

Research on the Teaching Reform of Visual Communication Specialty under the Guidance of Innovation and Entrepreneurship

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Abstract: At present, with the development of economic society, higher education in China is facing the double pressure of development and transformation. Under the background of national innovation-driven development, the society demands more and more higher for students' innovation ability. Colleges and universities play an important role in the educational system of our country and play a leading and exemplary role in carrying out the idea of innovative and pioneering education. This paper briefly analyzes the concept of innovation and entrepreneurship education, points out the problems in innovation and entrepreneurship education of visual communication specialty in colleges and universities, and analyzes the teaching reform approaches of visual communication specialty based on innovative entrepreneurship concept.

On May 4, 2015, the State Council General Office issued an opinion on deepening the reform of innovation and entrepreneurship education in institutions of higher learning. In the guiding opinions, it is clearly pointed out that deepening the teaching reform of entrepreneurship education in institutions of higher learning is the urgent need for the state to implement the strategy of innovation-driven development and promote the incremental upgrading of the economic quality, and is to promote the comprehensive reform of higher education important measures to promote college graduates to get a better job and start a business.

After these years of development, China has achieved fruitful results in both the economic field and other areas of social development. However, with the further acceleration of economic and social development, we have to face such a problem: social development needs and our ability to train talents, training objectives of the conflict between the two. Nowadays, China has become a big country of education, no matter from the number of universities or the number of students. Even so, enterprises or units, are constantly complaining about the shortage of personnel. On the one hand, there's a huge number of graduates. On the one hand is the market for talent. Where is the contradiction between supply and demand?

The problem looks complicated, but it's really quite simple. The reason why this contradiction is difficult to resolve, the main reason is that our personnel training is not completely from the market demand. Many scholars, whether in theory or in practice, have conducted in-depth research and analysis on this issue. The idea of innovation and entrepreneurship is closely related to the research on this issue.

What role should universities play in personnel training, what kind of personnel should be trained, this is a changing historical topic with the changes of the Times. With the continuous refinement of social division of labor, colleges and universities are striving to train highly specialized personnel. But each discipline has this kind of connection, between each other has the very deep fusion relations. The more advanced science and technology, the stronger the integration of disciplines.

The problem of knowledge structure should be solved firstly in the cultivation of innovative and pioneering practical talents. This kind of compound talent should have rich knowledge and practical ability, and should be enough to support its sustainable development in a certain field.

1. The scientific connotation of innovation and entrepreneurship

The basic connotation of the idea of innovation and entrepreneurship is scientific and advanced. From the law of social development, innovation has always been the driving force of economic and social development. When we look at the future development of education and teaching from a historical perspective, it is not difficult to see that when people in the accumulation of practice in the pursuit of progress, to make work or life more convenient or more efficient idea. When you imagine the future as something that seems to be beyond reality, and then you turn that into a prediction of development, and you realize that in practice, and you test that prediction with repeated practice, social progress is quietly taking place.

The replacement of the agricultural society by the industrial society and the transformation of the industrial age into the information age all testify to the important role of scientific and advanced innovation and entrepreneurship in the process of promoting social progress. Education is an important way for people to give full play to their potential, among which higher education bears a particularly important responsibility in the whole education system. The establishment of the concept of innovation and entrepreneurship is particularly important in the process of defining the goals and functions that higher education should realize. The individual function of higher education embodies in enriching and deepening individual knowledge and improving individual ability. The social function of higher education is to train talents, provide scientific knowledge and technical means, and create culture. The cultivation of talents, the development of science and technology, the evolution of technology, the upgrading of industrial structure, and the progress of economy and culture not only put forward higher requirements for imparting knowledge, but also put forward higher requirements for further scientific research. Higher Education bears this responsibility. The rapid development of Economy and society provides a broad background for innovation and entrepreneurship.

Broad recognition is the extension of the concept of innovative entrepreneurship education. The essence of education is to lead people to discover, develop and realize themselves. From the social point of view, education is a unique human society to pass on experience, is a conscious impact on people's social activities. This determines that education should not exist in a closed and limited environment. Especially in the current era, education should be open, world-oriented and future-oriented. The social demand has the guidance function to the university talented person training goal. The current society has entered the information age. Unlike the industrial society, which needs a large number of industrial workers, the information society needs talents who dare to carry out model innovation and have foresight. The concept of innovative entrepreneurship education is widely recognized in the society, and the result is to cultivate a group of entrepreneurs with more courage, confidence and courage. It will not only bring the satisfaction of individual needs and self-worth, but also bring new contributions to the country and society.

Innovation and entrepreneurship education is a systematic project. It involves policies and

regulations, management system, operation mechanism, educational idea, educational goal, educational mode, training plan, teachers' strength, teaching content, teaching form, educational atmosphere and so on. But the idea of education determines the whole development direction of innovation and entrepreneurship education in colleges and universities. The idea of innovation and entrepreneurship education is a rational understanding of the law of innovation and entrepreneurship education, and is the guiding ideology and principle of innovation and entrepreneurship education. Nowadays, innovation and entrepreneurship in the developed countries have been naturally integrated into education and run through the whole process of educational activities. On the contrary, the proportion of innovation and entrepreneurship among college students in China is very low, and the effect is not obvious. At present, the Chinese government attaches great importance to innovation and entrepreneurship education, has launched many innovation and entrepreneurship competitions, set up many innovation and entrepreneurship courses, and promoted all kinds of innovation and entrepreneurship research, but it is still at the initial stage compared with the current world level. Accumulation, experience and practice are not in place. There are still some problems and lack of system in the aspects of research team, platform, content, method and so on. The root of the problem is that there are some problems in the concept of innovation and entrepreneurship education.

