

Research and Practice on Quality Management of Graduation Design (Thesis) for Visual Communication Design Major

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Abstract: the Changes of Design Field, Design Specialty and Design Education Mode Cause Us to Think about Visual Communication Design Education in the Future. the Function of Graduation Project in the Whole Undergraduate Teaching is Irreplaceable in Other Teaching Links. Aiming At the Problems Existing in the Teaching Process of Graduation Project, This Paper Studies the Whole Process Quality Control of This Link. Focusing on Improving the Quality of Graduation Design, the Article Introduces in Detail the University's Quality Management in the Exploration and Practice of Thesis, Deepening Quality Management Reform, Strengthening Process Quality Monitoring, Conducting Quality Evaluation, and Exchanging Experience Activities. Thesis's Practices and Results in Quality Management. the Idea of Total Quality Management and Control Principle is Introduced into the Whole Process of Graduation Design (Thesis) Teaching Quality Management. after Years of Practice, Obvious Effects Have Been Achieved and Teaching Quality Has Been Spirally and Steadily Improved.

1. Introduction

At Present, with the Rapid Development of Global Economic Integration and Informatization, a Series of Significant and Far-Reaching Changes Have Taken Place in Visual Communication Design in Terms of Viewpoint, Mode of Thinking and Method [1]. Graduation Design (Hereinafter Referred to as Graduation Design) is an Important Part of the Talent Training Plan in Colleges and Universities, and It is an Important Link in Training Students to Comprehensively Use the Basic Knowledge, Basic Theories and Basic Skills They Have Learned, Analyze and Solve Practical Problems and Preliminary Scientific Research Ability [2]. It is an Important Carrier for Cultivating Students' Comprehensive Quality, Engineering Practice Ability and Innovation Ability. It is a Comprehensive Test of Students' Knowledge, Ability and Quality; It Has Far-Reaching Influence on Students' Ideological and Moral Character, Work Attitude, Work Style and Independent Work Ability [3]. Graduation Design (Creation) Has Become a Landmark Work for Individuals, Which is Not Rare. from This Point of View, Visual Communication Design is Also a Major. Based on the Presentation and Existing Problems of Graduation Design of Visual Communication Design Major in Colleges and Universities, the Author Explores the Development Ideas and Direction of Graduation Design Exhibition of Visual Communication Design Major in Colleges and Universities from Multiple Perspectives.

2. Orientation of Graduation Design Course for Visual Communication Art Design Major

Practicality is the essential requirement for teaching visual design and even art design majors. The talent market also has an urgent requirement for students majoring in design to become talents quickly. The graduation design of visual communication specialty is highly practical. It should be combined with the market to test the design effect of students and let teachers refer to it through feedback. It is our consistent teaching pursuit to guide students to explore the social and public needs around them, put forward creative and targeted solutions, and boldly put them into practice

through graduation design [4]. We should take students as the center, establish the concept of teaching quality service, enhance the quality awareness of all teachers and students, and implement total quality management. Take reform as the motive force and continuously improve the quality. However, the traditional graduation design practice lacks comprehensive vocational training for students, which makes graduation design lose its specific function of allowing students to exercise before work [5]. At present, the mode of graduation design exhibition of visual communication design in some art colleges in China is relatively old and cannot meet the needs of professional talents in modern college visual communication design. The visual communication art design major graduation design course should adhere to the principle of combining the scientific and feasibility of the curriculum orientation, that is, it must follow the basic principles and laws of graduation design, and must also combine the market. The students with sufficient market research and clear thinking in the early stage have become more and more perfect in design thinking. This fully demonstrates that clear and precise quantification of procedures is an important principle for teachers to guide students.

3. Research and Practice on Quality Monitoring of Graduation Design for Visual Communication Design Major

3.1 The Idea of Total Quality Management and Control Principle is Introduced into the Whole Process of Graduation Design Teaching Quality Management

Graduation design is an ultimate assessment project for art colleges to determine whether students can complete their studies. It is also a summary report for graduates on what they have learned during their college years [6]. From the point of view of product quality management, "total quality management" refers to all activities that combine various technical methods and quality awareness education to establish a complete quality assurance system so as to produce products satisfactory to users by the most economical means. According to the requirements of different disciplines and different quality standards, through continuous exploration and practice. According to the objectives and specifications of personnel training, establish the quality objectives of all aspects of graduation design (Thesis) to meet the basic requirements of personnel training and meet the development of students' personality. According to the specific display effect required by the theme, draw up a display plan, prepare the materials required for the display, and begin the exhibition (paying attention to spatial relations and highlighting the theme). Through this form, students can review their own achievements and understand the needs of the society; the school can timely understand the evaluation and suggestions of the society for the quality of teaching, in order to further improve the teaching and management ability; graduation design creation is not only the necessary for students to obtain a diploma The road is also a good way for students to improve their market application ability [7]. Maximize the time conflict between students looking for employment units and Thesis, and ensure the time and effort of the students' graduation design (Thesis).

