the process of design and production, students design the content as the design goal of the course mentioned above. Logo design requires proficiency in logo design rules and performance methods, highlight the representativeness of the topic, to complete the logo as the core of the visual communication of the basic elements of design. Poster design focuses on stimulating students' creative thinking ability, conveying the cultural connotation and cultural taste of regional brands through direct visual language, and finally completing visual graphics with strong visual effects and creative connotations. Packaging design has a practical application role, it involves the trademark, text, graphics, color, layout and other content of the overall design. Through the research of the products under the regional culture topic, the overall packaging design that meets the market requirements is created. Books are designed to help readers get the internal information of the brand in the shortest time through the external binding of books. It contains the artistic thinking, the conception creativity and the technical technique systematic design of the regional cultural brand. At the same time, we should pay attention to the system design of the folio, binding form, cover, waist seal, font, layout, color, illustration, and paper materials, printing, binding and process. In addition, in the teaching process of this course, it should be noted that logo, poster, packaging and book design are series designs under a brand, and the design style, expression technique, design language, design color and other aspects should be consistent, so as to form a visual serialization of the overall style. Figure 1 is a demonstration of student work in the course.

Table 3: Relationship between the graduation topic of visual communication design major and regional culture of a college in Jingdezhen in 2020

Selected topic name	The relationship between topic selection and regional culture	The number and proportion of the total topics
1.Carefree-cloud --grass linen culture promotion visual image design	Intangible cultural heritage	Number:1 Proportion:2.5%
2.Visual image design of Hi-Life Bus restaurant 3.Visual image design of NanMU cat house 4.Brand image design of "Peiyintang" 5.Jingdezhen Yuanchuang High-tech 3D printing space visual image design 6.Daydreamer -- Yi space brand visual image promotion design 7.Visual image redesign of Tianheng Pet Hospital 8."Stay or wander" -- Jingdezhen Small Animal Protection Association image design 9.Visual image design of Jingdezhen Women's Porcelain Orchestra 10."Jingshe" homestay brand image promotion design 11."Bowl memory" theme restaurant visual image redesign 12.Visual image design of "Xinben workshop" green ecological food 13.Visual image redesign of "Yilu" Chinese restaurant 14.The visual image design of Geshanli homestay hotel in the mountains 15."GuangHe Tang" series product packaging design 16"Jingxi" theme wedding planning and series of visual design 17."Shenqi" series product pattern design and promotion 18.Brand image design and promotion application of "Shanshetaoye" homestay 19."Tao Planet" creative art space visual image redesign	Regional brand	Number:18 Proportion:46.2%
20.Tuyan -- Jingdezhen dialect visual culture promotion 21."Pengci" JingPiao people life illustration design 22. The road of ceramic -- Illustration design 23.TaoGe --.ceramic culture exchange platform brand image promotion design 24."Sceneries and People" series book design 25.Ornamentation Pattern visual design 26.Pottery record APP promotion design	Regional characteristic culture	Number:7 Proportion:18%
27."Goodbye"-- Visual Communication redesign of Jingdezhen Ceramic University 28."Tao Life" -- visual image design and media promotion of commercial platform serving Tao's life circle 29.Jingdezhen Tourism Bureau visual image promotion design 30.Jingdezhen Civil Aviation Administration publicity and promotion design 31.Jingdezhen Renaissance band visual image design 32."Jingpiao" culture promotes visual design 33.Jingdezhen the third mud Festival image publicity design 34.Mark - Brand reconstruction and promotion of Institute of Ancient Ceramics	Colleges and universities, enterprises and institutions	Number:8 Proportion:20.5%
35.Jingdezhen city brand visual image design 36."Guijing" Jingdezhen city tourism culture promotion design 37.Record of Pottery Flower Source -- Visual image design of Jingdezhen Tourism 38.City Lifeline -- Jingdezhen City Traffic survey report	regional tourism	Number:4 Proportion:10.3%
39.Good Children -- the theme of autistic children promotion design	public welfare	Number:1 Proportion:2.5%

Figure 1: Jingdezhen regional culture into visual communication graduation design

3. Conclusion

Jingdezhen regional culture is integrated into the talent training program of college visual communication design specialty. By clarifying the teaching purpose and requirements of the graduation design course, the whole course is constructed in the way of selecting topics close to the regional culture in the course teaching. Taking the macro-Jingdezhen-regional-culture as the course topic, such as intangible cultural heritage related projects, specific corporate brands, Jingdezhen tourist attraction image design, college visual image design and other aspects of the design project, no longer do specific details. In terms of the design objectives of the course, the course is completed through logo, poster, packaging, book design and so on. At the same time, students are required to pay attention to the sense of form and systematization in the overall design process. Students have achieved satisfactory teaching effects in the final course design exhibition.

References

[1] Jiangxi Intangible Cultural Heritage Network/ Jiangxi Intangible Cultural Heritage Digital Museum website.

https://www.jxich.cn/

[2] Hui Huang, Cui Dong. Research on the development of Jingdezhen Ceramic Cultural and Creative Design products in the era of "Internet +" [M]. Harbin: Heilongjiang Fine Arts Publishing House, 2021: 42-45.