

# Teaching Reform of Visual Communication Major from the Perspective of New Media Technology

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**Abstract:** New reform has appeared in the new media field along with social development, which means new requirements for the work in related majors. It has changed people's lifestyle and innovated communication method of arts. New media technology has refreshed the major of visual communication. Therefore, this paper, starting from the influence of visual major, made specific analysis with existing problems in the current development, put forward detailed measures on how to achieve the professional development of visual communication under the vision of new media, and wished to make valuable contributions.

## 1. Introduction

New media, one kind of new technologies, came into being under the background of information technology, which has exerted great impact on our life, especially on the teaching of visual communication major. Traditional visual communication teaching model fails to adapt to social development and hinders the effective development of teaching. Thus, in order to realize new development of visual communication major under the influence of new media, teachers should reform their teaching methods and use new media to make new contributions to the new development of teaching field.

## 2. New characteristics of visual communication under the vision of new media

Visual communication under the new media has its own new characteristics. Firstly, it can manifest rational reality with virtual method. And traditional visual communication pays more attention to directly expressing some information. As a result, the transmission of information is too stiff to realize anticipated effects. However, visual communication seems to be injected new vigor under the new media, which processes information with the digital expression, achieves the transmission of virtual world, and endows some subjective creating things with virtuality. And the creative design of information is realized under the influence of such virtuality, improving the design level, guaranteeing the quality, and realizing reality transmission with virtual method. Students of visual communication will gain benefit from such mode, really master the true meaning of visual communication, and make new contributions to the more colorful spiritual life of human beings<sup>[1]</sup>. In addition, new media has innovated traditional visual communication patterns, shocked single situation, and realized diversified expression means. Under the guidance of these means, visual communicators can make their works more original and representative to highlight the main contents of information according to the changing patterns.

## 3. The function of new media technology to visual communication

### 3.1 Improve the design of visual communication

New media, featuring eye-catching and original, has effectively achieved information communication with its unique methods and made expression on the distinctive platform. So it has been increasingly popular among the people. The presentation of videos has been easier and more convenient with the help of multimedia, greatly improving the use efficiency. Traditional visual communication mode is more about making communicating contents by the severe color matching

of some painters. And painters afford too much workload, which causes the low working efficiency and failure of effectively realizing communication design. However, visual communication design has emancipated their hands with the advent of new media, so they can put more time and energy to assume and implement some creativities<sup>[2]</sup>.

### **3.2 Innovate visual communication methods**

Traditional visual communication is usually designed on papers, so it will cause limited communication methods, narrow ranges and ineffective expression. For example, the common methods of newspaper and books can greatly restrict students' imagination. Such mode, however, has made visual communication break through the restriction of time and space, and efficiently passed information to people in need. It has greatly enriched traditional communication methods, and mobilized the enthusiasm of related designers about innovation. New images have taken place in the field of visual communication under the tide of new media. And visual communication major will achieve better development with the guidance of such mode<sup>[3]</sup>.

## **4. Existing problems in the teaching mode of traditional visual communication**

### **4.1 Backward teaching mode**

In the traditional teaching mode, teachers are the principal part, and students' initiative are severely neglected. Especially in the visual communication teaching, teachers are more likely to imbue their understanding with design into students, hardly starting from the reality and helping students express their understanding with visual communication. Therefore, students' initiative and positiveness will be greatly reduced. Meanwhile, it is common that teachers are just teaching and students are merely listening in teaching practice. Teachers usually pay more attention to theory knowledge than students' practical ability that is essential to the visual communication major. So under such passive learning state, students merely understand conceptual knowledge about visual design but know little about practice and have cognition bias with their own works.

### **4.2 Lagging textbook contents**

Textbooks are the significant reference for teachers to set teaching objectives and media for students to learn by themselves. So the function of visual communication textbooks is obvious in the teaching process. But some lagging contents in traditional visual communication materials badly affect students' desire to explore knowledge.[4] Firstly, theoretical knowledge occupies a larger part of textbooks than the indicative contents of practical operation. And what is required to be specifically explained don't exist in textbooks, which greatly reduces students' practical ability. At the same time, teaching activities will fail to effectively carry out with the lagging teaching contents, and teachers' thoughts cannot timely innovate with the change of era.

