

# Analysis of visual communication design teaching model combined with new media

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**Abstract:** In the era of new media, the traditional teaching mode of visual communication design has been difficult to meet the development needs of students. Teachers need to pay more attention to the application of new media technology in teaching. Combining the teaching mode of visual communication design with the new media, expanding the teaching content, trying to innovate the teaching form, and realizing the keeping pace with The Times of the course of visual communication design are of great significance for improving students' innovation ability and competitiveness. Based on this, this paper first analyzes the significance of combining the teaching mode of visual communication design with new media, and then puts forward feasible teaching strategies based on the author's practical experience, in order to provide references for peers.

**Key words:** visual communication design; Teaching model; New media; Combine

## Introduction

With the development of The Times and the progress of science and technology, new media has become an indispensable part of People's Daily life. Visual communication design, as an art design discipline, also needs to be combined with new media to adapt to the development of The Times and meet the learning needs of students. Teachers should fully realize the significance of combining the teaching mode of visual communication design with new media, and apply graphic design software, network technology, novel design materials, terminal equipment, new teaching platforms and tools into the teaching process, so as to create a suitable learning field for students.

## 1. The significance of combining teaching mode of visual communication design with new media

The development of new media has brought revolutionary changes in the new era, which is not only a change in technology and tools, but also a change in thinking mode and methodology. Visual communication design education needs to be combined with new media to meet the diverse needs of modern society for talents and encourage students to create more valuable design works. Firstly, the combination of visual communication design teaching and new media can promote the development of students' innovation and creativity. The innovation and diversity of new media determine its practicability and charm in design teaching. The implementation of relevant teaching strategies can cultivate students' fantasy ability and creativity, and promote the effective exploration of students' learning potential. Teachers should rely on new media technology to innovate the presentation of design language from the visual, auditory and tactile aspects, guide students to establish three-dimensional cognition of excellent design cases, and stimulate their learning interest and creative inspiration. Secondly, the combination of visual communication design teaching and new media can provide students with a broader space for independent exploration. Teachers can reproduce the process of visual communication design by means of digital presentation and virtual simulation, so as to inspire students to independently explore relevant knowledge points. All kinds of new media teaching resources can be used to present industry information and design work scenes, so that students can more intuitively understand the trend of the industry, so as to enhance their industry adaptability and competitiveness. Thirdly, the combination of visual communication design teaching and new media can improve students' professional quality and practical ability. The characteristics of the media industry require practitioners not only to have certain theoretical knowledge and skills, but also to have practical operation ability and teamwork consciousness. With the development of new media and its application in teaching, students have the opportunity to personally participate in the design practice, complete some works independently, and find and solve problems in practice, which effectively improves the practicality and comprehensiveness of teaching.

## 2. The teaching mode of visual communication design and the combination of new media

(1) Use graphic design software to assist teaching and enhance the novelty of teaching content

In order to enable students to better master basic skills and theoretical knowledge and understand the development and changes in the field of visual communication design, visual communication design teaching should be combined with new media to enhance the novelty of teaching content. For example, teachers can use graphic design software such as Photoshop and Illustrator to teach and guide students to master cutting-edge design tools and design ideas in the process of learning design knowledge. First of all, teachers use new media technology to present actual cases and industry trends, and introduce various design concepts and trends, such as flat design and mobile responsive design, in order to arouse students' interest in exploration. Secondly, group discussion topics were proposed to guide students to explore graphic design tools and applications, as well as various design elements and principles, such as lines, colors, font selection and contrast, based on actual cases. Thirdly, students are guided to choose their own design software to design posters, business cards and brand logos for an enterprise, so that they can understand design concepts and master design skills in the practice process. In order to enhance the comprehensiveness and interest of students' learning, teachers can integrate the work design exercise with the printing process, layout

design, word processing and color calibration, and guide students to form a group to simulate the whole process from design to production. This way of learning can not only improve students' design level and practical ability, but also help students master the ability to cooperate with different positions.

(2) Make use of network technology to enrich communication design teaching resources

With the continuous development of new media technology, the mode of education implementation is also gradually changing. At present, in the teaching process of visual communication design, new media has become an indispensable part, which promotes the further improvement of teaching vividness, intuitiveness and effectiveness. Teachers should make use of network technology to enrich the teaching resources of visual communication design, establish a new teaching mode with close connection between teachers, students and new media, and guide students to participate deeply in the teaching process. In the era of new media, network technology has become the main way for people to obtain information and knowledge. In the course preparation process, various teaching resources such as literature, cases, videos and pictures can be easily and conveniently obtained through the network to provide reference for teaching design. In the classroom teaching process, we can combine the teaching resources produced, and use network technology to innovate the interaction and communication mode; Students can be provided with some online resources, these resources can include some free design software, free material library and free tutorials and tips. Through these resources, students can more easily practice and improve their design skills. Through the network technology to communicate with students in real time, encourage students to share learning results, experience, highlight the main role of students in learning, can stimulate students' thinking to a greater extent, explore their potential. When guiding students to learn design knowledge, teachers should make use of new media teaching resources to present knowledge, and organize online discussion, Q&A and other activities through network technology to expand the form and content of teaching.

