

The Design and Implementation of Practical Teaching in Packaging Design Course based on the Perspective of Curriculum Civics



Xuan Yang^{1,*}

¹Hunan International Economics University, China

Abstract: With the rapid development of economic globalization and information technology, education and teaching in colleges and universities are facing more and more challenges and opportunities. In such a background, how to focus on the cultivation of students' values and the improvement of their innovation ability has become an important direction and goal for the reform and development of college education and teaching. As an interdisciplinary and comprehensive course, packaging design has a wide range of application value and social significance. However, packaging design not only needs to focus on aesthetic and functional considerations but also needs to pay attention to the cultivation of social responsibility and values, as well as the improvement of students' innovation ability and creativity. Therefore, how to design and implement the curriculum of packaging design based on the perspective of curriculum thinking and politics has become an important issue in the reform of university education and teaching. Through the discussion of several aspects, this paper aims to provide reference and inspiration for college education and teaching and promote the improvement and enhancement of the packaging design curriculum.

Keywords: packaging design; curriculum thinking and government; practical teaching; innovation ability

Introduction:

Packaging design is an interdisciplinary and comprehensive course with a wide range of application values and social significance. In the current context of economic globalization and the rapid development of information technology, packaging design needs to focus not only on aesthetic and functional aspects but also on social responsibility and value cultivation, as well as on cultivating students' innovative ability and creativity. Therefore, how to design and implement the curriculum of packaging design based on the perspective of curriculum thinking and politics has become an important direction and goal for the reform and development of university education and teaching.

1. Overview of Curriculum Civics Theory

Curriculum thinking politics refers to the teaching concept that focuses on implementing the Party's education policy and values in the course teaching and guiding students to establish the correct worldview, outlook on life, and values. In the current new era, curriculum thinking politics has become an important direction and goal for the reform and development of college education and is one of the important tasks of higher education. Curriculum Civics requires educators to integrate the Party's education policy and values through the arrangement of course contents and the design of teaching methods and guide students to form correct ideological concepts and behavioral norms. In the packaging design course, the concept of curriculum thinking and politics can be reflected in the course objectives, teaching contents, and teaching methods.

Corresponding Author: Xuan Yang
Hunan International Economics University, China

Email: 363881208@qq.com

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For example, the course objectives can focus on cultivating students' sense of social responsibility and innovation, emphasizing the practical application and social value of packaging design; in the teaching content, it can strengthen the introduction and explanation of designers' professional ethics and industry norms, guiding students to establish correct professional attitudes and behavioral norms; in the teaching methods, it can adopt interactive teaching, case analysis, and practical teaching to promote Students' independent learning and inquiry spirit. Through the implementation of the course Civics, students can be helped to form correct ideological concepts and behavioral norms, improve their comprehensive quality and innovation ability, and be fully prepared for their future career development and social services.

2. The packaging design course teaches design

2.1 Curriculum and Objectives

The packaging design course is a comprehensive and interdisciplinary course, its curriculum and objectives should focus on the overall development of students and the cultivation of innovative abilities. In terms of curriculum, it should take into account students' professional background and career needs, as well as social development trends and needs for comprehensive consideration and planning. The curriculum objectives should focus on the cultivation of students' values, the improvement of innovation ability, and the establishment of social responsibility while focusing on the combination of theory and practice, as well as the exploration and application of personalized and diversified teaching methods. In the process of achieving the curriculum objectives, teaching methods should be continuously explored and innovated, focusing on improving students' comprehensive and practical abilities and stimulating their creativity and innovation to cope with the changing social and market demands (Wu, 2018).

2.2 Teaching content and methods

Teaching content and methods are the key elements of the teaching design of packaging design

