Three Dimensional Teaching Exploration of Visual Communication Design in Application-Oriented Universities in the New Media Era

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Abstract: This Paper Analyzes the Development and Market Prospect of Visual Communication Design Industry, as Well as the Characteristics of the Students in the Department. This Involves the Expansion of Professional Direction, the Construction of Curriculum System, the Reform of Education System, the Training of Double Teachers and Other Fields. the Training System Guided by Social Needs Provides a New Way of Training Applied Talents.

1. Introduction

With the Improvement of Living Standards, People's Aesthetic Standards Are Also Improving. It Can Be Seen from the Enterprise Draft Information That the Industry's Requirements for Visual Communication Design Interaction Are No Longer Limited to Simple Image Processing and Layout[1]. the Recruitment Position Expands from Graphic Designer to New Media Editor, Visual Designer, Mobile Visual Designer, Etc. These Positions Not Only Require the Applicant to Have Five Basic Skills, Such as Drawing, Copying, Communication, Planning and Creativity, But Also Require Higher Requirements. for Example, to Improve the Visual Charm of a Brand through Visual Design Requires Pre-Designed Research, Data Analysis and Information Design[2]. Open Mind and Creativity Are the Essential Abilities of Job Seekers. Now, There is a Gap between the Talents Trained by Art Schools and the Talents Needed by Industries in These Fields.

2. The Training of Visual Communication Design Professionals in Domestic Undergraduate Colleges Cannot Meet the Needs of the Industry

Domestic universities often change in the course design of visual communication design, but the talents they cultivate are far away from the needs of artists in the new media era. In professional curriculum design, traditional graphic design courses such as interface design, new media and self media related routes are added to the deficit of data analysis and information design[3]. Taking China Academy of fine arts as an example, graphic design is divided into four professional directions: graphic design, multidimensional design, brand design and publication design. Generally speaking, the course of graphic design is used as a reference for general courses, which ends in the first three semesters. Starting from the 4th semester, students have entered a more inclined stage of studio research. In the studio learning phase, teach courses related to visual design using virtual media. For example, the main courses of multi-dimensional design studio include multi-dimensional planning and strategy, multi-dimensional communication, while the main courses of brand design studio include audio vision. However, data analysis and information design are lack of interactive media advertising in the course. How to better cultivate students' creative thinking and innovation ability is not reflected in the curriculum.

3. Curriculum of Visual Communication Design in Foreign Art Colleges

As for visual art design, Chicago Art School and Chicago Art school are one of the best art schools in the United States[4]. The setting of experts of New York visual art school is mainly similar to the main design of visual communication design. It is the main visual communication

design designed by the professional setting of Chicago Institute of fine arts. The professional courses of the two universities have three things in common: first, the focus of the special courses is the stadium, and the two parts, namely, visual design as the main purpose of physical media and visual design as the main purpose of virtual media, are divided into courses[5]. The name of the New York School of visual arts, visual story: Auto biography passed, and then the name of the Chicago Institute of art is true story, perception and artist book. The name of the New York visual arts school is communication graphic design, and the name of the Chicago Institute of fine arts is predictive information. The Chicago Museum of art also has a special curriculum function: it is divided into two or three sections, including graphic design and typewriter printing.

4. Curriculum Reform of Visual Communication Design in China

4.1 Information Design is Indispensable in the Curriculum of Visual Communication Design

With the development of network technology, people are in the information age. Information acquisition and analysis plays an increasingly important role in people's life and work. As the times require, information design appears[6]. "Information design is a clear and effective presentation of information," the Frankfurt report wrote in the digital information design dictionary.

Fig.1 Visual Communication Design of Foreign Art Institute

The term "information design" is a modern word, and such activities took place in prehistoric civilization. For example, before words or words appear, people convey information through someone's language or voice. With the development of science, the world has entered the era of big data, information, network and media. In this case, the image processing of information design, from two-dimensional to three-dimensional, or to, from all-round changes, three-dimensional or multi-dimensional unilateral dialogue, from entity to virtual, information design, and user cognition are closely combined. It is closely related to visual communication. Visual art design major visual art design major, New York Academy of fine arts, Chicago Academy of fine arts have information design courses[7]. The school of fine arts of Tsinghua University opened the specialty of art and Technology (Information Design) in 2001 and the Department of information art in 2005. Although the recruitment of information design professionals is less, most enterprises have such work projects in product design, automobile design, game development and other industries. Information visualization is an important part of information design.

