Research on the Teaching of Visual Communication Design Creative Course under the Background of Big Data

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Abstract: The arrival of the era of big data not only brings convenience to our daily life, but also makes the development of education a qualitative leap. In the big data environment, visual communication design and creative curriculum teaching has ushered in unprecedented changes. The paper will briefly describe the characteristics of the era of big data, the development trend of visual communication design and creative curriculum teaching and the basic requirements of teaching. In order to adapt to the characteristics of the era of big data, it is an effective means to improve the teaching level of visual communication design creative courses.

1. Introduction

With the rapid development of the economy and society, intelligent products are undergoing rapid changes, and big data as a product of information has undergone tremendous data changes. We have defined the characteristics of the era of big data and adapted to the changes brought about by the big data environment, especially the big data environment put forward higher requirements for education. The teaching of creative course of video communication design has been severely tested. Better development and utilization of the advantages and convenience brought by the era of big data have become the basic requirements of teaching mode. Scientific education method is the basic guarantee to improve the teaching level of creative course of video communication design [1].

2. The Era of Big Data

The era of big data, characterized by huge quantization, fast speed, variety, high value and authenticity, has come. It is a huge, diverse and changeable database resource based on computer application technology and derived from new data processing mode. Big data is the product of the rapid development of information industry, but it is not vague. It has its own form of data resources. It comes from major portals, various APP software, or major media information resources. More and more emerging industries have emerged because of the rapid development of big data. Human beings have entered the fast-growing information industry society, and they can use the Internet to access all kinds of information they want without leaving home. Between the fingertips, you can search for tens of thousands of related information resources. The big data covers most traditional industries such as industry, agriculture, forestry, commerce, and fishery, providing a convenient way for the development of social economy. As a cradle of talent cultivation, the university campus has been at the forefront of big data applications, and the visual communication design creative curriculum has been favored by more and more students. It is also benefited from the development of the era of big data, but the two are closely connected and complement each other [2].

3. Trends in visual communication design creative courses

Visual communication design is an artistic expression that is displayed in front of people through a cartoon, a piece of text, a few photos, or a number of lines. It is an objective artistic expression that can be viewed through the visual system. It is widely used in various social media industries, such as film, television, advertising, photography, journals, magazines and so on. Visual

communication technology is a new form of artistic design. Visual communication needs a certain artistic platform to give it life, such as a piece of paper, a negative, and so on. So many people call visual communication design graphic design. With the steady improvement of material life, more and more people begin to pay attention to the enjoyment of spiritual life, and people begin to realize that artistic creation can greatly improve our spiritual living standards.

With the increase of market demand, more and more people pay attention to graphic design science. More and more people begin to learn visual communication design. Many university campuses have established visual communication design courses, through a short development process of more than ten years. The visual communication design discipline has cultivated new talents for learning in China, filling the gap in China's talents in visual communication design. The visual communication design discipline has become a key discipline in many art colleges and universities, and has even become a signature profession in many colleges and universities.

As we all know, it is now a big data era. In order to comply with the trend of the data age, the visual communication design creative curriculum has also ushered in a new test. In order to better realize the vigorous development of the visual communication design and creative curriculum in the big data environment, it will inevitably bring more pressure on the education work, and it will be touched by the grassroots teachers. Relying on the characteristics of huge data and high efficiency, the teaching mode of visual communication design creative course has achieved gratifying results, and has a long-term sustainable development plan [3].

4. Basic Requirements of the Teaching of Visual Communication Design Creative Course under Big Data

4.1 Teachers and teaching equipment are the guarantee of facilities

The educational circles in China have been adhering to the tenet of "people-oriented education", and the people's teachers have always been gardeners working in the educational garden. In order to develop the creative curriculum of visual communication design in the big data environment, universities need experienced and innovative educators. Relying on perfecting advanced teaching equipment, we can provide a new development platform for visual communication design creative courses, in order to attract more students to further study. Experienced teachers and advanced teaching equipment are the facilities guarantee for the teaching of visual communication design and creative courses in colleges and universities in the big data environment.

4.2 Rationalized education model is policy guarantee

The rationalized education model is the basic policy guarantee that can ensure the "scientific education and sustainable development". The education model in the big data environment needs to fully explore the characteristics of the times. Utilizing the massive data storage of big data, extensive coverage, and fast timeliness of data, we have developed an education model that conforms to the development of the data era, minimizing the difficulties of selection and information redundancy caused by big data. It can more effectively apply data to the creative curriculum of visual communication design, and give full play to the teaching advantages of the creative curriculum brought by big data.

4.3 Focus on the Training of Students' Basic Professional Quality

It is an unalterable truth that "no steps, no miles" is an unalterable truth. At the dawn of the big data era, it is very important to better carry out the teaching of visual communication creativity course and cultivate students' basic professional quality. The development of the information age is based on the extension of basic science theory and technology. As long as the basic theory knowledge is kept in mind, new knowledge can be accepted. The principle of "never change without its origin" is particularly important under the development of big data. Simpler image processing and information gathering are the basis for the teaching of visual communication creative courses. Only by mastering the basic knowledge, can you search for the information you

want correctly and quickly in the vast database, in order to improve work efficiency more effectively. Innovations that conform to the development of the times are important, but keeping in mind the original intention is an effective strategy to avoid getting lost [4].

