

Teaching Reform of Art and Design in Colleges and Universities Based on "Mooc"

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Abstract: "Mooc" is a large scale linear curriculum system based on information technology. Openness and flexibility are the main characteristics of this curriculum system. The sharing of educational resources brought about by the technology of "Mooc" has also brought a certain impact to the traditional educational mode of colleges and universities, and has innovated the role of "Mooc" in the teaching reform of art and design major. It can provide some help for the innovation of higher education teaching in our country. Based on the author's study and practical experience, this paper first analyzed the influence of "Mooc" on the teaching of colleges and universities, and then put forward the application measures of "Mooc" in the teaching reform of art and design major.

1. Introduction

"Mooc" began in the fall of 2011 in the United States, and was called "the first year of Mooc" by the New York Times in 2012. In 2013, China's top universities, such as Tsinghua University, Peking University, Shanghai Jiaotong University and Fudan University, joined in succession. With the characteristics of large-scale, high-quality, open, online, free and so on, "Mooc" has swept the field of higher education in the world in a short period of one or two years, which has brought unprecedented impact to the traditional teaching methods[1]. The art and design education guided by visual elements should seize the opportunity brought by "Mooc" and reform the teaching mode in order to meet the requirements of the new media era.

2. The Influence of "Mooc" on the Teaching of Art and Design

2.1 Provide rich and high-quality curriculum resources.

"Mooc" has rich and high-quality teaching resources with a large number of famous teachers of the professional core courses on the network platform for free for students to choose, and with a very fast pace of continuous updating. The joint course EdX initiated by MIT and Harvard university, Coursera and Udacity from Stanford University are called the "troika" of "Mooc". Taking Coursera as an example, its first cooperative schools include Stanford University, the University of Michigan, Princeton University and the University of Pennsylvania. So far, dozens of internationally renowned universities have joined edX and Coursera respectively. Tsinghua University and Peking University joined edX in May 2013. And there are multiple courses online. It is possible to introduce the excellent curriculum resources of universities all over the world into the classroom[2].

2.2 Open up free and flexible ways of learning.

The place of study is the Internet, which is not restricted by physical campus and classroom. No matter where students are, and as long as they have a computer and a good network environment, they can interconnect with famous schools around the world anytime and anywhere, and interact with tens of thousands of students online. "Mooc" is an open and free learning platform. Students choose the learning content according to their own interests and needs, and are not restricted by the traditional university teaching plan. Mooc is a 10-minute video course for students to learn efficiently by using fragment time. In Mooc, students are free to play back or fast forward and

watch videos until they understand. Students can ask questions online, and teachers or students will answer them in about 5 minutes. "Mooc" gives students the right to choose freely and flexibly from the aspects of learning place, time, content, process and communication, and changes the teaching mode that teachers teach and students accept passively.

2.3 Stimulate students' autonomous learning ability.

"Mooc" advocates free learning and requires students to have more autonomy and self-control. In "Mooc" mode, video courses are cut into 10 minutes or become micro courses. Moreover, many small problems interspersed among them, so students seem to go through the process of customs clearance of video games. Thus, only answer right, can they continue to learn. The setting of level by level makes students always keeping active initiative and adventurous spirit and putting an end to the bad phenomenon of desertion or sleep in classroom[3]. At the same time, in the classroom, to achieve "Mooc" online learning, teachers and students are in a state of separation, and there is no teachers on the spot management and supervision. Moreover, there is no good students being motivated. In this mode, students' autonomous learning awareness and autonomous learning ability is particularly important. Therefore, the consciousness of self-learning is the premise of getting better results.

2.4 Brings challenges to teachers in colleges and universities, and promotes the improvement of teachers' teaching ability.

From the teaching content and teaching method, the "Mooc" puts forward higher requirements to the teachers in colleges and universities. On the platform of "Mooc", famous schools, famous teachers and famous classes are compete with each other in the world. When students study the same course on the platform of "Mooc", they will compare it with the current teacher's teaching. In a certain sense, the teacher's teaching level has become the main indicator of students' choice, such as whether the explanation of the content is useful or not, or whether the knowledge is rich or not, or whether the explanation is vivid or not, and whether the rhythm of the class is reasonable or not. This can inspire teachers to further self-improvement, and carefully prepare the courses taught. At present, the main body of university education is born after 1990, growing up in the company of the Internet, so they are more easily to accept the "Mooc" freely. If college teachers stick to the former teacher-centered teaching mode, students will have resistance. Therefore, college teachers should adapt to the tide of "Mooc". They should not only to prepare the excellent teaching content, but also to change the teaching method and pay attention to the needs of students[4].

