

# *Research on the Training Mode of Visual Communication Design Talents Based on the Deep Integration of Production and Education*

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**Keywords:** Deep Integration of Industry and Education; Visual Communication Design; Talent Training Mode

**Abstract:** The integration of industry and education is the main trend of the development of education in the new era, which is mainly to integrate the education work with the content of modern industry and develop the professional ability of talents. After graduation, students majoring in visual communication design will be engaged in the Internet industry, advertising design, new media industry, interior decoration, clothing design and other design industries. The education mode of integration of production and teaching in the development of visual communication design specialty can effectively promote students' participation in actual teaching activities. Through the resources and educational advantages of social industry, students can exercise their professional abilities based on the actual needs and environment of the industry. At the same time, students' professional qualities can be developed in the social industry environment to promote the comprehensive improvement and development of students. It can be seen that the background of deep integration of industry and education has important significance and value for talent cultivation. How to realize the education mode of deep integration of industry and education in actual education work is an important issue for relevant personnel to consider. This paper will discuss the effective ways and strategies of cultivating visual communication design talents based on the background of deep integration of industry and education.

## **1. Introduction**

Based on the development background of the new era, talent cultivation should be carried out in combination with the actual needs of social industry development for talents. Therefore, the development concept of the new era has put forward the educational development concept of "integration of production and education". Under this concept, the organization and implementation of education work will combine relevant industrial resources, effectively develop students' professional skills and professional qualities, and then realize the two-way development of students' knowledge and ability. To carry out in-depth integration of industry and education, we need to combine the actual needs of talent cultivation and the common points of industrial education and teaching, design rational education activities, and create diversified and effective education models

to ensure the effective implementation of talent cultivation.

## **2. The significance of deep integration of industry and education for the development of visual communication design professionals**

Visual communication design professionals will be involved in the design work of various industries, such as the Internet industry, advertising design, new media industry, interior decoration, clothing design, etc. These industries are indispensable for social activities. Based on the current social development background, the demand for talents in various industries is increasingly high, and the requirements for their professionalism are increasingly strict. If we want to promote the development of talents, we should base ourselves on the development needs of the society, and carry out comprehensive cultivation of talents' professional ability, professional quality and other aspects. However, the traditional education work is only limited to students' education and teaching activities related to book knowledge, and there is a lack of social cognition and professional quality cultivation of talents.[1] The integration of the education mode of deep integration of industry and education can be based on the background of social and industrial development, select appropriate industrial resources for the special cultivation environment of talents, promote talents to carry out various learning activities in the actual industrial environment, and let students' professional quality and professional skills get two-way development.

## **3. Problems encountered in the training of visual communication design professionals at this stage**

### **3.1. Lack of talent application skills cultivation**

The establishment of visual communication design specialty is to support relevant enterprises to effectively realize the needs of visual communication design, so the development of professional skills of talents is the core and focus of education work. Only after mastering the corresponding industry skills can we ensure the effective value realization of talents in actual development and work. It can be seen that the industrial application skills of talents are the core content of talent cultivation. However, according to the analysis of the development of education at this stage, the current development of the cultivation of visual communication design professionals is excessively dependent on the theoretical education work. In addition to learning the basic theoretical courses, the teaching work will also learn the basic operational content. However, in this learning environment, the industry application skills of talents cannot be effectively cultivated.[2] The existence of the problem leads to the fact that students fail to master effective vocational and technical abilities in the actual development process, which is inconsistent with the needs of the current era and the standards of talent cultivation. Based on the current development background, strengthening the cultivation of talents' applied skills is the main problem and core content. The school must set reasonable teaching activities based on the students' development goals and the actual needs of the industry, effectively promote the development of talents' professional applied skills, and ensure the effective implementation of talents' future development and continuous progress of enterprises.

### **3.2. Lack of cultivation of professional quality of talents**

The learning activities of visual communication design are mainly carried out to enable students to master certain professional skills through learning, so as to obtain a stable job and professional technology after entering the society in the future. With regard to the objectives of the development of professional education in colleges and universities and the provisions of the work of education

reform, it is proposed that in the training of talents, we should pay attention to the development of professional quality of talents. Through education work, students can understand the basic information and development needs of the industry, deepen their understanding of the industry, shape their professional image, develop their professional concepts and abilities, effectively promote the comprehensive promotion and development of students, and effectively maintain the comprehensive implementation of education work.

## **4. Effective ways to cultivate visual communication design talents under the background of deep integration of industry and education**

### **4.1. Reasonably integrate production and education based on future development**

The implementation of industry-education integration is proposed to provide more well-matched talents for the development of subsequent industries. Therefore, the implementation of industry-education integration needs to be based on the fundamental development and needs of education and related industries. To promote the in-depth integration of industry and education, it is necessary to carry out reasonable integration based on the common goal of education and industry development, so as to ensure the positive impact on talent cultivation. According to the current education analysis, the visual communication design specialty has become an important part of the development of many industries. Based on the different professional development, the professional requirements for talents are also very different. Therefore, cultivating professional talents is an important direction and task of education development.[3] In other words, it is necessary to cultivate talents' visual communication design ability according to the needs of different industries. Therefore, the in-depth development of the integration of industry and education should be based on the effectiveness of future development, and the special training of talents should be carried out based on the actual needs of the industry, so as to ensure the improvement and development of the effectiveness of talent cultivation, and thus achieve a good talent cultivation model.