3.2 Practice of Quality Control in the Whole Process of Graduation Project

In the past, the core forms of our visual communication design graduation exhibition were mainly posters, packaging design and brand design, with relatively single forms of expression. With the development of digital technology and the continuous improvement of people's aesthetic taste, the forms of design tend to be more and more diversified. According to the evaluation scheme and evaluation criteria in the Interim Provisions on the inspection and evaluation of teaching quality of the thesis, an expert group for the graduation project at the university level is organized to carry out the inspection and evaluation [8]. The structure score is composed of the instructor score, reviewer score and Defense Committee score in the proportion of 4:1:2. The quantitative scoring standards for the instructor, reviewer and the Defense Committee and the qualitative scoring standards for the five grades of excellent, good, medium, pass and fail have been formulated. Teaching documents are an important manifestation of standardized, scientific and institutionalized teaching management [9], including management regulations, regulatory requirements, guidance documents,

work records, etc., so that thesis design (Thesis) comprehensive quality management documents. At the same time, it has also embarked on a road of innovation in the reform of the graduation design teaching session, which has better solved the problem of the disconnection between graduation design teaching and social needs, and integrated “teaching, learning and doing”. Design exhibition is the most direct exercise for students, and it is a complete practical learning project. Teachers should always strive to achieve the goal of talent training for college visual communication design.

According to the school's “Graduation Design (Thesis) Teaching Quality Inspection Evaluation Form”, the students' graduation design Thesis is randomly selected according to the proportion of 6% of each major, and sent to the external school experts for review and evaluation. It is conducive to a more objective and more realistic understanding of the quality of teaching in the school, and to test the scale of the school's score. Based on the tradition of graphic design, it introduces information design, information architecture design, interaction design, orientation design, network media design, user interface design, experience design, concept books, experimental posters and advertisements, experimental illustrations and so on. Change the way that the professional teaching and research section organizes the defense in the past, and adopt the three-level or two-level defense method of the school, the hospital, and the department [10]. The school-level defense takes random sampling and the school forms a defense team. Every year, excellent colleges (departments) for graduation design work, excellent teaching and research section for graduation design work and excellent guidance teachers for graduation design work are selected. By praising the advanced and setting an example, a good working atmosphere in the whole school is formed and the teaching quality is improved. According to the training objectives and students' professional orientation, the graduation design of visual communication art design is divided into six professional directions, which are also the professional orientation of students after graduation. The monitoring system ensures the operation of the graduation design (Thesis) quality management system and is an important link in ensuring and improving the quality and level of the graduation design (Thesis), including guidance, coordination, inspection and supervision.

4. Practice Effect and Experience

4.1 It Has Attracted the Attention of Department Leaders, Teachers and Students

All colleges (departments) have generally strengthened the organization and leadership of the graduation design work, improved the graduation design documents and rules and regulations, implemented the whole process and all-round management, and achieved early arrangement, early preparation, inspection and summarization. Students can choose their own guidance team according to the direction of the topic, thus constructing a “teacher team” guidance mode with the chief instructor as the main and the topic guidance teacher as the auxiliary. The studio teacher team should not only have sufficient information, but also have the consciousness and ability to sort out the foundation and strengthen the synthesis. It has greatly enhanced the sense of responsibility of the guidance teachers and the enthusiasm and initiative of the students to participate in the graduation design, thus ensuring the teaching quality in all aspects of the graduation design. In the middle of the design, it mainly checks: whether there is too much or insufficient work of the project; the progress of the project; check the weekly record of the instructor (later changed to the guidance record) to understand the situation of the instructor's guidance, question answering and progress to the students; the instructor has basic requirements on the title and performance, defines the duties of the instructor, and ensures that the guidance time of the instructor is in place. , the guidance energy is in place, and the graduation project (Thesis) Instructor responsibility system is implemented. And scientifically allocate the human and material resources of industry experts, business experts, school teachers and students, and realize the effective interaction and transformation of various resources, so as to build a new visual communication art design talent training model.

