

# The integration and innovation of theme culture in the ideological and political teaching of digital media design

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**Abstract:** *The professional curriculum education concept of "curriculum ideological and political education" is increasingly attracting the wide attention of teachers in various application-oriented undergraduate colleges and universities. In the practice of professional classes, teachers strive to integrate the elements of curriculum ideological and political education into all professional courses, adhere to people-oriented, moral education, and let the professional curriculum construction and student ideological and political education work together. Taking the curriculum of Digital Media Design as an example, this paper explores the effective channels and ways to organically integrate and efficiently link the professional curriculum design education practice of application-oriented undergraduate colleges and the ideological and political theory education practice of college students, and forms a positive interaction in the form of curriculum and content structure, so that the students of visual communication design can complete the task of dynamic design practice while learning. In the process of imperceptible influence of the school, we are fully educated in the professional ideological and political theory courses, so as to truly realize the needs of students' professional training objectives of "being both red and professional, having both ability and integrity, and developing in an all-round way".*

**Keywords:** *Curriculum ideological and political; Theme culture; Teaching of Visual Communication Design*

## 1. Introduction

Comrade Deng Xiaoping once said: "All propaganda of truth, goodness and beauty is the main theme". The theme of the theme is very rich, including not only the red hero story, but also the diversified character narration from ancient times to present, from important historical nodes to daily life. Therefore, introducing the theme culture course of colleges and universities into relevant majors for the teaching of ideological and political work of courses can effectively and fully utilize and reasonably mobilize the discipline advantages of the rich theme culture resources of colleges and universities, and help the majority of students to accept and love the theme culture of colleges and universities while learning and improving the relevant professional cultural knowledge and skills, which is of positive significance for further improving the ideological and political education of college students' own courses.

## 2. Problems in Ideological and Political Affairs of Digital Media Design

At present, the main teaching service objects of ideological and political education in universities are generally college students, which are mostly adults who have just graduated from high school. There are still many defects in ideological, moral and cultural construction. Most of the contemporary Chinese college students were born and grew up in the period of peace construction, and their life experience is relatively simple, which makes it difficult to physically understand and feel the various twists and turns and difficulties in China's post-war modern history. It is precisely because of the increasingly rapid development of information and electronic technology today that all kinds of entertainment information have been infiltrated into all corners of the society at low cost and quickly and effectively, resulting in many entertainment phenomena that have not occurred in the past. Some of the content is even more full of phenomena such as worship of western culture, blind pursuit of stars, and enjoyment. This will inevitably require colleges and universities to make changes in time to actively adapt to the rapidly changing network world and to actively adapt to the new ideological and

dynamic needs of contemporary Chinese young college students. This, of course, requires some professional teachers to play part of the role of ideological and political education in colleges and universities. Ideological and political education is to change from simple individual independent combat in the past to today's collective warming, with all staff participating in education, the whole process of education, and comprehensive education.

At present, the case teaching of Digital Media Design tends to be relatively separated from the ideological and political teaching content of other courses, and teachers often add fewer new ideological and political elements in the process of explaining the typical case content of course teaching. The main problems they are facing at present are: on the one hand, the professional course teachers carry out the professional course teaching around the professional knowledge of dynamic effect design and case animation production, and the ideological and political education for the professional course students is insufficient; On the other hand, due to the lack of teachers' own cultural literacy, the understanding of the moral education elements in the course of Digital Media Design is not deep enough to be well integrated in the teaching process.

How can we really implement the goal of ideological and political reform of university curriculum? In addition to the group of teachers in the ideological and political department of universities, the other group of teachers most likely to play a decisive role is the full-time and part-time teachers of all universities. As a professional teacher of visual communication design in colleges and universities, how to introduce ideological and political teaching content naturally and smoothly into the curriculum system of this major is another big test and challenge for our teachers themselves. Many teachers will raise questions, especially in the teaching of software courses such as web design. They feel that it is impossible and unrealistic to integrate ideological and political education in software teaching courses such as Photoshop and Illustrator. The fundamental reason is that they have insufficient knowledge and understanding of the ideological and political education in the course.

As a professional course teacher in colleges and universities, the humanistic quality also needs to be cultivated. If you want to improve the overall moral education effect of college professional education by integrating the humanistic ideological and political elements of family emotion, morality, value orientation and other aspects in the education process of college professional courses, in addition to mastering some basic theoretical knowledge, it is also necessary for teachers to have a broad and broad academic vision, and the formation of this academic vision depends to a large extent on a teacher's own humanistic quality. However, we now have many excellent teachers in this discipline who can explain their knowledge and skills freely and use them skillfully, but they are still unsatisfactory in their own humanistic quality, which requires teachers to consciously improve their humanistic quality by strengthening their later learning<sup>[2]</sup>.

### **3. The significance and value of integrating the theme culture into the ideological and political work of the course "Digital Media Design"**

Digital media art itself has the advantages of no language barrier, wide consumer audience, large market demand potential, long product life cycle, no environmental pollution and low cost. Therefore, actively prospering and developing China's digital media and cultural industry will undoubtedly be a solid and most important step to further improve and develop China's economic and cultural soft power in an all-round way. In the face of the huge impact pressure of the current international digital media entertainment industry, the future development of the domestic digital media industry can not be separated from the strength of the new generation of young people who have the awareness of socialist core values and high humanistic literacy. In the teaching process of the course of visual communication design in Chinese universities and colleges, it can help students further deepen their deep understanding of China's local digital media industry and the connotation of the theme culture, and also can truly achieve the educational effect of further enhancing the ideological and cultural quality of students, promoting the spirit of China's theme culture, and improving the professional thinking level of the majority of Chinese local visual communication design professionals, It is also of great significance to promote the overall healthy development of China's local digital media industry and the overall improvement of China's digital culture industry's soft power construction.

