Discussion and Research on the Teaching Reform of College Advertising Design Course

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Abstract: *Advertising is derived from the development of domestic society. To a certain extent, it promotes the in-depth exchange of information and helps the rapid development of economy. In the eyes of contemporary people, advertising is a marketing means that can be seen everywhere in the commercial society. However, with the continuous development and progress of society, people's thoughts and aesthetic values have changed greatly to a certain extent. As an important place for teaching and educating people, colleges and universities must attach great importance to the above-mentioned changes, especially strengthen the reform and innovation of advertising design courses. Only in this way can we continuously adapt to the overall law of the continuous development of the social market economy and cultivate high-quality advertising talents with stronger comprehensive strength.*

Keywords: *Universities, Advertising Design Course, Reform in Education*

1. Introduction

Advertising design course is a compulsory course for visual communication design related majors in ordinary colleges and universities. As an important way of information dissemination, advertising design is a kind of art related expression designed in the form of visual communication, focusing on the image as the dominant factor of demand, in order to successfully promote the goods to the outside world, causing public opinion response, winning wide support, and help a certain cause or trigger the response expected by the advertisement publisher. Through learning the content of advertising design, students can apply creative thinking, comprehensively summarize the knowledge and means of art design related disciplines, and highlight the advertising theme concretely, actively and accurately to build a good communication bridge with visual language. With the advent of the information age, international exchanges are increasing. With the continuous promotion of artificial intelligence, big data and many other new scientific and technological waves, the contents related to advertising design have also shown great changes, and higher level requirements have been made for designers' aesthetic vision, creative thinking and comprehensive ability to solve problems. Therefore, as a professional course in colleges and universities, advertising design courses also need to be explored and reformed in the teaching process.[1]

2. Highlighting the purposeful features of commercial advertising design activities

2.1. Explaining the theory of advertising design with historical theory

Some of the outstanding creative theories have gone through decades and created many classic advertising cases, which have condensed into bright pearls in the long history of advertising, including USP theory, brand visualization theory, positioning theory, CIS theory, experience marketing theory and integrated marketing communication theory. The above six theories have helped the development of modern advertising industry through research and practice. Among them, USP theory regards products as the focus; brand image theory and CIS theory regard brand and enterprise image as the focus, which belongs to one-way communication; The positioning theory, experience marketing theory and integrated marketing communication theory go further, regarding consumers as the focus, changing the traditional overall thinking orientation of advertising creativity, one-way communication into two-way communication, and making advertising and other marketing methods more closely integrated. Teachers should take the above-mentioned classical cases with strong representativeness in the history of modern advertising as teaching contents, introduce the era background and the life of the creators, and apply this theory to obtain successful advertising cases, so as to promote students' understanding of advertising to

the height of historical theory, and fully appreciate the beauty of advertising from the height of overlooking.

2.2. Organizing and carrying out purposeful practice activities

After students have a systematic and in-depth understanding of the history of advertising, they should organize and carry out purposeful practice activities related to commercial advertising design. Specifically, there are two ways for reference. First, practice in combination with the strategy sheet. Each year, six or more brands participate in some design competitions. Each brand will list a relatively detailed strategy list, reflecting the specific communication purpose, specific product description, target setting object and media presentation. This is a good simulation of the practical advertising design work. Teachers need to seriously mobilize students to participate in the above competitions, and deepen students' understanding of commercial advertising design in the form of project-based teaching activities. Second, we can organize and carry out the relevant practice activities of advertising design. Teachers can select many outstanding and influential advertising works in the world to provide students with in-depth interpretation of the core creativity behind them, and take this as the source of creativity to carry out extended series advertising design. Students are required to select at least two brands, and each brand should design at least three or more advertisements.[2]

2.3. Permeating the relevant laws of advertising creativity in the practice process

When the students participate in the design practice activities related to commercial advertisements, the teachers also need to appropriately insert some rules of advertising creativity to cover the associative thinking and production process related to advertising creativity. Association is an inevitable result derived from the relationship between things. It seeks the relationship between things that do not seem to be related on the surface, and generates new creative inspiration. Things with multiple connections can be reflected in people's minds, and further form differential association laws.

Because the generation of advertising creativity often goes through four stages, that is, preparation, analysis, insight and evaluation. It is very necessary for students who have just come into contact with advertising creativity to carry out creative association according to the above-mentioned "four steps". The above four stages are in a clear and progressive order. When the work of each stage is carried out, it will lay a solid foundation for the next stage, and the thinking mode of each stage will change. For example, epiphany relies on intuitive thinking to find an appropriate solution to the problem at the moment when the lightning flint appears; The evaluation is the application of logical thinking and scientific verification. After mastering the whole process of the generation of advertising creativity, it is helpful for students to keep their personal creative thinking on the right track, and obtain unique and novel advertising creativity with limited time and experience.

3. Paying attention to the experimental characteristics of cultural poster design activities

3.1. Integrating historical theory to carry out cultural poster design teaching

The uniqueness of the history of poster development lies in the collision of different schools and styles. From the 1960s to the 1980s, it was the golden period of poster design development. The entire poster design industry presented a multiple pattern of different styles and schools, forming four characteristic schools represented by Germany, Poland, Switzerland and the United States. Generally speaking, the poster design in Germany has both rational and passionate characteristics, while the poster design in Switzerland attaches importance to the visual communication function, while the poster design in Poland has a high level of art and prominent national characteristics, while the poster design in the United States is relatively direct, vivid and humorous. The introduction of the overall design style and representative designer works of the above school is the theoretical basis for the course teaching.[3]

3.2. Integrating current poster design trends and trends

This requires teachers to establish their own unique information channels and learn more about wechat official account related to design in daily life, such as "No. 9 Gutian Road" and "Lu Junyi Design Site"; In addition, you can also watch some design competitions and award-winning works, such as the GDC design award held by Shenzhen, the APD Asia Pacific Design Yearbook planned and published by the three cultural media, the TDC award held by Japan and Graphics magazine held by the United States.

