

Research on the Reform Approaches of College Art Design Teaching in the New Media Age

Yonghui Feng

Eastern Liaoning University, Dandong, Liaoning, 118000, China

Keywords: New media era, College art design, Teaching reform

Abstract: The new media era has brought not only faster information transmission to social development, but also overturns the traditional information transmission methods. The use of comprehensive human-computer interaction methods such as text, sound, image, animation, and video has become the current the new favorite of the design industry. When launching art design majors in colleges and universities, we must fully understand the impact of the new media era on social development, integrate technology and art perfectly, and find the best fit. At the present stage, colleges and universities have many problems in the development of art major design. Whether it is the outdated teaching content, the unreasonable teaching method, or the unreasonable teaching concept, or the lack of determined talent training goals, the teaching level is gradually decreasing. This also requires the person in charge of the art and design major in my country's colleges and universities to continuously improve their own shortcomings, find a way out of the predicament, and ensure that the art and design major in colleges and universities can cultivate more and better talents for the society.

1. Introduction

Introduction: With the rapid development of the new media era, we will analyze it according to its characteristics. At present, colleges and universities need to change the traditional education and teaching mode and choose new teaching activities when developing art design. As the current education model cannot improve the quality of social development, it is even more difficult to significantly improve the effect of education and teaching. Facing this situation, teachers must continue to promote education reforms and make full use of the positive effects of multimedia to promote the quality of education and teaching. It is promoted to ensure that education is diversified and has the characteristics of innovation and openness. Innovating the teaching model can enrich the teaching content in the classroom, improve the practicality of teaching, cultivate more high-quality artistic talents for the society, and promote the development of education. This article mainly explores how colleges and universities should change their teaching methods when carrying out art design teaching in the context of the new media era to improve the overall quality of students, so that all students can improve their art learning effects in the current era. Interest in learning is gradually increasing.

2. Use the Technology of the New Media Era to Carry out Teaching

With the rapid development of the era of new media, colleges and universities must reform their education and teaching methods and use diversified teaching models when developing art design teaching. Although traditional teaching methods can improve students' overall learning quality while studying, they cannot improve students' practical ability. Especially in the rapid development of the information age, it should be clear that teaching methods will appear in order to achieve the reform requirements of education and teaching. Certain changes, in fact, the ultimate goal is to achieve teaching goals and enhance students' learning efficiency. For this reason, teachers should understand how to improve the overall quality of the education and teaching of art and design subjects in colleges and universities when carrying out teaching in the context of new media, and improve the effectiveness of teaching, and continue to promote educational reform to adapt to

modern multimedia teaching. Understand the diversified teaching methods, so that students can stimulate their own initiative in the daily learning process. In the process of exploring learning methods, teachers can also improve the overall effect of learning. The use of new media allows students to integrate themselves into current classroom activities and enhance the overall effect of learning. Teachers integrate the content in the classroom with new media technology, break the traditional single teaching mode, increase the speed of information dissemination, and help more and more students master the most content in the shortest time while studying, and help students develop in all aspects. Not only understand theoretical knowledge, but also improve practical ability.

Especially for art design, students need to take the initiative to practice when they learn theoretical knowledge. Only by practice can they discover what problems they have in the design process, and how to solve these problems. Teachers should use multimedia technology to build a good and harmonious learning atmosphere to encourage students to intuitively explore related professional knowledge. There should be a lot of exchanges between teachers and students, which can not only improve the professional quality of students, but also enable teachers to discover what problems students have in their studies. Analyze the problems of students. If you find that students have a lot of common problems while studying, you can directly analyze and solve the problems, so as to achieve the purpose of effective communication between teachers and students, improve students' own professional quality, and carry out all aspects of students Development and teaching. For another example, when teachers lead students to carry out basic design courses, they use multimedia technology to transform teaching methods, and effectively use multimedia methods to display the original monotonous and straightforward language and writing in a more interesting way. Students master and learn more learning content in a short time, and complete the corresponding learning goals. The past educational methods have been difficult to meet the development needs of today's modern society. Teachers need to consider how to further improve teaching effects, achieve teaching goals, and make full use of multimedia technology to promote teaching methods to reflect the diversified characteristics of teaching, stimulate students' professional interest in exploration and learning, and ensure that students can integrate into it independently In the classroom learning process, improve the learning effect, increase the timeliness of the classroom itself, further promote education and teaching reform, and promote the smooth achievement of educational goals.