4.2 The Training of Creative Thinking and Creative Ability Should Be Strengthened in the Course of Visual Communication Design

4.2.1 Strengthen General Education

Thickness determines the height of cultural heritage of competence. A few students of technical level can start immediately after graduation, but a few students are lack of deep cultural accumulation. Therefore, a part of the current university, general education emphasizes one reason to start working weak technical innovation as connection[8]. The follow-up research of some

courses in the university stage, including literature, philosophy, social science, etc. as required courses, the overall types of these courses are rich. At the same time, selective curriculum resources can be added from other fields such as network resources and library resources.
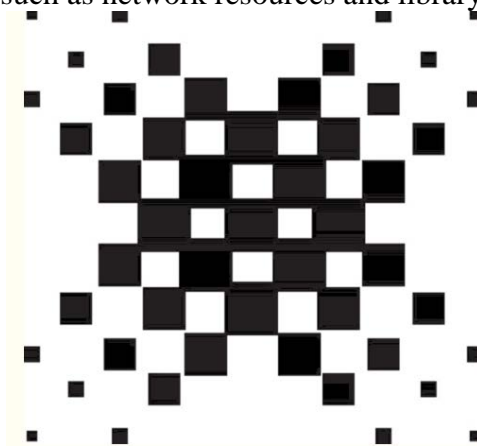

Fig.2 Icon

4.2.2 Comprehensive Training with Project Team System

According to the needs of the society and the market, in the comprehensive training course, teachers and students of different specialties can be introduced to complete the tasks of the same project team[9]. In the initial stage, the tutor makes plans for the students and assigns tasks to ensure their benefits. This form promotes the cultivation of compound talents. For example, a product design project can group graphic design students and industrial design students. Students can learn some related knowledge of other majors, improve their understanding of the team, and do more in one major.

4.2.3 Large-Scale Courses Are Carried out in Stages

There are large-scale courses here. Please refer to the core courses of professional courses and courses, such as typewriter printing, graphic design and more. Graphic design is one of the core courses of visual communication design, and graphic design is a comprehensive course. The Chicago Museum of art is divided into two stages: Typesetting and graphic design. In the initial stage of typewriting design course, it mainly teaches technical knowledge and the historical development of typesetting. The second stage of the course is to deepen the knowledge of typesetting by combining type design, information theory and publishing language organization. Further popularize students' works. The first stage of graphic design course is an overview of the relevant knowledge of graphic design. The second stage of graphic design course improves students' problem awareness and ability to organize images and information, and gradually improves visual thinking. In addition, comprehensive thinking, this part mainly emphasizes the flexibility of methods and the possibility of plan realization. This segmentation method is helpful to the progress of the course. For students, it has access to the more difficult parts of the course. For teachers, it can improve the operability of knowledge points.

5. Strengthen the Vertical Connection between the Leading Courses and the Follow-Up Courses

The curriculum system of each major consists of many courses, and there is a certain correlation between the courses. Finding the correlation and permeability between them is helpful to establish the vertical connection between the routes (Figure 1). The current education evaluation system of the University Department has made it clear that teachers are responsible for teaching, and there is a lack of communication between teachers and teachers.

Fig.3 Icon

Fig.4 Icon

Plane composition, three-dimensional composition and colour composition are the three main elements, which are the professional basic knowledge taught by the design specialty. Several universities are divided into three courses, and several universities are divided into two courses. They combine the plane structure with the three-dimensional structure, that is, they combine the morphological structure with the colour structure. The foundation or design is well known. There are often problems in the guidance process of the main components. Students will not find very difficult courses in the process of learning. They can also understand the principles of organization and formal aesthetic principles, but in the later overall design courses, it is very simple to fall into the blind spot of creativity, and the learning before design is not applicable. The reason is that the vertical connection between routes is one of the most important reasons. According to this problem, the content of comprehensive design can be added appropriately in the course of comprehensive design. For example, the use of formal beauty rules such as font design, logo design, illustration design, etc., please repeat, stage by stage, start and use other constitutional rules. Teachers can add examples of logo design in the course of plane configuration, so that students can understand that plane configuration theory is useless. Us crossroads logo (Figure 2), BIE logo (Figure 3), US citizen service seminar logo (Figure 4), and French Mafia logo, using start composition, gradient composition, rotation. It is designed by symmetric and asymmetric equalization techniques. The use of these specific examples can show the students the role and importance of these composed plane courses. It is helpful for students to understand the course orientation and establish correct learning attitude.

6. Conclusion

In the era of new media, the demand for talents in visual communication design industry has changed dramatically. Talents exported to universities or colleges will eventually go to society or industry. Therefore, the reform of universities and professors is inevitable. Education reform should always focus on curriculum reform. According to the demand analysis of the industry, the curriculum design of foreign excellent institutions starts with creativity, reasonable curriculum learning, timely reform, and visual communication design talents to meet the needs of the times.

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