courses. In terms of teaching content, the teaching content of the packaging design course should cover the basic theory, practical skills, and case studies of packaging design. Specifically, the teaching content should include but not be limited to the following aspects: first, the basic knowledge part, including the relevant concepts and terms of packaging design, design principles, and design specifications, etc., to help students understand the basic knowledge of packaging design and design requirements. Second, the design technology part, including the basic operation of design software, graphic design techniques, three-dimensional modeling, packaging structure, etc., to help students master the design techniques and tools, and be able to carry out independent design and innovative practice. Thirdly, the case analysis part, through analyzing the packaging design cases of famous brands at home and abroad, to understand the role and application of packaging design in market competition and brand image construction, and to improve students' practical operation ability and market awareness. In terms of teaching methods, the teaching methods of the packaging design course should take "student-centered" as the basic principle, give full play to the main role of students and creativity, and adopt various teaching methods and means to improve the teaching effect and students' interest in learning. Specifically, the teaching methods should include but not be limited to the following aspects: First, the lecture method, through lectures and demonstrations, to teach students basic knowledge and design techniques, and guide students to independent thinking and innovative practice. Secondly, the practical operation method, through practical operation and simulation exercises, improve students' design ability and practical operation ability and cultivate students' practical ability and innovation consciousness. Thirdly, the case analysis method, through case analysis and example demonstration, deepens students' understanding and application of packaging design and stimulates students' design thinking and market consciousness.

2.3 Practical link design

The practical link is a crucial part of the packaging design curriculum, and through the design of the practical link, it can help students transform the theoretical knowledge they have learned into practical operation skills and improve their innovation consciousness and practical ability (Xu, 2017). Specifically, the design of practical sessions should take into account the actual situation and ability level of students. For students of different levels and different majors, different difficulties and different types of practice projects can be set to ensure the practice effect and students' enthusiasm. Secondly, the design of practical links should focus on interdisciplinary and cross-industry cooperation. As a comprehensive course, packaging design needs to involve the knowledge of several disciplines and fields and also needs to be combined with the actual market and industry needs. Therefore, in the design of the practice session, interdisciplinary and cross-industry cooperation can be introduced, such as cooperation with market research institutions, brand enterprises, packaging suppliers, etc. To enrich the practice content and improve the practice effect. Thirdly, the design of the practical link should focus on innovation and practical application. As a course with strong practicality, packaging design should focus on students' innovation and practical application ability. In the design of the practice session, some challenging and practical application design projects can be introduced, such as designing the packaging of new brands, solving the problem of environmental protection of packaging materials, etc., in order to stimulate innovative thinking and practical ability of students. Fourthly, the design of the practical link should focus on the implementation of course thinking and politics. In the design of the practical link, it should pay attention to the implementation of the requirements of the ideology and politics of the curriculum, guide students' correct ideological and political concepts and values, and improve their sense of social responsibility and innovation spirit.

3. The combination of curriculum thinking politics and packaging design teaching

3.1 The integration of moral education and packaging design curriculum

Establishing moral education is one of the important tasks of today's university education, and the integration of packaging design courses should also implement this concept. In the teaching of a packaging design course, we should not only focus on the cultivation of students' professional skills and practical ability but also the cultivation of students' ideological and political quality and the shaping of their values. Through the setting of course content and the design of practical links, students are guided to correct ideological and political concepts and values, improve their sense of social responsibility and innovation, and allow students to continuously refine their moral character and ability in practice, so as to achieve the purpose of establishing moral education (Qin , 2013). At the same time, the integration of packaging design courses can also promote students' comprehensive quality improvement, cultivate their interdisciplinary ability and innovation ability, and lay a solid foundation for student's future development.

3.2 Social Responsibility and values cultivation in packaging design

In packaging design, the cultivation of social responsibility and values is crucial. Packaging design is not only to beautify and protect products, but also to take social responsibility, pay attention to consumers' health and safety, protect the environment and resources, and achieve sustainable development. Through the curriculum content and practical links, students are guided to pay attention to environmental protection and sustainable development issues, educate students to focus on product safety, environmental protection, and sustainability in their designs, and strengthen their sense of social responsibility (Shang, 2011). At the same time, packaging design courses should also focus on the cultivation of values, guide students to establish a correct outlook on life, values, and worldview, and cultivate their professional ethics and

sense of social responsibility to improve their overall quality and competitiveness.

3.3 Cultivation of Innovation and creativity in packaging design

Packaging design needs to have innovation and creativity in order to constantly push out new ideas and meet market demand. In the packaging design course, students' innovation consciousness and creativity can be cultivated by providing open thinking space, guiding students to think from multiple angles, and stimulating their creative potential. First, the course can provide diversified cases to stimulate students' imagination and creativity and guide them to break through traditional thinking in design to create unique works. Secondly, teamwork can be used to allow students to innovate and explore the possibilities of packaging design together by brainstorming. Finally, practical sessions can be set up to allow students to experiment and innovate in practice, thus continuously improving their innovative and creative abilities. Through training in these ways, students can be equipped with stronger innovation and creativity in the field of packaging design to better meet the market demand and contribute to the development of the industry (Xiao , 2015).

