

# Reform and Exploration of Teaching Mode Based on Packaging Design Workshop

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**Abstract:** This paper mainly elaborates on the reform and exploration of the teaching mode based on the packaging design workshop. Combining the current introduction on the workshop teaching mode, and based on the significance of the packaging design workshop teaching mode, and the reform planning and measures for the packaging design workshop teaching mode, this paper conducts in-depth exploration and analysis from the perspective of lagging course teaching content, plight in cultivating packaging design talents, the construction of a workshop teaching mode for packaging design major, and teaching system operation process of the packaging design workshop, which aims to enhance the value of the workshop teaching mode in packaging design teaching.

**Keywords:** Packaging Design, Workshop Teaching Mode, Teaching Mode

## 1. Introduction

The term "workshop" was first used in the research field of pedagogy and psychology [1]. In the 1960s, the concept of "workshops" was introduced into the urban planning by Lawrence Halprin of the United States, providing a way for people from different perspectives and ethnic groups to think, explore, and communicate, as well as a method to encourage participation, innovation, and solution finding [2]. The workshop teaching mode was adopted earlier in developed foreign countries. As an effective teaching mode, which is relatively easy to implement, such kind of classroom structural pattern also requires control on the number of students. Being relatively open, free, and exploratory, such kind of learning and communication mode is different from the traditional teacher-oriented cramming method of packaging design teaching. Packaging design workshops simulate existing classroom resources into formal workplaces, which allow students to conduct design activities in such workshops. The workshop teaching mode highlights that teachers are conductors, students are practitioners to communicate, design, and produce the project, and a complete design process for packaging projects is the process to improve students' self-learning capability. Allowing students to actively participate in the project communication, problem identification, and creative problems solving, the workshop teaching is organized and carried out to complete the entire packaging design project. In addition, it pays much attention to the division of labor, communication, coordination, sense of teamwork, summary & reflection of self-formed student groups, and focuses on guiding students to achieve expected learning outcomes. The packaging design workshop aims to ask students to learn, practice, and grow in project positions, thus achieving better learning outcomes. The workshop teaching mode has created a new way to education and is favored by many colleges and universities.

## 2. Significance of Workshop Teaching Mode for Packaging Design

As a comprehensive discipline integrating art, technology, materials, craft and other disciplines, packaging design has strong comprehensiveness and practicability, and its curriculum core is to cultivate packaging design talents needed by modern society. As the higher education develops, the improvement of education quality is crucial for the rapid development and perfection of colleges and universities in China. Packaging design workshops not only include classes and lectures, but combine projects with practices, which improves student's capability through experience by osmosis. What's more, taking "industry quality + practical ability + innovation and entrepreneurship ability" as the principal line, and adhering to the concept of "serving the society, and practicing what one learned", the packaging design workshops carry out the teaching research with the awareness of serving the society

and mankind with design. Integrating production, learning, research, training and innovation, and combining traditional classroom theoretical teaching with practice in the mode of "workshop + enterprise project working system", the packaging design workshops can better develop students' practical operational ability and allow students to quickly integrate into the packaging design industry.

### **3. Teaching Objectives of Packaging Design Workshop**

As an actual teaching mode, the packaging design workshop takes students as the education center, guiding teachers to instruct and teach students based on specific requirements and goals of the project. Furthermore, it stresses that students complete packaging projects actively by changing their perspectives, thus developing their collaboration and guidance abilities. The teaching team for packaging design workshop is established to improve the students' practical abilities, build an elite team of students, and cultivate professional talents in visual communication.

