

Shallow Analysis on the Application of New Media in the Teaching of Artistic Designing

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Abstract: The rapid development of modern information technology brings changes to every aspect of our daily life. Nowadays, we are in an informationized era with appearing high technology and increasing science and technology, which has a great influence on the modern education and teaching and brings significant reforms to the teaching of artistic designing in college and university. In the era of new media, it is urgent and essential to discuss how to effectively apply new media to innovate the classroom teaching of artistic designing and improve teaching quality.

The major of artistic designing focuses on creativeness, and artistic creation is a course full with creativeness. The application of new media in the education and teaching of artistic designing can mobilize students' enthusiasm and initiative for learning in every aspect, explore their creative thinking and improve the effectiveness of teaching. In terms of education, the effective integration of new media and teaching of artistic designing can cultivate and provide talents majoring in artistic designing with high quality for the rapidly developing modern society. Under this background, this paper is the shallow analysis on the strategies to apply new media in teaching of artistic designing.

1. Introduction

1.1 New media

The new media technology, in essence, is full with creative concept. Compared to traditional media, it, by virtue of powerful digital technology, provides services and information to users via terminals such as satellite, wireless communication network, computer network, digital television, mobile phones and computers. It, in fact, is a new type of communication during the development of society, accepted and popularized by people in the new era with the advancement of high and new technology. Being characterized by its interactivity, real-time and powerful capacity, it is a new mode of communication beyond the geographical boundary. Originating from new science and technology, network, new media and digitization is the necessary conditions for the appearance of new media. It brings significant reform to media communication and perfectly adapts to the development of era and development requirements of modern market economy [1], such as the large screen outside the office buildings and reading in subway. It is overwhelmingly penetrating to every industry and field, especially education. The education and teaching of artistic designing major requires new blood of new media.

1.2 Artistic designing

The essence of artistic designing is to reflect the aesthetic beauty of artistic forms in various designs closely related to daily life, which requires artistic designing to be aesthetic and practical at the same time. In other words, artistic designing adheres to the people-oriented concept, starting from interests of people and serving the people. It pays attention to the high integration of material function and spiritual function, which is the inevitable product of the development of modern society. As an independent artistic subject, it includes the major of product design, visual communication, graphic design, environmental design, etc.[2]There is a great difference between service subject and research content of artistic designing and traditional artistic subject. The former

involves factors of society, science and technology, market, economy, etc., and aesthetic standard also varies correspondingly. It can be seen that artistic designing is a subject integrating designer's imagining ability, perception ability, creation ability and expressive ability.

2. Significance of applying new media in teaching of artistic designing

Firstly, the application of new media in teaching of artistic designing is conducive to improving students' comprehensive quality and ability and enhance the teaching quality. It is a educational reform in artistic designing. The major of artistic designing requires students to have an active mind and strong designing awareness, and students majoring in artistic designing have higher aesthetic sense and look forward to freedom of creation and expression. The application of new media technology in artistic designing breaks the closed classroom to greatest extent[3], so that students can select the content to learn according to their situations. This learning environment is more easily to enhance students' awareness of active learning, exploit their designing thinking, and stimulate their creation inspiration, so that their designing ability, practical ability and creative ability can be exploited and enhanced in all aspects. Artistic designing strengthens the creativeness, artistic ability, comprehensiveness and exploit ability, and the application of new media is beneficial to reaching the higher teaching quality within a valid time period.

Secondly, it meets the requirement of teaching reform in artistic designing. Along with the historic development, the survival depends on the adaption to the trend. Education and teaching is same. In the new informationized era with continuous development and reform, it is the only way to advance with the times, keep pace with the requirement of era and society and continuously conduct the innovation and reform, so as to transport more talents to the market and improve the education. The application of new media in teaching of artistic designing encourages teachers to start from students' demand, explore the innovative teaching mode and seek for teaching method suitable for students' learning habit. It is of great significance to improving students' artistic skills and exploring their creative potential, and meets the requirement of artistic designing teaching reform.[4]

Finally, it is beneficial for teachers to adapt to the development of times as soon as possible. From the market economy system, teachers and students are integrated to keep close to the development of new era. On the one hand, teachers should innovate the teaching mode under the guidance of new media, so as to motivate students' initiative for learning and studying effects and transport qualified talents to the society. On the other hand, students should study actively under the background of new media, rapidly adapt to the new media society and stimulate their inspiration and creative potential, so as to give fully play their potential in future position.

3. Strategies to apply new media in teaching of artistic designing

Artistic designing is closely related to the requirement of social development, focusing on information, innovation and social development. The teaching of artistic designing strengthens the cultivation of students' creative thinking and enhance their comprehensive quality and ability. The effective application of new media in teaching of artistic designing shall start from characteristics of the major and students' actual situation, and implement the reform in aspects such as teaching material, teaching method, teaching content, curriculum system, teaching mode and teaching scale.

