

A Research on the Development of Professional Transformation in Visual Communication

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Abstract: Liberal education has become the general direction of education reform. Under the premise of the new curriculum reform, it has become an irreversible trend for higher education in China to take this opportunity to realize a smooth transition and a leap-forward development. Visual communication design specialty itself has strong application. In recent years, there has been a strong demand for visual communication professionals. In the new historical period, how to adapt the visual communication specialty to the reform and development, and how to send more and higher quality professional talents to the society has become an urgent historical issue in the professional field of visual communication.

Unlike traditional methods, visual communication refers to the use of words, images, signs and other visual means of expression, and thus the use of visual information to the receiver. A form of design that affects the receiver. In short, visual communication is "design to be seen, design to be told." . Visual communication uses words, graphics, and symbols as its three main elements. Words are the most common means of conveying information. In visual communication, words not only convey the meaning of the words themselves, but also change the appearance and collocation of the words. In order to achieve the "appearance in the form, implied in the heart" by the surface and in the effect of the audience left a deep impression. Graphics, the illustration or picture in the design elements, is the largest part of the design elements. Due to its intuitive visual impact easier to bring strong sensory stimulation, thus achieving the desired effect. Therefore, it can be seen everywhere in most design works. Symbols are famous for their simplicity and clarity, and some complicated information can be done with only one symbol. It is this advantage of simplifying complexity that caters to the current public's pursuit of efficiency and is widely favored by designers. To sum up, each element has its irreplaceable importance to promote the art of visual communication forward.

At the present stage, the demand and supply of talents. On the one hand, society is thirsty for professional visual communication professionals. On the other hand, the supply of talents in colleges and universities can't completely meet the needs of the market in many aspects. To a certain extent, it has caused the contradiction between supply and demand of talents or imbalance between supply and demand. On the one hand, this situation is caused by the defects of our higher education system: scientific research and production do not form an integrated system, and they are often separated from each other. On the other hand, there is a great relationship with the idea of specialty construction in colleges and universities. The major of visual communication is not only in the construction of curriculum system, but also in the means of education and teaching. The

theory and the practice value degree also have this kind of malady and problem.

1. Analysis of Problems in Visual Communication Design Major in Colleges and Universities

The author, as a first-line teacher engaged in teaching related specialties, has long been concerned about the theoretical development and practical achievements of specialty construction. In my personal opinion, under the background of the liberal education, there are still the following deficiencies in the overall construction of the visual communication major in Chinese universities:

1.1 The old and backward concept of education and teaching

We often say that theory is the forerunner of action, and the education and teaching idea plays an important and irreplaceable guiding role in the whole development of education and teaching. However, many universities in our country have outdated educational and teaching concepts, and even take it for granted the idea of empiricism to plan the discipline construction. The concrete performance is that many colleges and universities do not regard the practicality of visual communication as its important attribute. They always emphasize theory inculcation, which leads to less practical links in curriculum setting and weak practical ability in students' comprehensive quality. The curriculum system of some universities falls behind the social demand obviously, and the teaching actual request is far from. At present, some universities' visual communication specialty still stays in the old-fashioned visual skill education, such as the decoration design. Although some universities in the curriculum and other aspects of the reform, but a small number of them. The reform has touched only a part of the teaching content, but not the whole course system. There are some universities teaching practice activities also have corresponding design, but the main stay in the internship stage. It is far from the real requirement of integration of production, teaching and research.

1.2 The poor curriculum system

Over the years, some universities have added digital art courses to their visual communication programs, but in general they have been isolated and incomplete. It's usually just one or two additional courses. This piecemeal approach can't highlight the visual communication of the real characteristics of the discipline and discipline. At the same time, the effective integration of visual communication-related courses with other courses was not fully taken into account in setting up visual communication-related courses. Liberal education is a comprehensive and demanding talent development program and objectives. It involves not only the isolated cultivation of students' professional knowledge of various disciplines, but also the cross-linking of various disciplines. In view of the present visual communication professional curriculum establishment and the construction. There is still a big gap between liberal education and the master plan for talent development. At present, the choice of teaching material of visual communication specialty in our country is single and backward. Many teaching materials are only limited to the basic level of knowledge, and practical teaching materials can be said to be rare. This has restricted the healthy development of the profession to a great extent.

1.3 The incomplete system of production and learning

Visual communication with a very strong professional characteristics, and practical is a very representative point. However, the current curriculum of higher education has largely ignored this important part. The curriculum planning and arrangement of the major of visual communication

should take full account of the actual needs of the market and society, and should be forward-looking. The training of talents and the establishment of education links in universities should follow closely the needs of social development. So as to grasp the context of professional development and establish a curriculum system suitable for social development. In the personnel training as far as possible to look to the future. To train professional and high-quality personnel for their own responsibility. However, the curriculum construction of the visual communication major in our country tends to be conservative and does not establish a three-dimensional curriculum design idea. This leads to a large gap between the students' professional knowledge and the needs of the society. As a result, many students find it difficult to adapt to their jobs.