2. Problems existing in creative and pioneering education of visual communication specialty in colleges and universities

The idea is the macro and overall cognition and grasp of the essence of innovative entrepreneurship education and its development law, and is the precondition of promoting innovative entrepreneurship education. Nowadays, innovation and entrepreneurship in the developed countries have been naturally integrated into education and run through the whole process of educational activities. On the contrary, the proportion of innovation and entrepreneurship among college students in China is very low, and the effect is not obvious. At present, the main problems existing in the teaching of innovation and entrepreneurship education of visual communication major in colleges and universities in China are as follows:

2.1 The serious formalism

Innovation and entrepreneurship education is a systematic project, it can't be accomplished overnight, and should not be held back. There should be scientific planning and scientific supporting system. At present, China's universities are actively promoting innovation and entrepreneurship education. Many universities have set up innovation and entrepreneurship center, many schools have even set up innovation and entrepreneurship industrial park. But the overall effect is not satisfactory. The major of visual communication is a practical and professional course. The necessary education and teaching system of visual communication specialty innovation and entrepreneurship should be perfected. But at present the major of innovation and entrepreneurship is mainly used by the innovation and entrepreneurship competition, career guidance courses. This model takes innovative entrepreneurship as a means to reduce the pressure of employment, which is partly understood as guiding students to jobs through innovative entrepreneurship. On the whole, the form is bigger than the content, and lacks the feasibility, actual effect and systemic that the innovation and pioneering education teaching should have.

2.2 The serious tendency toward narrow-mindedness

At present, the innovation and entrepreneurship system of visual communication specialty is

weak, no matter in the school level or in the teacher level, there is a narrow understanding of the innovation and entrepreneurship education of visual communication specialty. In some schools, creative ventures in the visual communication field are completely disconnected from other disciplines. Take the visual communication profession as the core, a main line walks to the end. Some people even think that visual communication professional innovation entrepreneurship education teaching is an independent and complete whole without the intervention of other disciplines.

2.3 The rise of minimalism

In order to do a good job in the teaching of creative and pioneering education of visual communication specialty, we need a clear thinking and scientific planning. But some people do not have a deep understanding of this point, they advocate the principle of simplicity, everything to whether easy to operate as a starting point, everything to whether easy to achieve short-term effect as a foothold. In the process of innovation and entrepreneurship education, they do not pay attention to systematization, systematization of ideas, a hammer, a hammer, no long-term planning.

3. Teaching reform of visual communication specialty based on innovation and entrepreneurship

In order to do a good job in the innovation and entrepreneurship education reform of visual communication specialty, I think we should focus on the following aspects:

3.1 To break the old and make a new one in thought

Breaking the old and building the new in thought is the basis of the teaching reform of visual communication specialty based on the idea of innovation and entrepreneurship. The reason why we put the innovation of ideas in the first place is that there is a certain gap between our teaching ideas and foreign counterparts. Although there are a lot of innovative entrepreneurship education teaching, in the final analysis, it needs people's control and design. Therefore, if we do not touch from the deep level of ideas, it is difficult to innovate the specific requirements of entrepreneurship and education and teaching needs to fit together. We must change the traditional innovative education teaching ideas, keep up with the pace of the times, be good at innovation, bold reform, forge ahead. All kinds of advanced ideas, all kinds of advanced education and teaching ideas are applied to the innovation and pioneering teaching reform of visual communication specialty in colleges and universities. In recent years, many scholars and educators have made fruitful explorations and attempts in theory and practice on how to change the traditional teaching of creative entrepreneurship education in visual communication specialty, and achieved good results.

3.2 To pay attention to systematic construction

The education and teaching of visual communication specialty based on the idea of innovation and entrepreneurship is a systematic project. No matter in theory or in practice, we must proceed from the reality and characteristics of the school, long-term planning, full thinking: Based on the long-term planning and development goals of the school, as well as the specific thinking of professional construction for reference.

The teaching of innovation and entrepreneurship education in visual communication specialty should be good at learning the experience of other specialty construction and development in this field. At the same time, we should be good at integrating with other disciplines to improve students'

comprehensive ability.

We should broaden the practice of innovation and entrepreneurship of students, not only limited to the university-enterprise combination and other ways. The concrete practice way should proceed from the school actual and the specialized ability, does not aim high, also does not follow the old way.

3.3 To tamp the foundation for the construction of faculty

In the early days, because of the limitation of conditions, there was a shortage of qualified teachers in colleges and universities in China. Many teachers of visual communication stepped onto the platform directly after graduation and began their teaching career. Many of them are teaching innovation and entrepreneurship from scratch. Although the follow-up of this issue has been a certain improvement, but as a whole, our college visual communication professional teacher's comprehensive ability literacy is not high, sometimes it is difficult to control the specific requirements of innovation and entrepreneurship. We should be multi-channel, all-round for the majority of teachers to improve the ability to open up a path. Let the majority of teachers in the exchange and study to improve, in the exchange and collision of the new form of visual communication professional innovation and entrepreneurship education teaching development and reform have a clear and profound understanding, learn from people's strengths, make up for their own shortcomings, in order to improve the overall level of the teaching team.

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