The course of Digital Media Design is a new course for visual communication design, and also a course closely combining art and technology. The main contents of the course teaching include: dynamic design elements, dynamic text, dynamic logo, dynamic user interface, dynamic information map, dynamic title sequence and other training projects. The teaching objectives of this course are

mainly reflected in the following three aspects:

### ***3.1. Establish a correct outlook on life***

In the course of "Digital Media Design", we should integrate the theme culture, always take moral education as the main central link, and implement education throughout the teaching process, so as to achieve all-round education. The course of Digital Media Design includes comprehensive abilities such as cognition, observation, thinking, practice and learning of things. The effective combination of theme culture in the course of Digital Media Design can effectively cultivate students' good spirit of scientific creation and perfect moral character. It not only has important scientific material intelligence value, but also has important scientific spiritual and moral value, Proper use will enable students to enhance their ideological and political literacy, improve their ideological and moral level and establish a correct outlook on life while learning scientific knowledge<sup>[1]</sup>.

### ***3.2. Improve professional quality***

The effective integration and application of theme culture in the teaching of "Digital Media Design" in our school can truly achieve the integration of teaching and education, and meet the needs of the times to cultivate students' craftsmanship spirit. The study of Digital Media Design can be closely linked with our daily life, so that the design theory learned in the study book can be applied, and effectively improve the professional quality of students in school.

### ***3.3. Enhance national pride and patriotism***

The application of thematic cultural elements in the teaching of Digital Media Design for the major of visual communication design can enable students to learn more about traditional Chinese culture, traditional design elements and traditional colors, enhance students' sense of national pride and national self-confidence, and cultivate patriotism Newspaper to the State Bank integrates the teaching design and teaching redesign of the design theory of the course "Digital Media Design".

## **4. Integration and innovation of theme culture in the course of Digital Media Design**

### ***4.1. Improve teachers' moral awareness***

When the theme culture is applied in the teaching of Digital Media Design, teachers are required to continuously enhance their moral awareness, make clear that ideological and political education is closely related to every educator, actively study the relevant theories of curriculum ideological and political education, deeply study the professional ethics of college teachers, gradually enrich their own professional knowledge reserves, and comprehensively improve their political literacy. This is to teach professional teachers by words and deeds, and play a leading role It is an important prerequisite to help students form correct values<sup>[3]</sup>.

### ***4.2. Clarify the main theme of cultural education***

When the theme culture is applied in the teaching of Digital Media Design, we must pay attention to the study and publicity of advanced scientific and basic theoretical knowledge such as the basic principles of Marxism, give full play to the role of professional course teachers in the demonstration and guidance, and help students establish the lofty political concept of building Chinese communism and the common ideal of socialism with Chinese characteristics. Similarly, we should carry out patriotic education in depth, always believe in the leadership of the Communist Party, and strengthen students' confidence in theoretical knowledge, system and culture.

### ***4.3. Sort out the knowledge points of Digital Media Design***

When the theme culture is applied in the teaching of Digital Media Design, the specific knowledge points involved in the course should be re-integrated. The course requirement of Digital Media Design is to understand the basic method theory and application skills of MG animation effect design method and UI dynamic interaction design method, so that students can systematically master the basic method theory and application skills of dynamic interaction design, understand the basic design process theory

and application side of dynamic interaction design, and understand the basic application operation method theory and skills of After Effects and other software, Have the ability to design multimedia works. First of all, establish the "connection point" and the "connection" between the two. This requires us to find a fit point in the content of Digital Media Design and carry out classroom ideological and political education through several specific case designs. Secondly, highlight the key points and carry out in-depth education. We should make great efforts on the key chapters of the course, and combine the excellent theme of the theme of the theme of the theme of the animation with the case explanation to make the ideological and political education deeply rooted in the hearts of the people. Finally, pay attention to the systematicness of curriculum ideology and politics. According to the actual situation of the students and the characteristics of the curriculum, formulate specific education content related to the curriculum<sup>[4]</sup>.

#### **4.4. Design the ideological and political teaching plan of Digital Media Design**

The purpose of studying Digital Media Design is to improve students' understanding and mastery of the interdisciplinary subjects related to visual aesthetics and dynamic images, which plays an important role in cultivating students' good graphic and image design ability and dynamic performance ability. Under the specific guidance of the objectives of this course, select some basic ideological and political elements related to the content of this knowledge point, and integrate the content of promoting the theme culture into the teaching content into the teaching design of each knowledge point curriculum plan.

When designing the story comprehensive animation chapter, you can first introduce the excellent domestic animation to the students and play it when the new lesson is introduced. In order to strengthen students' confidence and identity in Chinese traditional national culture and domestic animation, form cultural self-confidence, generate national pride, and stimulate students' enthusiasm and perseverance in learning. Finally, it is necessary to ensure that the teaching design of ideological and political course is applied throughout the whole teaching process of undergraduate "Digital Media Design", so as to effectively improve the overall ideological and political level of students<sup>[5]</sup>.

## **5. Conclusion**

Integrating the theme culture into the classroom can effectively create a healthy and positive patriotic classroom atmosphere, mobilize the strong patriotic feelings in the hearts of students in each class, and urge students to consciously accept cultural knowledge and serve the motherland. At the same time, it also allows the teachers of this professional course to more deeply experience and feel the strong emotion of national patriotism education and the craftsman spirit of advocating science of college students in practice, so that the professional course can effectively reflect our teaching philosophy of "building morality and cultivating people". In the future revision of the course syllabus of Digital Media Design, attention should also be paid to the rational determination of the ideological and political objectives of the discipline, and the adjustment and improvement of the curriculum standards covering the knowledge objectives, ability objectives, ideological and political objectives of the discipline.

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