2. Research on the transformation and development of visual communication in colleges and universities

In the new historical period, universities should take the liberal education as the driving force of the promotion of education and teaching, and take the cultivation of students' knowledge, ability and quality as the top priority of education and teaching. In my opinion, the curriculum reform of visual communication should be focused on the following aspects:

2.1 Clear objectives and formulate ideas for leapfrog development

First of all, we should have a clear and scientific understanding of the development of this subject from the ideological point of view, and how to strengthen and promote each characteristic in education. We should make clear the proportion that theoretical knowledge and practical knowledge should occupy in the discipline. What kind of teaching material and what kind of teaching means can achieve the expected teaching effect, and how the practice link should be closely combined with the theory link can promote and improve each other. At the same time, we should abandon the past kind of closed-door concept, and fully recognize the market plays an important role in talent development. Guiding discipline construction with the thought of serving local economic construction. There is no contradiction between respect for knowledge, respect for society and respect for the market. We should look at the discipline construction and the curriculum system construction with the development view. The basic aim is to cultivate applied talents. We should take the initiative to connect with the local economy and the frontier of disciplines. Focus on training talent, which has the moral, intellectual, physical, beauty, labor all-round development, with a comprehensive quality and creative thinking. The school development must take the quality as the forerunner, and seeks the characteristic and the specialized construction and the development. At the same time, the school must take the talented person demand as the guidance fully and diligently achieves the production-study seamless docking.

2.2 Continuously improve the curriculum system

The construction of curriculum system is a long-term process. If we do not base on the long-term and good at catching market changes is only blindly continue to use the original teaching materials and courses, then can only be phased out. Facts have proved that our current curriculum system has been unable to adapt to the market and social needs. Therefore, in the visual communication professional curriculum construction, we must not wait for the sense of mission and responsibility to treat such work. First of all, we should consider the discipline development plan fully and select the corresponding teaching materials carefully. The selection of teaching materials should be in the charge of special personnel, and subject teachers should be encouraged to participate fully in the selection of teaching materials. In the way of course teaching, we should abandon the thinking of

going all over the world with a piece of chalk in the past, and make full use of the popular teaching aids. So that the amount of information in the classroom can be fully guaranteed. In the theory and practice part, we should according to the school characteristic and the guarantee ability as much as possible let the student transform the theory knowledge into the practical ability. Build their innovation ability on the basis of imitation improvement. Based on the "big platform, small module" of the overall design framework, under the restructuring of the curriculum system. Focus on creating a core curriculum system that meets the characteristics and needs of the industry. Set up the module according to the employment module and students' interests and hobbies. At the same time, we should put emphasis on the students' practical links and comprehensive training links, such as basic sketch, graduation inspection, graduation practice, graduation design, etc. The systematic optimization practice link and enhances the practice teaching in the entire teaching system proportion.

2.3 Promote the construction of teachers 'professional team in a solid way

We should adopt the measures of both training and introduction to strengthen the construction of relevant teaching staff. We should strengthen the training of teachers and encourage them to advance to a higher level of competence. Young and middle-aged teachers with a promising future and higher professional level can be selected to carry out academic exchanges at sister colleges or abroad to encourage teachers to participate in research projects. We should set up a scientific and effective mechanism for the introduction of talents, vigorously introduce the core academic talents in the field, and cultivate the soil suitable for the development and improvement of talents. Efforts to forge a strong ability to tackle key issues and scientific research level of the academic teaching team. When we rely on professional teachers to carry out educational and teaching reform, we should carry out educational and teaching research with interactive and open characteristics. Take the teacher as the core, let the student participate fully among them in order to enhance their participation consciousness. We must continue to promote reform by opening up, promote development by opening up, and constantly enhance the influence and competitiveness of visual communication profession.

2.4 Fully implement the strategy of going global

In the construction and development of the subject, we should attach importance to and emphasize the role of the combination of learning for application and learning for application, and establish the curriculum system of the link of production, learning and research. Each university should pay attention to the cultivation of students' ability of application and innovation so that students can feel the importance of practice in the curriculum from the beginning of the subject. Recently, many colleges and universities have carried out the construction of practical teaching base, which has achieved obvious results. The practical teaching base has played a very positive role in promoting the strategy of going global. The construction of practical teaching base must follow the two principles of strong operability and certain scale. The practical teaching base is generally divided into two parts: the inside part and the outside part. The inside part mainly hopes that the students can master the theoretical knowledge on some virtual experimental platforms. The outside part of the school is completely different from the inside. Teachers no longer participate in the practice, but by the enterprise and students to cooperate with the completion of practical work. Universities should carry out diversified and flexible cooperative practices of production, teaching and research in accordance with local conditions. Universities should strengthen the construction of training bases, attach importance to the combination of schools and enterprises, and actively engage with companies in related fields, and encourage students to participate in social practice as much as

possible. In the training to understand the latest developments in the industry, students and the needs of enterprises. Continuously expand the ways of cooperation between schools and enterprises from the depth and breadth, and build a teaching and research platform for enterprises. We will strive to sign cooperation and development agreements with enterprises, carry out technological research and application development, and promote the development of discipline specialization and industry integration.

2.5 Build a scientific evaluation system

For many years, our subject evaluation system and curriculum evaluation system is mainly aimed at the theoretical part. This leads us to put more emphasis on achievements and less on practical ability. Therefore, we should change the traditional evaluation system and bring the assessment of practical ability into the evaluation of students' comprehensive quality.

3. Conclusion

In the context of the liberal education, we should fully recognize the deficiencies in the current construction of specialties and courses, take students as the main body, take reform as the fundamental, find problems and solve them in a timely manner, and build a basic plus skill system of specialized courses. Let the student occupy the tidal current head all the time in the future development, thick accumulate thin hair.

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