4.4 Keep up with the development consciousness in the era of big data

The development of education in the era of big data is based on the characteristics of new, strange and fast. Therefore, it is very important to keep up with the development of the era of big data. The visual design creative curriculum is an art discipline based on graphic design. The selection of contemporary works is a basic requirement for art design, and outdated artistic expressions are destined to be eliminated. The era of big data just provides a vast material space for artistic creation. Reasonable excavation of materials has become the primary task of educators. The selection of materials determines the soul of artistic creation. It is very important to keep up with the development trend of the times. Sensitive artistic sense can better mobilize the enthusiasm of students and improve the quality of teachers' education. It is the basic quality that educators should possess in the new era.

5. An Effective Way to Improve the Teaching Level of Visual Communication Design Creative Course

5.1 Research topics of keeping pace with the times

Grasping the topic of the times is the lifeblood of the visual communication design creative curriculum. The big data era brings us all-encompassing data resources. Educators need to keep up with the times. Keep abreast of the development and progress of the times, bring the hot topics of the new era into the classroom, rather than concentrate on self-proclaimed research. Teachers should actively participate in the training of some new knowledge, learn more about the current elements of popular art, and narrow the gap between young people's values. You also need to know how to communicate with young people, communicate regularly with student representatives, and listen to their opinions on the topic selection. Teachers can select the research topics through the students' suggestions. Listing more topics can help the accumulation of teaching experience, and the topic of development in the era can draw closer to students. Thereby improving the enthusiasm of students to participate in research projects. Research topics that keep pace with the times are essential to effectively improve the teaching of creative courses in visual communication design.

5.2 Pay attention to the innovative training of students

Educators should be aware that young people are the pioneers of the times. In the visual communication design and creativity classroom, students should be encouraged to innovate and challenge the old ways of thinking. For example, environmental protection is a hot topic nowadays. Teachers should encourage students to express their views on environmental awareness through visual communication technology. Through VR, students recorded the environmental pollution that occurred around them, and boldly proposed their own vision of the environment. The video with narration and music reminded the viewers that they could effectively raise people's awareness of environmental protection. Students can also show the relationship between human beings and the environment through the situation of sand painting, and remind people to strengthen environmental awareness through the form of more environmentally friendly and healthy sand painting. Only by protecting the environment can they survive better. Educators can also encourage students to complete their homework through the most popular small video mode. Teachers can arrange a topic about improving the quality of residents, and let students form teams and select relevant topics independently. Through the most popular small video on the network to show their works, let the majority of viewers to judge whose works are more popular, can better reflect the current quality of the residents of the social status quo, this way can stimulate students' creative thinking. Good works of art through the network publicity, can improve the quality of residents to extend the topic to society, causing the government departments and the general public to pay attention to the status

quo of residents' quality [5].

5.3 Academic exchanges among industries

Academic exchanges among multi-organizational colleges are very necessary, especially for creative courses of visual communication design. Because the topic of curriculum design is a popular element nowadays, more exchanges between colleges can greatly improve their professional level. Economic development generally determines the level of education. The development level of coastal cities is generally higher than that of inland cities. Therefore, colleges and universities in inland cities can meet their own teaching needs. Academic exchanges with institutions in developed coastal cities are more important, and institutions in coastal cities can learn from more developed countries. Appropriate introduction of international exchanges and cooperation is also an effective way. China will hold the China Art and Education Expo on a regular basis. Many investors and major universities in China will send representatives to participate in this event. Colleges that want to make progress can pay more attention to similar learning opportunities. The courageous step is the beginning of success. The more academic exchanges between institutions will help to improve the teaching level of the visual communication design creative curriculum.

5.4 Innovation of education system

The concept of "all kinds of products, only high reading" is deeply rooted in the Chinese people's minds. Many people think that studying cultural knowledge hard is the only way to get ahead. Few parents will encourage their children to study in the arts. The main reason for this phenomenon is the impact of China's inherent education model. According to official data, there are nearly 100 ordinary and vocational colleges in the Northeast. Among them, the proportion of undergraduate and specialist schools in art is less than 5%. The most famous art school is actually a private university. It can be seen that China's education model still focuses on comprehensive quality education and technical training. Few colleges and universities are willing to take the initiative to open art disciplines. The imperfection of the education system makes the employment rate of students naturally low. Therefore, the development of visual communication design creative courses in China is difficult. With the rapid development of social economy, more and more educators are aware of the talent gap in visual communication design in China, and training new talents has become the requirement of the era of big data. The reform of educational system is the premise to improve the educational level of visual communication design course [6].

6. Conclusion

With the reform of education mode in the big data environment, the creative curriculum of visual communication design has been favored by more and more students, in order to deliver higher quality professionals to the society. The education of visual communication design creative course is particularly important, and universities respond to the system requirements of the country. We will adopt relevant institutional systems, improve the education system, establish advanced experimental bases, increase the level of training of teachers, and actively introduce international exchange and cooperation projects. Increasing effective measures such as academic exchanges with other institutions, gradually improving the academic status of visual communication design and creative courses, and making the teaching of visual communication design and creative courses more convenient.

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