4.2 The Standardization of Graduation Project Has Been Greatly Improved

The standardization degree of graduation project has been improved obviously. By formulating

standardized documents and cooperating with the quality control of the whole process of graduation design, the whole process of graduation design, such as pre-work, mid-term inspection, defense score and so on, is in a strict and standardized controlled state, so that problems can be found and corrected in time. After several years' efforts, the quality of graduation project has been improved obviously. The appointment of the reviewer; the organization and implementation of the defense; the quality of the review and comment of the instructor, the reviewer, and the defense committee; the outline of the question and the record of the defense of the defense team; the assessment of the results; in strict accordance with the requirements of the defense, the student first applies The defense, the college reviewed the student's essay qualification, and delayed the defense of students who did not meet the requirements of the graduation design (Thesis). Listen to the students' opinions and suggestions on the work of Thesis and conduct the quality evaluation of Thesis. The quality design system of the graduation design (Thesis) is shown in Figure 1.

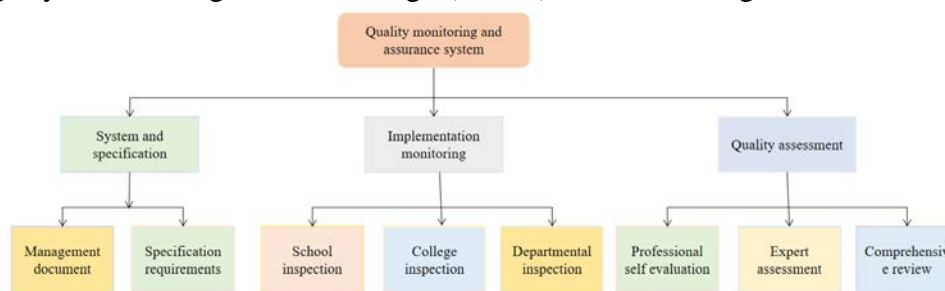


Fig.1 Quality Control Structure of Graduation Project (Thesis)

To construct a teaching mode suitable for the graduation design course of visual communication art design major, so as to unify the teaching mode, students' skills and social needs. In addition to getting more opinions, you can also get involved in more fields in your major. Through the communication and discussion between the students, more and better problems can be solved. At the same time, the professional knowledge of the students is expanded and the team spirit of the students is further strengthened.

4.3. It has Promoted the Reform and Innovation of Teaching Contents and Methods of Graduation Design in Various Institutes (Departments) and Improved the Quality of Graduation Design

Over the past few years, the school has promoted the reform and innovation of the teaching content and teaching methods of graduation design in various colleges (departments) through unremitting efforts in graduation design. For the education of visual communication design, it is not a new topic. Art design itself is a comprehensive, cross-cutting and marginal discipline. With the subdivision of specialty itself and the expansion of specialty scope, this “cross-border” of disciplines is becoming more and more obvious. The college will advance the preparation work of graduation design to the end of the sixth semester (the school requires to advance to the end of the seventh semester). After the design topic passes the examination, it will be made public to the students, allowing the students and teachers to make two-way choices independently. It is helpful to write the inspection and supervision of Thesis and the teachers, and also adds important original materials to the Thesis bag; the automation department implements the “opening report” oral report system, and each student must report the steps of the graduation design and Working methods have played a role in clearing problems and communicating with each other. Not only can we share resources, increase the effectiveness of publicity, expand the scope of influence, but also promote exchanges and learning among students in various universities. At the same time, it can fulfill the duties of “double post” in teaching posts and project development positions. The team management implements the “double-double and double-responsibility” target responsibility system, guides and motivates teachers and enterprise employees to “combine into one”, jointly undertake social service tasks, and carry out project research and development.

5. Conclusion

Visual communication Graduation design is closely related to market demand, reflecting the value of practice and innovation, and is an important teaching link for systematically training students' comprehensive ability. In the 21st century, China's design education faces problems and challenges, but it also has a good social environment and opportunities for great development. We should build an open graduation design exhibition. The school should provide a good platform from all aspects, so that more media and institutions can pay attention to students. From the beginning of topic selection, we should actively explore new ways and methods of graduation project, boldly innovate and think hard, and cultivate the design ability of controlling various media and information. In a word, it is still an important task for us to continue to carry out the research and practice of the whole process quality monitoring system of the graduation design of visual communication design major, further improve the quality monitoring and quality assurance system, and make the quality of the graduation design of the school go to a new level.

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