3.1 To stimulate students' interests in studying via new media

Traditional classroom teaching is relatively boring with single-way and passive interaction, so students easily lose interests in studying. Teachers in college and university can apply new media technology to change this interaction mode to stimulate students' interests in studying. For instance, in classroom teaching, teachers can select student to answer the question by shaking APP. If the answer is correct, the students can obtain scores and additional bonus experience. In this way, students will pay attention to classroom teaching and develop the awareness of competition, as well as the interests in studying unconsciously. In addition, some interaction modes such as brainstorming, test, group discussion, voting, questionnaire etc. can be set in APP to enable the

classroom to be interesting and stimulate students' interests in studying. Besides, during the teaching, teachers shall pay attention to the setting of curriculum content, the development of times, the understanding of economy market demand and establish more practical classroom teaching system, to integrate problems in practice into classroom content designing, optimize and enrich the content via new media technology, guide students to think and explore actively and enhance their interests in studying.[5]

3.2 To innovate teaching method via new media

In the teaching of artistic designing, the application of new media can optimize and innovate the teaching methods such as mobile classroom, new media classroom and flipped classroom. During the teaching, teachers shall focus on mobilizing students' initiative and enthusiasm, and considering student as the subject of teaching, teacher as the one who design, guide and organize classroom teaching, so that students can explore actively, instead of passive studying. For instance, the cloud classroom can be adopted as mobile classroom teaching to increase the teaching time and space to greatest extent, and give fully play to students' initiative so that they can select teaching resources suitable for themselves and independently control and arrange studying schedule. Active studying is more effective than passive infusion of knowledge points. Hence, teachers are required to innovate teaching method according to curriculum content and students' learning.

3.3 To strengthen the benign interaction between teachers and students via new media

College students like to play, however, the major of artistic designing is mainly about art, inspiration and creation. Thus students inevitably have a lazy attitude. In actual teaching, the author of this paper always see that students do not know what have taught after one class, and teachers also do not know what to do. In this situation, teachers in college and university can conduct the reform by virtue of information technology of new media. For instance, before classroom teaching, teachers can publish teaching-aided materials, plan and courseware related to teaching content in database. In this way, each student can open the mobile application at anytime and anywhere to search classroom content in the form of video, text and picture, then they can learn knowledge points in advance, so that they will not feel knowing nothing in classroom. With database, teachers can communicate timely. For example, they can publish course change, preview task, review task, and after-class homework in APP. Students can timely understand relevant information and actively interact with teachers. Students majoring in artistic designing are undisciplined, so if there is no attendance in class, then there will be always early leave and absence.[6]If there is attendance, it will take up too much time in class. Whereas, with new media, teachers can prevent this problem. For instance, teachers can start the application for attendance within the stipulated time and students need to attend the class by imputing the information correctly. When it is class time, teachers can clearly know which one student miss the class when teachers close the attendance system. It can supervise students' participation, save great costs for communication and promote the benign interaction.

3.4 To enhance the convenience of teaching via new media

When students majoring in artistic designing submit their assignment, there are often hand drawings or computer graphs. Teachers can collect the assignment via new media technology, and students can submit assignment in the form of digital pictures. Besides, in exam, each students can receive the paper in different sequence from other students, which can avoid the cheating. Students can attend the exam within limited exam period according to learned knowledge points, submit directly to teachers and know the results at the first time. The new media information technology brings great convenience for the teaching.

During the teaching, teachers can make use of new media resource platform to establish the teaching alliance of artistic designing with other colleges and universities to share teaching case and experience. In addition, they can also organize teaching seminar regularly and build a platform to exchange resources of artistic designing. In this way, the resources are integrated, teachers' teaching ability can be improved and teaching quality can be enhanced. The application of new media

enables the more convenient and timely integration of resources, so that the latest teaching experience can be obtained at the first time and the development of artistic designing teaching can be promoted.

3.5 To guide students to grow up in practice via new media

The application of new media in teaching of artistic designing also mainly reflects in artistic designing. The appearance of new media has a certain impact on traditional artistic designing in breaking the traditional artistic designing concept and bringing new reform to artistic expression method and artistic designing tools, so that artistic designing becomes more diversified. It is also more convenient for students to perform artistic designing by using new media tools, which adapts to the development of times and enhance the efficiency of artistic designing. While applying new media in artistic designing, teachers can guide students to understand the cutting-edge science and technology, promote their practical ability and stimulate their creative ability. The integration of new media is a trend in the future. In the field of artistic designing, the innovation works of new media technologies such as AI, digital image and CG special effects are gradually occupying greater proportion. [7]There are reasons to believe that all industries and fields will demand talents in artistic designing by new media. At present, teachers in colleges and universities shall keep pace with industrial development, enable students to grow up in practice and learn artistic designing technologies in new media, so as to meet the requirement for talents majoring in artistic designing by social development.

4. Conclusion

New media changes the communication, life, thinking and production modes of people in modern society to great extent, which drives the rapid development of modern society and affects all industries and fields. In the era of new media, the marketing mode, design concept and methods of artistic designing major are greatly changed. The new media is deeply integrated to artistic designing. Under this background, teachers in colleges and universities shall combine the characteristics of the major, and make full use of new media technology to innovate the teaching mode of artistic designing and optimize specialty features. This is a new measure suitable for the development of era, deserving to be supported, encouraged and popularized.

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