After fully studying the above information, teachers should consider the connection between knowledge points and pre courses. According to the development trend of design work at the present stage, both the plane composition course and the font design course are very important when setting up the front-end courses for the advertising design course. Therefore, when the teachers explain the trend and trend of poster design, it is necessary to explain the plane composition and font design again, so as to promote the effective connection between the basic courses and the professional courses in the relevant course contents, and encourage the students to apply the previous knowledge to the poster design as much as possible.

3.3. Practice poster design in multiple ways

For the practice of poster design, teachers can take two ways, that is, we can organize and carry out font poster design experiments and team poster design experiments. To organize and carry out font poster design experiments, students should be guided to prepare for fonts and graphics respectively. The font content should be planned and designated by the teacher, and should also be selected by the students themselves. However, the specific font form should be designed by the students themselves and related to the content learned. In terms of graphic requirements, it should be based on abstract patterns or geometric shapes. Students can design by themselves or draw on others' works. Teachers should require students to prepare at least three groups of plans. After the font and graphics are ready, the teacher should guide the students to do combination exercises in the aspect of font and graphics, and complete the design of cultural posters.

4. Improve the supporting systems and mechanisms for the reform work

4.1. Systematic construction of advertising design curriculum supporting teaching system

Up to now, among many colleges and universities that have opened art and design majors, there is not a sufficient understanding of the importance of advertising design courses, which specifically reflects the unscientific curriculum and the unreasonable allocation of teaching investment. Some colleges and universities even failed to set up a clear and complete advertising design curriculum syllabus and teaching plan. In addition, the teachers in the classroom are replaced before and after, without sufficient and necessary communication and handover between different teachers, and there is no continuous, effective and collaborative classroom teaching common system, in this way, the teaching content covered in the classroom of advertising design will be too chaotic. Therefore, in the art design related professional, should ensure that the advertising design course cohesion, close attention to the advertising design curriculum teaching system and the syllabus continue to improve and refine, and prompting different teachers can clearly and effectively to achieve the classroom teaching objectives, classroom teaching content and classroom teaching methods. Teachers should be adhering to the principle of gradual classroom teaching, for different grades of students, teachers should make good work plan in advance, reasonable and orderly organization to carry out the classroom teaching work, prompting many advertising courses between clear linkage and smooth and orderly knowledge, strive to improve the students' personal knowledge system framework. In addition, teachers should emphasize that the development and change speed of advertising design discipline itself is very fast, which is a quite open system, which requires teachers to adjust the teaching syllabus and teaching content of advertising design courses in time to ensure the development effect of advertising design teaching work.

4.2. Provide teaching and guidance in mathematical analysis

Because artistic design has strong professional characteristics, it pays great attention to the relevant content of micro visual performance, but it is very easy to ignore the overall perspective of advertising planning work, to control and control the design work. Generally speaking, people engaged in art design work is best at perceptual expression and visualization thinking, but the most likely to lose rational analysis and abstract thinking ability, and the core of advertising planning and design work is in the advertising market investigation, for advertising effect evaluation, the two are based on the rational mathematical discipline analysis work. Modern advertising is bound to use a large number of data statistics and logical evaluation, in order to objectively and truly understand and master the relevant advertising information, to lay a solid foundation for the specific implementation of advertising. Therefore, in the process of advertising teaching work, it is necessary to classify and sort out the diversified information. In the process of specific teaching work, teachers should guide all students to

combine with practical operation to deepen their personal cognition and understanding. Only by making skilled application of sociological research methods, and with the help of quantitative analysis and qualitative analysis, can students really stand in the logical and rational height, grasp the inner core of advertising design work, and realize the targeted and accurate positioning of advertising design in the future work process.

4.3. Expand the comprehensive courses in advertising design to highlight the practicality of teaching work

Nowadays, case teaching occupies a very important position in the advertising design theory course. According to the results of market testing and research work, successful advertising is a very fresh textbook for the market itself. Teachers should combine with the latest specific cases and specific advertising analysis, guide students to obtain personal experience, grasp the overall pulse of the development of modern advertising. In addition, in the art design major, is bound to open advertising design comprehensive courses, the students have learned decentralized advertising courses to effective integration, to build a real sense of advertising comprehensive courses, and break the boundaries between the course and curriculum, will learn knowledge combination one by one, link into a unified coordination of knowledge system, promote advertising design theory courses and practical courses for effective integration. In the process of specific operation, it must be necessary to ensure that students can fully participate in the whole process of advertising pre-planning to post-production and promotion, so as to encourage students to have a more intuitive and profound understanding of advertising in the process of overall operation. In addition, teachers can encourage students to set up a design team, to jointly complete the long-term full-case advertising design work, to help students enhance their personal comprehensive quality.

5. Conclusion

Domestic higher education institutions are now facing many new opportunities and challenges. Teachers should make clear the macro target orientation of the advertising design course, and adjust the teaching work sensitively and timely in combination with the overall development trend of society and industry. Up to now, the teaching of advertising design related courses should take into account the commercial and cultural attributes of advertising. With the continuous change of course contents and training methods. It is necessary to highlight the respective characteristics of commercial advertising and cultural posters, strengthen the internal creative thinking of students, and vigorously cultivate students with all-round abilities, which can quickly adapt to the current social development and high-quality talents who can achieve breakthroughs and innovations in the future design art related fields.

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