4 . The packaging design course practice teaching realization

4.1teaching mode and teaching resources

The teaching mode and teaching resources of the packaging design course are important supports for the implementation of the course. In terms of teaching mode, a variety of teaching methods can be used, including lectures, case studies, classroom discussions, practical operations, etc., which can guide students to deeply understand the basic concepts, methods, and skills of packaging design and cultivate their comprehensive quality through various ways. In addition, a combination of online teaching and face-to-face teaching can be used to make full use of modern teaching methods to improve the teaching effect. In terms of teaching resources, digital technology, and network resources

can be used to build a packaging design resource library to provide students with high-quality teaching resources, including literature, design software, templates, and video tutorials. Meanwhile, it can also cooperate with enterprises and industry organizations to provide students with internship and practice opportunities, so that students can learn about industry dynamics and practical operations in practice and improve their practical ability. Through the integration and application of these teaching modes and teaching resources, the effectiveness and practicability of packaging design courses can be improved and a solid foundation for students' career development can be laid (Zhang , 2022).

4.2 Teaching evaluation system

Teaching evaluation is an important part of teaching quality management and a key link to promote students' learning and development. In the packaging design course, a complete teaching evaluation system should be constructed, including the evaluation of teaching objectives, the evaluation of the teaching process, and the evaluation of students' learning outcomes. Among them, the evaluation of teaching objectives should be carried out through quizzes, assignments, and classroom performance, to test the achievement of teaching objectives. The evaluation of teaching process should be carried out through classroom observation, students' feedback, and teaching log, so as to test the quality and effect of the teaching process. The evaluation of students' learning outcomes should be conducted employing work display, design selection, and comprehensive assessment, thus testing the level and quality of students' learning outcomes (Sun , 2023). In addition, various evaluation methods such as 360-degree evaluation, self-assessment, and mutual evaluation can be used to improve the objectivity and accuracy of evaluation. Through the application of a complete teaching evaluation system, it can provide teachers with powerful feedback and improvement information and promote the improvement of teachers' teaching ability; at the same time, it can also provide students with a scientific and comprehensive evaluation and promote

the improvement of students' learning outcomes and the overall display of personal development.

4.3 Practical case study

Practical case analysis is one of the important parts of the teaching of packaging design course. Through the analysis and research of real cases, it helps students understand the practical meaning and application value of packaging design and cultivate their innovative thinking and practical ability. The practical case analysis can select packaging design cases of famous brands at home and abroad so that students can understand the packaging design styles and market strategies of different brands by analyzing the design concepts, visual effects, and material selection in the cases, and get inspiration and revelation from them (Ming, 2022). At the same time, some more successful or failed cases can also be selected to guide students to analyze the problems and shortcomings in the design and improve their critical thinking and analytical ability in packaging design. In the practical case analysis, teachers can guide students to conduct group discussions to strengthen interaction and communication among students and promote students' cooperation ability and team spirit. At the same time, teachers can also provide appropriate guidance and support for students' different levels and demands to help students give full play to their potential and creativity. The implementation of practical case studies can help students better understand the practical meaning and application value of packaging design, improve their design level and practical ability, and lay a solid foundation for their future career development.

Conclusion:

In summary, the design and implementation of the packaging design course based on the perspective of curriculum thinking can enable students to better appreciate the importance of social responsibility and values in their course learning, as well as stimulate their innovative ability and creativity. Through the design and optimization of course content, teaching methods, practical links, teaching resources, and other aspects, the teaching effect and practical value

of the packaging design course can be effectively improved to achieve the goal of establishing moral education. The teaching evaluation system, should focus on the mastery of students' knowledge and skills, but also take into account the improvement of students' comprehensive quality and ability. In the practical case analysis, specific practical cases can be used to help students understand and apply what they have learned in-depth, and at the same time, they can also improve their practical operation ability and practical experience. In a comprehensive view, the design and implementation of packaging design courses based on the perspective of curriculum thinking and government can better meet the needs of reform and development of education and teaching in colleges and universities, and provide strong support for the improvement of students' comprehensive quality and ability.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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