### **4.3 Single teaching methods**

In current college teaching, most teachers can start from students' reality and adopt original methods to effectively manifest teaching contents, inspire students' learning interest and improve their learning efficiency. On the contrary, traditional visual communication teaching method is too single and dull to enliven the class. And it is hard for students to effectively design visual communication under such circumstance which can merely make their thinking stiff and stagnant. As a result, their works are deviated from the era, and teachers' teaching objectives and students' learning efficiency will be badly affected.

### **4.4 Lack the training of practical ability**

Practical ability is key to visual communication teaching, but it is severely neglected in some colleges where teacher attach more importance to finishing their teaching objectives. Students mostly cultivate their practical ability in class, so they seldom communicate with the outside. Their works are hard to meet with market requirements and effectively guarantee future development of the industry. The severe deviation from the innovation of visual communication pushes them to

failure with the shortage of design direction and operation model. Therefore, it is essential to train students' practical ability.

## **5. Teaching reform measures of visual communication major under the vision of new media technology**

### **5.1 Reform teaching concepts**

Teaching field needs the support of ideas and confidence to realize the effective learning with knowledge. Individual teaching concepts should be innovated for the effective teaching of visual communication. As is said that "consciousness affects existence on the contrary", it can effectively instruct students to have practical activities. And the training of practical abilities can be regarded as new teaching contents under the requirements of new teaching reform. Therefore, teachers should be able to see the changing world, realize the significant meaning of new media on visual communication teaching, and take advantage of it after the positive exploration. Shocked by the new media, teachers have innovated the cognition model and timely adapt to the era progress, adjusted their teaching objectives, cultivated students' innovation ability and divergent thinking to lay the foundation for improving their visual communication design ability.<sup>[5]</sup>

### **5.2 Improve the teaching methods**

A useful teaching method is key to realizing effective visual communication teaching. But in the single traditional teaching method, teachers are the principal part while students are in a passive state. Therefore, teaching efficiency is hard to improve. New media has helped teaching methods gain diversified development. Students can directly understand the practical knowledge with the help of the presentation of multimedia teaching tools, which can inspire students' learning interest and improve the teaching efficiency. Under the dynamic presentation of multimedia, students can timely ask teachers about what they don't understand, and teachers can answer related questions in time. The relation between teachers and students will be gradually closer in such communication teaching, and teachers can accomplish the teaching reflection on the basis of achieving teaching results.

### **5.3 Develop teaching resources**

Teaching resources are the foundation of carrying out visual communication teaching. As for those majors with high practical requirements, it is necessary to achieve innovation ability, promote related facilities, and possess complete teaching resources. These will be greatly helpful to visual communication teaching. It is on the combination of these advantages that new media is developed. And teachers may meet some problems due to external reasons. After all, not every student can be fully noticed in a college class with numerous students. However, the teaching under new media has broken through time and space, such as class group and microblog, and solved the problems existing in students' learning. Meanwhile, the emergence of new media is both the opportunity and challenge for teachers of visual communication major. Specifically, the opportunity means that teachers can inspire students' interest in learning and improve their learning efficiency by means of original teaching methods. And the challenge means that information resources in some bad websites can exert negative effect in students' thinking. Therefore, teachers are supposed to give timely guidance for students' ideological change, and help students integrate abundant creative resources on the multimedia with their own practice to give full play to its positive function on visual communication teaching.

### **5.4 Make practical teaching design**

Practice is the only criterion for testing truth. The training of practical ability is the basis for students to make individual design. Recent visual communication teaching has attach great importance to training students' practical ability. However, the attention degree is still far from the requirements of the industry. It is common that some students find their work hard to meet with the demands of employers when they truly enter the design industry. And then they will doubt their life

and become negative in the face of some matters. So teachers should penetrate the importance of practice into teaching activities, and help students unconsciously improve their practical abilities. At the same time, students can have access to new media teaching tools and develop their personal innovative and practical ability in constant operation.

## **6. Conclusion**

In conclusion, in order to realize the constant development of students' learning ability under the background of new media, teachers of visual communication major should fully recognize the import functions of new media technology and improve their teaching efficiency by reforming teaching methods, improving teaching objectives and innovating teaching design. The new media teaching should start from the visual communication major. And their integration can provide support for the realization of visual communication design under the new media technology and make new contributions for developing comprehensive applicant talents.

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