3. Build a New Teaching Platform to Promote Communication between Teachers and Students

When teachers use different technologies such as new media, they can build a new teaching platform by using different technologies such as new media. If you want to promote the reform of art design and disciplines, you must make full use of modern technology to build a teaching platform, including teaching demonstrations, professional learning, and optimizing learning methods, teaching models, etc., so that students can play their own initiative and further develop independent learning. Traditional education and teaching models are currently difficult to meet the development needs of students, especially for art and design students, the mastery of information is particularly important. If you don't understand the current market development, the company's requirements for students' professional quality and knowledge, It will lead to a biased training direction in the process of student training, and the quality of training gradually declines. However, in the past, teachers of classroom activities only carried out teaching activities based on textbooks, which made their teaching content limited, and students' learning effects and learning themselves were also subject to certain restrictions. In the face of this situation, teachers want to enhance the effectiveness of teaching, and continue to promote education and teaching reforms, with the help of different technologies such as multimedia, build a new teaching platform, broaden the channels for students to acquire knowledge, and encourage students to master the Internet. The information on the website can update the knowledge base and improve the professional quality of students. Teachers can also build offline learning platforms to improve the quality of communication between students and teachers. Set up micro-classes or flipped classes according to the classroom content to improve the overall quality of education and teaching.

Teachers must clarify the training goals in current teaching. Make full use of new media to improve the quality of teaching. In the past, when many colleges and universities were developing art design, their educational and teaching goals were not clear enough, and they did not understand what the purpose of this type of curriculum was. The emergence of the new media era requires Many colleges and universities clarify what talents the society needs when developing related art designs, and how to further meet the talent needs of the current society. The competition between universities and colleges is becoming more and more fierce in terms of source of students. In this case, it is better to cultivate talents that meet the needs of social development, to meet the development characteristics of art institutions in the era of new media, and to clearly train Goals, formulate the relationship between new media technology and traditional art theory teaching, ensure that the quality of education and teaching is improved, and face up to what impact the formulation of teaching models has on current social development. In addition, the application value of new media in college art design majors is also very high. The use of new media technology for classroom teaching, whether through sound, animation or spatial display, multimedia teaching, visual communication, etc., can allow teachers to interact with Students communicate anytime and anywhere to improve the overall effect of the interactive experience. Students can also use offline media after class, such as common WeChat, QQ, etc., to communicate with teachers anytime, anywhere. Through online and offline joint learning, students can communicate with teachers in time when they find problems. It can also help students analyze how to improve their design skills. When faced with different design requirements, how to improve the quality of design, truly meet the relevant needs of social education and teaching, and improve the teaching level and quality of colleges and universities. Students learning in this relaxed and pleasant teaching atmosphere can also improve their own learning effects. When using new media to reform the teaching reform of the art major of colleges and universities, it is also necessary to pay attention to the background of the colleges and universities themselves, the scale of teaching, and their own faculty. It is necessary to combine the actual conditions of the colleges and universities to change the teaching concept.

4. Use Modern Methods of Passing on from Master to Apprentice

The change of teaching mode cannot be overwhelming or copying the art and design major and other majors in their education and teaching methods. At present, it is possible to use the master-apprentice inheritance to develop talent training. In the traditional sense, college art design majors are taught by teachers of different majors. Under this model, many students have limited design skills during graduation design, or there are very obvious differences in design levels. The reason for this problem is that teachers When cultivating talents, neither the training goals nor the teaching responsibilities are clear enough. With the emergence of the new media era, the strength of teachers has been gradually improved, and modern teaching methods of passing on from master to apprentice can also gradually improve the overall quality of teaching. When colleges and universities develop the teaching of art design, they should pay attention to a professional teacher to carry out the whole teaching and training, and change the traditional teaching mode of filling duck teaching. A professional teacher can be used to carry out a one-to-one teaching and training model to help students complete the four-year undergraduate professional study and assessment work.

Compared with traditional education and teaching, this teaching mode has the biggest advantage in that the teaching method itself is a kind of mentor-apprentice inheritance mode. Teachers can treat their students regardless of their professional level or learning ability. A very comprehensive understanding, teaching students in accordance with their aptitude according to the actual situation of the students, arranging the content of different course difficulties and homework, providing all students with the most reasonable opinions and ideas in the process of employment and internship. The spreading trend of master-disciple inheritance is also a necessity for the current college art design professional teaching. With the improvement of education and teaching quality and teaching evaluation, the modern professional mentoring system will receive more professional teachers' attention. In this system, teachers can also set a good example for students. According to the teachers' own comprehensive quality and professional ability, improve the overall quality of

education and teaching, and promote the students' own professional quality to be significantly improved. Especially in the era of new media, college art design majors implement a modern master-apprentice inheritance system, abandon the cramming teaching method used in classroom education, allow positive interaction between teachers and students, and transform the teacher-student relationship into a teacher-student relationship. It is only an inheritance of the traditional career training model, but also reflects the elite education, and promotes the continuous improvement of the speed of social development, to meet the needs of my country's education and teaching reforms, and students' learning initiative and learning interest will also be in this The stage gets the most significant improvement.