The packaging design workshops are not simple classroom and lectures, but a form of self-improvement and perfection for students. In such workshop teaching mode, teaching is usually conducted in the form of "workshop + enterprise or event project working system", which enhances students' thinking and consciousness through effective practice [3]. Students no longer receive knowledge passively, but actively undertake corresponding work in real and structured projects, thereby forming a practical training and teaching platform that integrates "production, teaching, learning, research, and innovation". In the packaging design workshop teaching mode, based on the class size, teachers set limit to the maximum group numbers, and students can form teams independently within the number scope. Teachers with enterprise resources can directly connect with enterprise projects, teachers without enterprise resources can adopt competition events as simulated enterprises, and students can connect with enterprise resources on their own. After the project is established, teachers conduct teaching with the design steps of the packaging enterprises. According to the design requirements proposed by customers, teachers ask students to actively communicate with customers, carry out sufficient market survey, conduct brainstorm in groups for creative thinking, discuss and analyze packaging design schemes (shift perspective), put forward specific ideas and content (including packaging structure, containers, materials, technology, etc.), so that students can actively participate in the classroom teaching, and master the overall design process and content of packaging design in the process of completing the project.

Therefore, the packaging design workshop mode attaches importance to developing students' design thinking, and can better cultivate students' independent thinking ability, teamwork spirit, as well as the capability of communication, coordination, and problem identification & solving in practical operations. More importantly, such teaching mode can enhance students' ability of knowledge integration & application, making them fully prepared for future jobs and serving the society [4].

### **4. Reform Planning and Measures for the Packaging Design Workshop Teaching Mode**

In the teaching mode of the packaging design workshop, it is necessary for teachers to change the traditional teaching method, and students should learn things actively instead of traditional knowledge infusion filling. In addition, it is no longer a one-way teaching form in the classroom, but an effective teaching method that combines student participation, interaction, and project integration. In this process, students' creative thinking ability, consciousness, and practical ability are improved.

In the packaging design workshop teaching, teachers guide students to enter the enterprise based on the requirements of the project, and set corresponding work scenarios to conduct thorough design according to service objects, content, methods, materials, printing production, and evaluation, and promote the course evaluation standards of "creativity, design marketization, and implementation".

#### ***4.1. The Specific Implementation Process of the Packaging Design Workshop Project is as Follows, as Shown in Figure 1***

In terms of teaching projects, teachers create scenarios to introduce enterprise projects, enterprises issue project requirements, students form groups to discuss and analyze projects, and the teachers guide the process until the project is completed, during which teachers and enterprise personnel conduct multidimensional evaluation and expansion, and finally summarize the entire learning and give corresponding incentives.

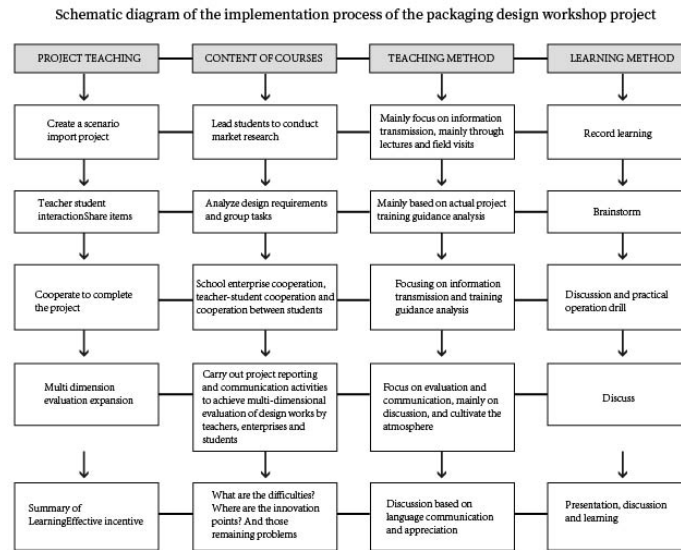


Figure 1: Schematic diagram of the implementation process of the packaging design workshop project

In terms of teaching content, teachers lead students to conduct market survey, students analyze and summarize the survey results, teachers analyze the design requirements of the enterprise and group tasks, and teachers provide the project guidance with the person in charge of the enterprise during the practices. After the project is completed, teachers organize students to conduct project reports and enterprise communication activities, and conduct multi-dimensional evaluations of the students' design works. Finally, teachers summarize the difficulties encountered throughout the entire process, the innovative points of students' works, as well as the remaining issues.

In terms of learning methods, the workshop teaching mode intends to guide students to develop a habit of tracking their learning process, and carry out brainstorming in groups in the early stages of creativity, so as to stimulate their inspiration to seek for creativity; in the teaching mode, teachers organize group discussions and practical exercises; finally, a presentation and discussion of the works is carried out.

