

Research on Integrated Innovation of Visual Communication Design in Cross-Disciplinary Field

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Abstract: The goal of training talents in colleges and universities will be changed to meet the needs of social development, in which visual communication design specialty will be replaced by training multi-disciplinary and multi-domain complex design talents to meet the needs of the times. This paper mainly discusses the frontiers and strategies of integrated innovation of visual communication design in cross-disciplinary field of view.

1. Introduction

In the era of big data, social, economic, cultural and other aspects are taking integration as the development trend, therefore, the social demand for all kinds of complex talents is also increasing. Under this background, it is imperative to innovate the mode of education, integrate the market and technology into the social and cultural direction to create opportunities for the development of education, and colleges and universities can also send more interdisciplinary and professional talents to the society. Especially for the visual communication design major, in order to change the current situation that the professional ability of the graduates of this major cannot meet the needs of the society, the relevant colleges and universities need to take rapid measures to integrate and innovate the relevant professional courses.

2. The Frontier of the Combination of Visual Communication Design and Interdisciplinary Innovation

The development of society creates the opportunity of development for design, which is beneficial to the diversified and comprehensive development of visual communication design specialty. Especially for the complex, comprehensive characteristics of the design itself, it needs more opportunities and space to innovate, development. The purpose of the design is to interpret and analyze the needs of the relevant audience by combining various factors, so as to create works that meet the needs of the public and provide fresh vitality to the society, but not only to meet the needs of one aspect[1]. Even though there are differences in the curriculum characteristics of different disciplines, they all exist to solve people's difficulties and meet people's needs, that is to say, different disciplines have the same values, and the status between disciplines is the same. Interdisciplinary courses are set up to meet the diversity of design, so that they form a basis for learning from each other. In addition, interdisciplinary learning plays an important role in visual communication design, and how to embody the importance of setting interdisciplinary curriculum.

2.1. Domestic Status of Cross-Disciplinary Design Research

In the design majors of colleges and universities, there are differences among disciplines, and cross-disciplinary communication is difficult, and the degree of correlation is also low. Based on this, it is necessary to overcome the problem of interdisciplinary communication for colleges and universities to open interdisciplinary communication activities, which is also an important factor affecting the development of related majors.

2.2. Visual Communication Design and Interdisciplinary Integration

A good design work will bring convenience, especially for the information age, the impact of design on people is conscious, especially in the development of the surrounding environment, to deepen its impact on people and even society. After all, people's life is closely related to the social environment, so the design opportunities and power brought by the social environment to people cannot be ignored. As far as design is concerned, it will not only affect society, but also have a great impact on people's life, and visual communication design plays an important role in design, so it is necessary to communicate among relevant disciplines to promote its sustainable development.



Figure 1 Design works

3. The Necessity of Visual Communication Design and Multidisciplinary Integration Education

Helping students acquire knowledge in different fields and enhance their professional competence is the fundamental goal of interdisciplinary education integration[2]. In this process, in order to let the students get the unique knowledge experience, understand the characteristics of the subject in different environments, integrate the knowledge, let the knowledge blend, so as to solve the problems existing in the interdisciplinary learning of the students, and improve the students' design ability and employment competitiveness. Based on this, the school should work together to set up interdisciplinary courses, integrate relevant knowledge, create practical platform for students, promote students to become complex talents, be able to contact with relevant enterprises in many fields, and finally realize the goal of truly moving to the society and understanding the operation mode of related industries.

At the same time, the interdisciplinary integration of visual communication design education should include social economy, industrial technology and other aspects, and the integration of multi-disciplinary. In visual media design and multi-disciplinary integration education, schools should pay attention to educational innovation. Because the object of design education is different, this will make the design process, professional knowledge show different state, and finally design different works. In addition, attention to the integration of innovation in education is the integration of innovation in multiple professions, the integration of disciplines such as design, engineering and

business into interdisciplinary innovation teaching, which can break the closed state of design disciplines, such as anthropology, engineering and management, which were once regarded as independent, and the key to these changes is the recognition of the uncertainty in today's occupational boundaries and the fact that mobile employment patterns between traditional design disciplines have become the norm. Therefore, it is necessary to communicate the integration of design and multidisciplinary education in visual design.



