

Discussion on the Construction of Visual Communication Design Major in Colleges: Based on the Employment Needs of Enterprises in the Context of New Media

Li si

Guangzhou College of Commerce

ABSTRACT. *Under the background of the continuous development of new media technology, it lays a steady foundation for the construction of visual communication design major in colleges. In this brand new context, visual communication design professional educators need to innovate constantly and reform the educational mechanism. On account of the employment needs of enterprises to carry out teaching activities, and then for the country and enterprises to cultivate more high-quality talents. Through the realization of visual communication design education and enterprise communication, to achieve the development goal of the combination of learning and teaching. Based on the analysis of the current situation of visual communication design education in the context of new media, this paper proposes several measures to optimize the curriculum system and promote school-enterprise cooperation, hoping to provide references for relevant educators.*

KEYWORDS: *New media context, Enterprise employment demand, Visual communication design major, Talent training*

1. Introduction

The main meaning of visual communication design is to design for people to see. In recent years, with the continuous development and progress of the social and economic market, visual communication design has gradually formed the rich characteristics and connotation of the design era and gradually penetrated into various industries. Based on the analysis of the content of visual communication design major in colleges and universities, most colleges and universities take graphic design as the leading factor, and convey more visual information with the help of printing technology and timely bookbinding. Under the background of new media context, with the continuous development of science and consciousness, color printers and film and television equipment have a wide range of application, leading to great changes in media forms. New media has brought many influences to the traditional visual communication design, especially the form and content of expression, it showing the characteristics of diversification. Therefore, when

carrying out the teaching of visual communication design, we should innovate the teaching mode, carry out the curriculum reform of visual communication design major, and innovate the teaching form.

2. Current Situation of Visual Communication Design Education in New Media Context

2.1 Talent Education in Colleges is Divorced from Social Needs

As colleges and universities are important places to cultivate talents for the society, enterprises and the country, visual communication design major also relies on the rapid development of new media and has gained more development opportunities, so various colleges and universities have set up visual communication major internally. However, based on the analysis of the actual situation, many college students majoring in visual communication can not really realize the change from school to enterprise operating post. Enterprises should not only understand the popular demand, but also meet the needs of the project and choose talents in design, but many graduates cannot meet the needs of enterprises. The disconnection between talent education and social demand in colleges and universities will lead to a decrease in the employment rate of graduates majoring in visual communication design. One of the most serious problems is that many students are unable to adapt quickly to the changes from school to operating post and make their own contributions to the promotion of visual communication design.

2.2 Talent Training Model is Unitary

Under the background of new media context, higher requirements are put forward for the cultivation of visual communication design talents in colleges and universities. When cultivating design talents, colleges and universities should adhere to the concept of people-oriented and pay more attention to the personalized development of students. Analyze the actual situation, although many colleges and universities in China have carried out teaching activities and comprehensively taught the theoretical knowledge of teaching materials, they have not connected with the practical training of visual communication design. In the process of visual communication education, many educators follow the traditional teaching mode and students are in a passive learning status. Teachers only start with the cultivation of students' artistic accomplishment and theoretical cognition, and give priority to the education of design technology by hand drawing. However, under the background of the new media era, the communication media of artistic design is gradually increasing, the aesthetic appreciation of the public is also changing constantly in social, and the demand of enterprises for design talents is also changing greatly. Therefore, the traditional education mode of visual communication design cannot cultivate the talents needed by the new media context.

3. The Construction Path of Visual Communication Design Major in Colleges and Universities is Discussed Based on the Employment Needs of Enterprises in the New Media Context

3.1 Innovation Course Teaching System and Realize the Docking with the Enterprise

In the context of new media, the major of visual communication design has also gained a brand new development, which not only reflects the appreciation and artistry, but also has a direct impact on designers' cognition and understanding of multiple new media. Therefore, when designers improve their artistic quality, they should exercise students' practical operation skills and have a more comprehensive understanding of diversified new media. The educational activities of visual communication design in colleges and universities should be combined with the nowadays social situation, and furthermore, problems and changes in design development are integrated into the course system construction process. The major of visual communication design in colleges and universities should start from optimizing the course system to establish a teaching system with practice operation and thought updating as the core. First of all, we should break the traditional theory learning concept, take practice as an important auxiliary, and turn the traditional theory into practice training. Secondly, when many schools carry out teaching activities, they will separate theoretical teaching from practice, first carry out teaching of theoretical knowledge, and then carry out computer software practice. This teaching mode will lead to students' inability to transform theoretical knowledge into literacy and combine it with subsequent computer exercises. But adoption the brand new three-dimensional teaching mode can combine the practice training with the aesthetic accomplishment cultivation. The following is an example of the course teaching of poster design. Teachers can start teaching from the aspects of design concepts and classic cases, and guide students to appreciate the actual projects to deepen students' cognition.