In addition to cultivating students' professional skills, the packaging design workshop teaching mode can also strengthen the cultivation of students' professional qualities, including moral and professional literacy, scientific thinking methods, teamwork spirit, and innovation and entrepreneurship awareness, so as to integrate students' knowledge, abilities, and qualities [5].

#### 4.2. The Implementation Measures of Packaging Design Workshop Project are as Follows

(1) Establish matched practical teaching facilities: ① Establish an independent applied university packaging design practical training and exhibition center to provide necessary hardware conditions for the workshop; ② Through making use of internet information technology and by virtue of simulation experimental platforms for packaging design, such as Baoxiaohu 3D packaging cloud design tool, the Boxuni packaging production cloud platform, and the virtual simulation experimental platform for visual three-dimensional presentation of packaging design, databases can be created for packaging design cases, packaging structures, and packaging processes, so as to provide necessary practical resource platforms for packaging design workshops. Furthermore, online editing of digital box shapes, 3D preview of packaging effects, and intelligent processing before printing can be achieved, thus avoiding unreasonable and repeated modifications in the design process structure, saving the time, labour and expense of sample making, and meeting the needs of students at various levels and degrees; ③ Establish a team of renowned teachers to guide the work team, with two teachers guiding one group and regularly arranging the implementation of expansion practical projects, so that the design scheme can not only effectively complete course learning but also meet the needs of enterprises and society for packaging. Teachers provide guidance throughout the entire process of student learning and implementation, while enterprises provide guidance on the explanation of needs, process guidance, and acceptance inspection; ④ Improve the workshop assessment and reward system and scientific grouping, enhance learning mutual assistance among students of different grades, and conduct assessment acceptance for the final results by teachers and enterprises. Students who complete well will be given

certain rewards, as shown in Figure 2 [6].

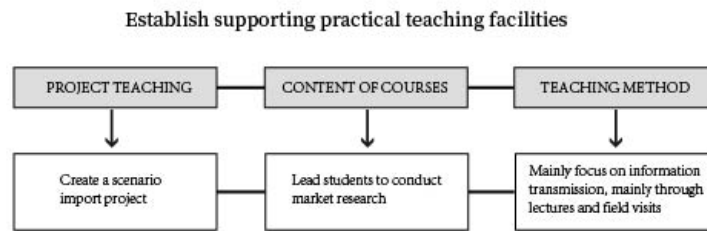


Figure 2: Establish supporting practical teaching facilities

(2) Based on campus laboratories and collaborative resources between schools and enterprises, the packaging design workshop adopts the guiding ideology of "industry quality + practical ability + innovation and entrepreneurship ability", and introduces enterprise projects. In the packaging workshop teaching mode, students simulate the identity of enterprise employees for project tasks, while teachers do well in guiding the project, put forward specific task needs for students, and enable students to achieve a complete project implementation process through authentic internships in conductor guided teaching tasks.

(3) The workshop transports and guides team members professionally to participate in large-scale professional competitions every year to test the practical achievements of packaging design workshop students.

(4) Regularly hold sharing sessions on excellent packaging design cases and student awards, providing a platform for interaction and communication between teachers and students, so as to promote mutual learning among students [7].

## 5. Conclusion

Based on meeting the needs of the packaging design talent market and combining with the trend of the times, the packaging design workshop teaching mode develops efficient and reasonable teaching content through building a sound platform, teachers' monitoring a good project and offering students valuable guidance, so that students can achieve a comprehensive understanding during the entire creative process of "communication-market research-design thought-design & production-work presentation-promotion plan", thus enhancing students' creative thinking ability and professional skills. What's more, students can better identify their own shortcomings, make up for them, constantly organize design thoughts, modify designs, improve plans, and summarize design experience through the teaching mode of packaging workshop, thus forming a new and efficient packaging design teaching mode, improving the quality of packaging design talents, cultivating more talents for society, promoting the development of packaging design major, and creating more benefits for society.

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