(3) Use the Internet to obtain visual communication design materials to inspire innovation

In the era of new media, the use of the Internet to obtain visual communication design materials has become a very popular way. Therefore, it is very important to combine the teaching mode of new media and visual communication design to provide students with more ways to obtain materials. When guiding students to create works, teachers can guide students to get materials from various official websites, professional websites and design work communities to inspire innovation. When students look for visual materials related to the theme of creation on the Internet, they can help them understand the connection between design and the real world, and play an important role in building knowledge, internalizing knowledge, and improving practical level and professional skills. On the one hand, teachers should guide students to search for high-quality visual communication design materials through the Internet, using search engines, social platforms, domestic and foreign design websites, etc. Through these ways, students can get access to visual communication design works from different countries and regions, master different design styles and learn from them. It is worth mentioning that in the process of guiding students to obtain visual communication design materials, it is necessary to emphasize following certain copyright rules, obtaining materials in a legal, formal and ethical way under the premise of respecting other people's intellectual property rights, and to indicate the source when using these materials. On the other hand, teachers should help students accumulate methods of searching for design materials on the Internet, as well as methods of judging the quality of design materials, so as to improve students' retrieval ability and aesthetic level, and encourage them to shape design style in continuous reference and innovation.

(4) The use of terminal equipment to enhance classroom interaction

Visual communication design classroom is a platform for students and teachers to carry out creative cooperation on a common canvas. However, if the interaction between the two is not close enough, the teacher's leading and inspiring role may be reduced. This paper believes that modern technology can be used to solve this problem, and the classroom interaction can be improved through the combination of new media and visual communication design curriculum. In this process, mobile devices, tablet computers and other terminal devices provide new ideas and ways for the combination of the two, and promote the improvement of teaching interaction and creativity. On the one hand, teachers can use mobile phones, tablet computers and other terminal devices as teaching tools to guide students to participate in the teaching process more actively and deeply. For example, cases can be displayed through pictures and videos in class to guide students to have a deep understanding of knowledge and skills related to visual communication design; Use new media teaching technology to design some interactive games or quizzes, and guide the use of mobile phones, tablet terminals and PC terminals to answer questions, so as to increase students' participation. On the other hand, teachers can make use of the advantages of new media to create a broader learning space for students. For example, wechat public accounts or special websites can be created so that students can interact with teachers after class through these platforms with the help of terminal devices, or share their learning experiences and experiences with classmates. At the same time, students can also use social media platforms to share their own works and interact with classmates and teachers.

(5) Cultivate students' awareness of new media by using new media platforms and tools

Visual communication design is an art form to express and convey information through symbols and forms of expression. In the new era of rapid development of digital media, people have higher and higher requirements for designers. Therefore, how to combine the teaching of visual communication design with new media and give students more possibilities in design has become an important issue for teachers to think about. The traditional teaching mode of visual communication design mainly focuses on teaching basic knowledge, individual skills and practices. Although this teaching mode aiming at design theory and traditional design method can cultivate students' basic skills, it still lacks in cultivating students' awareness of new media. In view of this situation, teachers need to combine traditional teaching with new media, and adopt a teaching mode closer to reality to guide students' learning. First of all, teachers should explore the integration of new

media and visual communication design teaching, such as mobile phone, Internet, TV, VR and other new media technologies, among which mobile phone is a more approachable new media. Teachers can use AR technology for three-dimensional presentation of the works, so that students can experience and feel the works more intuitively, or share some excellent cases with students through wechat public accounts, Weibo, short videos and other social media, to guide students to conduct independent exploration. Secondly, teachers should incorporate interactive, participatory and personalized teacher concepts to guide students to create works by drawing on excellent cases. In this process, students should be encouraged to give free play to their creativity and try new ways to present and express their works, so as to help them gain a deep understanding and perception of art and life, and realize the internalization of design knowledge.

## Epilogue

To sum up, the combination of visual communication design teaching and new media is of great significance, which can not only promote students' free innovation and improve students' professional quality, but also provide students with a broader space for development so that they can better adapt to the needs of the development of The Times. Therefore, in the teaching of visual communication design, we should adhere to the combination of new media, so as to promote the teaching mode of visual communication design to be more practical, novel and diversified, and enhance the competitiveness of students in the future career path. As teachers, based on the full understanding of the significance of the combination of visual communication design teaching mode and new media, graphic design software, network technology, novel design materials, terminal equipment, new teaching platforms and tools should be reasonably applied to the teaching process, so as to further optimize the learning field of students and further improve the quality of talent training.

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