After students understand the theoretical knowledge, they integrate the operation methods of PS, AI and other relevant software to design posters, so as to improve their practical ability. Teachers can also use flipped classroom and MOOC teaching and other different ways to achieve the integration of online teaching and offline teaching, and extend it to students' business life to enhance the exchange and communication with students[]. Using the advantages of new media technology, multimedia courseware and network technology will be applied to the course teaching of visual communication design, so that students can grasp new design concepts by feeling new technology and learning new technology. In the process of using MOOC for teaching, the teaching quality can be continuously improved, which brings many conveniences to the whole learning process of students. New media technology can not only help students understand the changes of social environment, but also make students willing to study hard to improve their professional skills and make a contribution to the society. Under the background of three-dimensional teaching mode, students can realize more practical skills on the

basis of constantly improving their aesthetic quality, create more open innovative thinking, and lay a solid foundation for realizing the docking between students and positions. On the basis of cultivating students' innovative thinking, it promotes the interaction between students and enterprises to fundamentally meet the needs of employers.

3.2 Improve the Studio Teaching Method to Enhance the Practical Ability of Students

The establishment of visual communication design studio in universities can simulate the work situation of students after they enter the enterprise. Many colleges and universities have established the visual communication studio. However, many studios set up in colleges and universities are outside the education and teaching system, and students can use their spare time to complete their work in the studios. Moreover, design projects in the studios also require students to master a high level of operation, thus restricting students' access to the studios to a certain extent. Only by changing the traditional teaching mode into studio teaching mode can colleges and universities break through the limitation of traditional teaching concept to make the teaching of visual communication design more open, the details are as follows: 1. Establishing wholesome studio teaching models can lay a good foundation for improving the teaching system and attract more students to participate in it. Using studio system teaching method can stimulate students' learning enthusiasm, so that students have a full understanding of the actual situation and job demand of each enterprise in the market before going out of school []. 2. It integrates the teaching system with the studio teaching mode, takes theoretical knowledge as the core content, and cultivates students' artistic accomplishment. Learning through practical operation as the basic content enables students to understand the presentation mode of visual communication design and continuously improve their creative ability. 3. Implement the teaching mode of the studio into the content of each teaching activity. Discipline projects, competitions and enterprise projects are sorted out and relying on the content in the textbook, as the core content of students' practice. In this process, teachers can group students according to their strengths, abilities and knowledge mastery, and gradually realize students' personalized development goals. 4. Combine the different difficulty of the project with the interest of students, allocate the project reasonably to students, and give play to students' own advantages. In the process of practice, students in each group should be promoted to discuss, and teachers should give corresponding guidance and give appropriate feedback and evaluation, so as to continuously improve students' professional level. In a word, the establishment of studio teaching mode can eliminate the disadvantages of traditional teaching concept, and invite the managers of enterprises to participate in the way of discipline projects and competitions, which lays a bedding for the improvement of students' practical ability and the connection between enterprises.

3.3 Promote Cooperation between Schools and Enterprises and Build a Training Platform

The important duty of colleges and universities is to provide more high-quality talents for enterprises and society. Due to the mismatch between the input and output of talents in visual communication design nowadays, talent education in colleges and universities is divorced from social needs, which will lead to a decrease in the employment rate of graduates majoring in visual communication design. Colleges and universities should promote cooperation and communication with enterprises, and incorporate the needs of enterprises' employees before they take up their posts into the teaching process. When students are in the stage of accumulating theoretical knowledge, they should also appropriately introduce projects, complete works and submit them to the managers of enterprises for evaluation, so as to comprehensively understand the development needs of enterprises in the process of operation and practice. By combining studio system teaching with school-enterprise cooperation, let students divided into different groups, complete the project given by the enterprise, and gradually build a good communication platform for students. In addition to promoting the combination of theoretical teaching and practical teaching, students can get correct feedback after completing the practical training, so that they can better understand their own deficiencies.

When carrying out students' teaching and education activities, the training content of enterprises should be added, lectures and competition activities should be held regularly to give play to the advantages of visual communication majors, enrich their professional knowledge reserve, and constantly improve their comprehensive quality. During graduation, many enterprises will go to colleges and universities to carry out recruitment activities, and many enterprises will carry out publicity and training activities, but the actual effect is not good. Many graduates have a long way to go before they can train for a job after they enter the workforce. In the context of the new media era, many enterprises have a high demand for talents. If colleges and universities do not cooperate with enterprises, practical training mode will not penetrate into students' learning process. By building a bridge between schools and enterprises, enterprises can also provide an opportunity for the reform of the educational system of visual communication design. Through the exchange and communication with enterprises, we can gather all aspects of the characteristics of enterprises and integrate the teaching content with them, so as to clearly show all aspects of the needs of enterprises in the new media era. Relevant educators should also start with the whole learning process of students, build a step-by-step learning process, provide more high-quality talents, and lay a good foundation for the stable development of colleges and universities.

4. Conclusion

To sum up, in the context of new media, the major of visual communication design is facing more challenges and opportunities, and universities play an important role in providing talents for the society and the country. From the

perspective of long-term development, relevant educators in colleges and universities should make long-term development plans for talents, understand various needs of enterprises, and promote communication and exchange between visual communication design education and enterprises. On the basis of promoting school-enterprise cooperation and exchange, the university students' theoretical teaching and practical ability are constantly improved, so as to continuously improve the students' comprehensive quality and create a high-quality talent team to meet the needs of the society and enterprises in the new media era, to a certain extent, promote the steady development of the visual communication design industry.

Acknowledgments

Article Source Topic: Research on The Curriculum of Visual Communication Design in Application-oriented Universities from the perspective of new media (2019XJYB013)2019 University-level Research Project of Guangzhou Business School.

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