Figure 2 Visual communication design

4. The Strategy Orientation of Integrated Education Module for Visual Communication Design

For the visual communication design specialty, interdisciplinary education is the basis for making its design works innovative and diverse. From the perspective of interdisciplinary innovation integration strategy, constructing interdisciplinary education of visual communication design specialty needs to consider multi-faceted education mode, which can be integrated from its creativity, technology, management, sustainable development and business thinking to realize the value of visual communication design, and innovation value, knowledge value, customer value, ecological value and economic value.

4.1. Advanced Technology Practice Access Design Teaching

At this stage, the rapid development of social science and technology, which promotes the transformation of social business model, promote the transformation of social industry, and improve the overall educational conditions[3]. We should know that the practical application and popularization of science and technology are easy to have a profound and significant impact on people's life mode and industry form. For the visual communication design industry, the necessary technical support can provide support for the relevant design to make it more creative, thus realizing its service value and social value.

4.2. New Management Innovations Enter Design Teaching

For colleges and universities, let students understand the impact of visual communication design on the future economy is also a process of understanding the impact of design management on economic value. In today's society, design needs to be linked to the social environment and its commercial value to reflect the importance of this design to the economy, which to some extent also gives design management the opportunity to create the promotion status. However, since management tends to have an impact on enterprise development planning, relevant management mechanisms should also be innovated on a regular basis. Based on this, the design management and innovation of visual media specialty under the cross-disciplinary view can improve the development rate of related products and the production rate of excellent works, thus strengthening the competitive advantage of students. Not only that, in the education and teaching level, to cultivate students' awareness of looking forward to the future and making corresponding preparations for the

enterprise, which will also be the place where design management will work, and finally develop a more inclusive and strategic teaching model.



Figure 3 Design

4.3. Introduction of Sustainable Concepts in Design Teaching

At this stage, the concept of sustainable education and development has attracted much attention, and ecological design, is to let the visual communication design industry design a more personalized, greener intelligent works. The integration and education of interdisciplinary knowledge can promote the visual communication design major to absorb more knowledge and promote the sustainable development of students. Therefore, teachers can introduce the concept of sustainability into design teaching, so that students can consider the social environment, moral economy and other problems in the design of works, and finally make the works not only meet the needs of people, but also promote the harmonious development of people and environment. Moreover, sustainable design is the basis for constructing interdisciplinary knowledge system and promoting the construction of ecological education model.

4.4. Introduction of Business Model Thinking Into Design Teaching

At present, in order to change the disconnect between school education and social reality in the past, many schools will cooperate with enterprises to create teaching curriculum and practice platform together. For the visual communication design specialty, the teacher can introduce the business thinking in the classroom teaching appropriately, promotes the student to diverge the thinking according to the reality need, creates the creative work. For example, teachers can guide students to observe the society's demand for visual communication design products, learn relevant skills and carry out practical and innovative design when teaching. Based on this, students can analyze the business model of the designer field, prototype the related ideas, visualize them, promote students to discover the unmet needs and opportunities, and create new design works.

4.5. Design Innovation In-Depth Design Teaching

Not only does design itself require innovation for development, but the impact of it can also drive socio-economic transformation and change in the way people live. In the early stage of interdisciplinary integrated education, the innovation of visual communication design can promote people to contact with better design works, promote the continuous development of the profession, and promote the relevant designers to create more creative works. Therefore, relevant colleges and universities should consciously guide students to carry out innovative design when conducting interdisciplinary teaching, and finally enhance students' professional ability and innovative ability.

5. Conclusion

To sum up, under the background of the new era, visual communication design carries on the integration education under the premise of interdisciplinary development, and trains more complex

designers for the society. Based on this, schools and teachers have the obligation to help students find a good position, through interdisciplinary training strategies to enable students to learn multi-domain knowledge, create a broader development space for students, and finally promote the relevant graduates to meet the needs of social development, so that the visual communication design education in colleges and universities has a stronger vitality.

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