For example, the visual communication design major of our school is geared to the needs of the frontline of regional economic and social development, and is suitable for the needs of the era of regional innovation. In combination with the characteristics of the school's modular talent training, the talent training program sets five modules: discipline foundation, professional courses, characteristic courses, professional practice and innovative practice, of which the professional courses set the plane direction and media direction, and increase and focus on the training of practical ability. On the basis of the ability of basic courses, we try to integrate practical cases (such as the outer packaging designed with a wine factory in Fugu) into the practical teaching process or introduce teachers' own scientific research projects into the classroom, and integrate production and teaching according to the needs of the society, laying a good foundation for the subsequent professional training work. Through this way of integrating the social industry and educational work in line with the promotion of students' professional development, we can create a good activity environment for students, drive the professional improvement and development of students in the learning process, and ensure the effective integration of industrial and educational resources and the effective cultivation and development of professional talents.

### **4.2. Based on industrial resources, effectively develop students' ability**

The deep integration of industry and education is to combine industrial resources and educational resources to carry out integrated teaching activities and develop talents' professional skills. Therefore, in the context of the deep integration of industry and education, if you want to promote the development of students' ability, you need to tap the educational resources of the industry. Rationalize

the application of industrial education resources to carry out diversified teaching activities, guide students to participate in them, develop the comprehensive educational strength of the campus, and maintain the effective development and promotion of the integration of industry and education. For example, apply the professional talent resources of the industry, let them serve as the professional skill instructors of students, guide students to master relevant professional skills and design ideas based on the actual industrial development needs, and then promote the effective development and improvement of students' social development needs.

For example, in the cultural and creative product design activities of the Northern Shaanxi Folk Song Museum, the college and the district CPPCC signed a cooperation agreement for the "cultural and creative product design of the Northern Shaanxi Folk Song Museum", inviting professional designers from enterprises and our professional teachers to work together as mentors to cultivate students' enthusiasm for innovation and creativity, effectively promote the integration of industry and education, and realize the integration and mutual promotion of talent cultivation and local industrial development. In this production and education activity, the two majors of visual communication design and environmental design cooperated with each other for the first time, and jointly carried out a two-month preliminary market research on the theme of "Northern Shaanxi Folk Songs". Through in-depth exploration and research on the cultural connotation, artistic characteristics and spiritual essence of "Northern Shaanxi Folk Songs", a series of products with "Northern Shaanxi Folk Songs" characteristics or related to "Northern Shaanxi Folk Songs" were designed, which have both aesthetic value and market demand, And can meet the cultural and creative products required by Party A's museum. Such teaching activities include the establishment of a cultural and creative incubation base with Hengtai Group, the design of cultural and creative products, tourist souvenirs, specialty packaging, environmental decoration, etc., and the effective development of talents' professional skills in this way, so that they can better adapt to the requirements and changes of the industry in the subsequent career, and thus achieve effective educational and teaching objectives.

#### **4.3. Based on the industrial environment, improve students' professional ability**

The development of education work in the context of the strategy of industry-education integration needs a comprehensive integration of education and industry. As an important influencing factor of talent cultivation, a good environment can effectively promote the development and promotion of talents' comprehensive quality. In the context of the integration of industry and education, the creation of this environment should effectively combine the development environment of the industry, develop students' understanding of the industry, promote the effective improvement and development of students' professional quality and ability, thus forming effective environmental support for the development and implementation of talent cultivation in relevant industries, and ensure the effective formation of a two-way education model for the development of relevant education and industry, So as to ensure the preparation for the cultivation of talents in various industries.

For example, in 2019, the Ministry of Education officially launched the collaborative education project of production and learning cooperation. Taking this opportunity, we realized the deep integration of production, learning, teaching and research with Chinese public enterprises. We will provide support for our school's training practice conditions in the way of "complementary advantages and resource sharing". Later, we held a competition on "UI design" industry awareness, industry demand, basic ability and final knowledge, and then gave professional guidance to the "Internet plus" activity. The income is quite high. The opportunity of "school-enterprise cooperation" not only provides a platform for production, learning and research for schools and enterprises, but also provides a good practice platform for students of the Academy of Arts.

We will jointly explore the new idea of collaborative construction of new disciplines for

collaborative cultivation of application-oriented talents, take the win-win situation between schools and enterprises as the starting point, make full use of high-quality resources of enterprises, promote teaching reform, constantly optimize the curriculum system, and better develop application-oriented talents.

#### **4.4. Strengthen the cooperation between schools and enterprises and maintain the overall improvement of students**

School-enterprise cooperation is the main form of integrated development of industry and education at the current stage. This mode is mainly the main development mode formed by education work and enterprise development based on the development needs of the current stage, in order to meet the actual needs of talent cultivation and supply. At present, the mode of school-enterprise cooperation is in the early stage of development, and the innovation of relevant work and activities is weak. Therefore, strengthening the effective cooperation between schools and enterprises in the development of the current stage is the key content to ensure the deep integration of production and education. In addition to the existing order class mode, it should also penetrate into the relevant management and various details one by one to ensure the comprehensiveness and effectiveness of education.

#### **5. Conclusion**

In a word, the training of visual communication design professionals should not only develop students' sufficient theoretical knowledge, but also pay attention to the development and improvement of students' professional quality and ability. Based on the background of deep integration of industry and education, it is necessary to comprehensively analyze the characteristics of visual communication design specialty and the advantages of industrial education, rationally apply various industrial resources according to the advantages and needs of students, innovate the training mode of visual communication design professionals, achieve effective educational and teaching objectives, and form a good educational effect and mode.

#### **Acknowledgment**

Yulin University's educational reform project "Research on the cultivation mode of visual communication design professionals with deep integration of production and education", project number: JG2225.

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