5. Strengthen the Quality of School-Enterprise Cooperation

School-enterprise cooperation is a trend in the reform of art design majors in colleges and universities in the new media era. Through school-enterprise cooperation, the overall quality of teaching is improved and students' traditional learning concepts and employment concepts are changed. As many colleges and universities have difficulty communicating with companies anytime and anywhere when conducting teaching, they do not understand the needs of the society and companies for art and design professionals, leading to the talents cultivated by colleges and universities and the talents needed by companies. not equal. The school-enterprise combination model can improve students' practical ability, focus on professional teaching required by enterprises, and break the mistakes of traditional universities in the process of establishing talent training goals. In the era of new media, colleges and universities must attach great importance to cooperation with art companies. The emergence of school-enterprise cooperation represents not only a change in the concept of art in colleges and universities, but also the advancement of the development strategy of art design enterprises with the times. Art and design companies cooperate with universities and colleges to absorb the resources brought by universities, provide a better platform for artistic learning and communication opportunities for corporate employees, provide talent reserves, and increase the speed of corporate development. In the era of new media, it is even more necessary to clarify the importance and significance of school-enterprise integration to improve the overall quality of school-enterprise integration. To carry out school-enterprise cooperation in the era of new media, it is necessary to consider that the school-enterprise cooperation itself will be affected by two factors: first, the support of relevant government policies; second, the initiative of the school and the enterprise when carrying out school-enterprise cooperation And the degree of importance. The support of relevant government policies lies in the degree of awareness and emphasis on school-enterprise integration by the education authorities. The degree of emphasis on cooperation between schools and enterprises is closely related to the enterprises and the school itself. It requires all the managers of higher education institutions to truly understand and clarify the ultimate purpose of the school-enterprise combination. The purpose is to let students After graduation, I understand what the talents the company needs, and then improve their professional quality according to the needs of the company, meet the related needs of the company's development, and ensure that the quality and efficiency of their work are significantly improved after the students enter the company Promote. Art and design majors have always required students to be able to create independently and design according to their own ideas. This also requires colleges and universities to encourage and support students' creative nature when developing art and design majors. Especially in the era of multimedia, colleges and universities should fully support students to actively play their own personality and stimulate their inherent potential and talent when carrying out teaching. This is also one of the very important contents of education and teaching. When teaching is carried out, the personalized development in teaching needs to be reflected in the teacher's respect for the students' personalized works. To be different or not to take an unusual path. You should not easily deny or directly criticize students' design works. Instead, you should think from the perspective of students and analyze the reason why students design this way. What, teaching students in accordance with their aptitude cannot bury the creativity of the students in art itself. If the teacher's constant denial of the students leads the students to believe that in the process of art design, they can only follow

the old fashioned, leading to a gradual decline in the overall quality and effect of the design, it should be clear that the creative force of the art design profession is the driving force for development, and innovation is the most important thing to ignore. If teachers ignore the meaning of innovation, more and more students' creative content will be homogenized, the effect of creation cannot be improved, and the quality of teaching will also decline.

6. Conclusion

To sum up, in the era of new media, the quality of the teaching reform of art majors in colleges and universities is required to be improved. Students should actively cultivate multimedia computing technology, visual communication and image recognition capabilities, and media literacy. Colleges and universities are required to always focus on their own professional qualities when developing art design, train students, clarify training goals, change teaching models according to market demand and market orientation, and make full use of new media technology to further improve teaching awareness and encourage Students make individualized creations and inherit the relationship between master and apprentice. Through school-enterprise cooperation, more and better art design enterprises and talents will be cultivated to ensure that the talents cultivated by universities can meet the needs of art design enterprises.

References

- [1] Zhou Ruiqian. Research on the Reform Approaches of College Art Design Teaching in the New Media Era. *Research on Communication Power*, vol. 3, no. 28, pp. 185-186, 2019.
- [2] Luo Mei. Research on the Teaching Reform of College Art Design Major in the New Media Era. *Art Education*, vol. 6, no. 13, pp. 150-151, 2017.