

# An analysis on the Innovation of Visual Communication Design Teaching in the Digital Age

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**Abstract:** The arrival of the information age has provided good conditions and more challenges for the development of the visual communication design major. In this context, visual communication design teaching requires certain innovations to meet the needs of social development. In this article, the concept of visual communication design, the influence of the digital age on the teaching of visual communication design, and the teaching status of visual communication design in the digital age are analyzed. On this basis, an innovative strategy for the teaching of visual communication design in the digital age is put forward, expecting to promote the teaching development of visual communication design major.

**Keywords:** the digital age, visual communication design, the innovation of teaching

## 1. Introduction

Visual communication design plays a very important role in the field of design in China, and many colleges and universities have set up related professional courses. At present, with the rapid development of modern science and technology, digital visual communication design has become a new perspective for the development of modern science and technology. More and more new ways of information transmission have emerged, and all walks of life are rapidly adapting to the development environment of the digital age. Therefore, the teaching field of visual communication design also needs reform and innovation. With the advent of the digital age, the field of visual communication design has also had a certain impact, from the original single plane vision into multidimensional space, from static to dynamic visual effect, which has brought great influence to the visual communication design. Therefore, in the digital era, it is necessary to optimize and innovate the teaching of visual communication design, so as to ensure the smooth progress of teaching.

## 2. The features of visual communication design

Visual communication design is the use of visual forms of active behavior to convey related things. Generally, it relies on vision, and is manifested through signs, typography, illustration and other forms, so as to meet people's planned visual activities such as expression and promotion. It is the design expressed and conveyed to the audience through visual media, reflecting the characteristics of the times and rich connotations of design. Its field continues to expand with the progress of science and technology, the emergence of new energy and the development and application of product materials, and intersects with other fields, gradually forming a new field of design related to and cooperating with other visual media.

## 3. The influences of digital age on visual communication design teaching

Under the background of the digital age, people have widely used computer and other network technologies to carry out the transmission of pictures or texts, which makes the information in visual communication design continue to increase, and its content and form have changed accordingly. Visual communication has a certain intuitive and vivid, which makes visual communication design become one of the main ways for people to transmit information. The advent of the digital age makes people use media tools to design the transmitted information through different expressions. Therefore, in the digital era, the content of visual communication design works has become more rich and diversified, bringing more intuitive experience to people. In recent years, people have paid more attention to the education of visual communication design, and the demand for visual communication design professionals is also

increasing, so that most colleges and universities have opened visual communication design majors. With the development of modern technology, the visual communication design profession continues to develop in a dynamic and interactive direction.

#### **4. The teaching status of visual communication design major in the digital age**

##### ***4.1 Colleges and universities have insufficient awareness of the needs of social talents***

Some universities have set up visual communication design major, but there are still some problems in the teaching process. This is mainly reflected in the fact that most colleges and universities adopt the traditional teaching mode and use the two-dimensional book design for typesetting, which does not give full play to the quality conditions brought by digital technology. This makes students can not adapt to the needs of social talent, is not conducive to social progress and development. Therefore, college teachers should fully recognize the needs of the society for talent training, and constantly innovate teaching methods, so as to cultivate high-quality and high-level visual communication design professionals.

##### ***4.2 The goal of talent training is not clear***

In the digital age, the rapid development of modern information technology has made digital media technology widely used. Digital media technology carries out art design through network equipment, and innovative works can be created by integrating and designing unrelated fields. Therefore, there is a close relationship between digital media technology and visual communication design. However, most colleges and universities have not carried out teaching according to this main feature of visual communication design, and the teaching work has certain blindness. Therefore, for the teaching of visual communication design in colleges and universities, it is necessary to clarify the talent training objectives and carry out targeted teaching work.

#### **5. The innovative strategies for visual communication design teaching in the digital age**

##### ***5.1 The innovation of teaching concepts and methods***

In the digital age, the development of visual communication design specialty has more possibilities, which provides good development conditions for students' learning. Therefore, in order to cultivate more professionals in visual communication design, colleges and universities should innovate teaching concepts and methods, and update students' design concepts according to the development of the times and the needs of the society. In the traditional visual communication design teaching process, most teachers take the major as the core, which cannot meet the requirements of the development of the digital age. Therefore, teachers should innovate their own teaching concepts. First of all, teachers can integrate humanistic knowledge and common sense into classroom teaching, in order to enrich the artistic color of visual communication design teaching. Secondly, in the teaching process of visual communication design, teachers should constantly guide students to appreciate and imitate excellent works, improve students' creativity, and help students design more excellent works. Finally, in the process of teaching, teachers should clarify the dominant position of students, cultivate students' new design concept, and promote the development of visual communication design.

##### ***5.2 The innovation of classroom teaching mode***

In the digital age, various software and sharing platforms have developed rapidly, which greatly reduces the cost of information transmission, and information sharing has become a way of life. Therefore, in the teaching of visual communication design, we should innovate the teaching mode, make full use of the Internet to obtain relevant information resources, and search for some design elements and inspiration through the website. First of all, students can download excellent teachers' courses or courseware on the website to learn, and create favorable conditions for students' independent learning process. In this way, the enthusiasm of students can be fully mobilized and the students' subjective initiative can be brought into play, thereby improving their own visual communication design level. In addition, the advent of the digital age requires teachers not only to guide students to learn independently through network technology, but also to innovate teaching models, and actively guide students to think in the classroom through heuristic teaching and oriented teaching.

### ***5.3 Improve the teaching content of visual communication design***

Traditional teaching generally takes teaching materials as the main teaching content. However, in the digital era, the teaching content of visual communication design should be continuously enriched to keep pace with the times and start from the actual life, so as to innovate the teaching content of visual communication design. This requires teachers to get rid of the shackles of teaching materials and ensure that students can skillfully master various media software, so as to apply the learned content to real life and improve their own ability. In addition, 3D vision technology also makes more requirements for visual communication design major in the digital era. Therefore, in the teaching process, 3D teaching content can be added on the basis of 2D design, and reasonable use of Flash and other software to enrich the teaching content of visual communication design.

### ***5.4 Establish a scientific teaching system of visual communication design***

In the process of visual communication design teaching, based on the traditional curriculum teaching system, a scientific and reasonable visual communication design teaching system is established, and it is constantly improved and reformed. In the process, teachers should not only teach advertising design, book design, packaging design and other courses, but also strengthen the curriculum planning of digital design to ensure the perfection of the teaching system of visual communication design. For example, with the popular development of film and television and online advertising, teachers can add advertising planning, film and television advertising, online advertising and other content learning in the process of students' advertising design learning, so as to ensure that classroom teaching content keeps pace with the development of the times.

## **6. Conclusion**

In this article, through innovative research on the teaching of visual communication design in the digital age, we realize that the digital age has brought new opportunities and challenges to the teaching of visual communication design. At this stage, there are still some problems in the teaching of visual communication design in China. This requires colleges and universities to continuously innovate teaching concepts and methods, innovate classroom teaching models, optimize the teaching content of visual communication design, and establish a scientific visual communication design teaching system, so as to promote the progress and development of visual communication design major.

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