3. The Application of "Mooc" in the Teaching Reform of Art and Design Specialty

3.1 Combination of "Mooc" with traditional teaching.

Under the influence of classroom teaching time, teaching content and the number of students, teachers can not interact with students in the traditional teaching mode. The integration of the teaching of "Mooc" and the traditional teaching methods can provide some help for the two-way interaction between the two. On the basis of the application of the resources of "Mooc", teachers extend the teaching system of traditional art and design classroom, which can make classroom teaching more practical and aim at interest. In the course of applying the technology of "Mooc", teachers strengthen the pluralistic characteristics of the evaluation mechanism on the basis of the application of the traditional classroom evaluation system in teaching. In addition to research reports and project practice, teachers can also make students evaluate other students' works of art and design by means of mutual evaluation. Taking the teaching of the graphic creative course taught by the author as an example, the case teaching method is an effective way to combine the "Mooc" with the traditional teaching. For example, in the 2015 National College Student Advertising Competition, the advertisement creativity of a brand of sanitary napkins won the first prize of creative class, which has adopted educational graphic expression, text expression and other forms of expression of advertising design. In the process of explaining interactive graphic design, teachers

can make students analyze the advertising creativity.

3.2 Innovate learning approaches for students.

Breaking through the limitation brought by the traditional teaching mode can provide some guarantee for the effective application of the platform. In this way, the key elements in the teaching reform of art design major in colleges and universities are as follows: One is to reform the teaching method of major teaching; the other is to innovate the teaching content of specialty teaching. After the application of "Mooc" to professional teaching, students can learn some basic knowledge of major by virtue of the platform of "Mooc". After completing the relevant pre-class design, the teacher can start with the design content of the pre-class design works, and instruct the students to discuss the knowledge learned in this lesson. This can help students enrich their knowledge system and help them better understand the important and difficult factors in teaching content. For the students, after the application of the "Mooc" resources to the teaching of professional courses, students can start with their own learning ability. Teachers can choose the content of the "Mooc", or they can also carry out some creative activities with the help of the "Moocs". After teachers give timely guidance to students' creative activities, students' enthusiasm for learning professional knowledge will be strengthened to a certain extent. From the point of view of the characteristics of graphic creative course, the creative expression of static graphics is the basic element of this course. By analyzing the meaning and method of graphic expression, students' creative desire can be promoted. At the same time, teachers also need to train students' "hand-drawing" ability with the help of resources. It is an effective measure for the students to innovate their learning ways by giving full play to the linkage effect between the graphic creative curriculum and the digital media technology course[5]. The combination of "Moocs" teaching, project training and subject competition can improve students' practical ability.

3.3 Application of "flipping classroom" teaching form.

The construction of teaching mode of "learning first and then teaching" is a new feature of art and design teaching. Taking multi-dimensional expression as an example, after applying the teaching of "Mooc", students need to use the time after class to learn some basic knowledge involved in this course. And then in the classroom teaching, students can discuss some difficult problems with teachers. In such a teaching mode, the role of teachers is to help students answer questions and solve questions. The construction of this teaching mode based on "flipping classroom" can fully guarantee the students' main position. In the teaching mode of "flipping classroom", teachers need to collect the knowledge related to creative drawing problems in preparation stage before class, so as to help students to carry out knowledge extension. After the construction of the "flip classroom" teaching mode, teachers also need to strengthen the individualized characteristics of the teaching process.

3.4 Construct high-quality courses.

The teaching of "Mooc" is a kind of teaching activity based on high-quality curriculum resources. On the basis of the optimization of classroom teaching methods, teachers should start with the teaching contents of specialized courses and construct some high-quality courses. On the basis of innovating the traditional teaching mode, teachers can satisfy the students' learning needs. Taking the related contents of graphic creative teaching as an example, in the course of explaining the contents related to packaging design, the teachers use the "Mooc" to display the graphic creative thinking expression and graphic expression and so on. In order to enable students to fully understand the relevant knowledge, teachers can start with the actual needs of students to create some courses that can be long or short. The construction of the "plate-type" teaching mode which combines the teaching of "Mooc" with practical items can also improve the classroom teaching effect of this course effectively.

4. Conclusion

In the present information age, modern educational technology is developing rapidly. Although the former teaching mode is not perfect enough, it is impossible to replace the inherent classroom teaching mode in online courses, and will urge colleges and universities to speed up the teaching reform. Introducing high-quality teaching resources into teaching through modern information education technology can effectively improve the teaching quality. By reflecting on the existing problems in the teaching of art and design in colleges and universities, the author thought that the tide of "Mooc" can promote the reform of the teaching of art design in colleges and universities, and enable students to contact more advanced information of design. It can also broaden the design vision, expand the design thinking, so as to adapt to the needs of the times of art and design talent.

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