

Research on Teaching Reform of

Advertising Design Major

in Higher Vocational Colleges and Universities



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Guang Yang^{1,*} & Yuanyuan Shen¹

¹*Anhui Institute of International Business, China*

Abstract: In the new era, the employment prospect of advertising design students in higher vocational colleges is relatively good, so the profession is developing rapidly, but there are still many shortcomings in the curriculum and teaching system, the content of the curriculum is single, and the objectives of the curriculum are not clear, thus causing the teaching quality to be improved. In this regard, this paper first introduces the importance of teaching reform of advertising design in higher vocational colleges and universities and then explores in detail the teaching reform strategies of advertising design in higher vocational colleges and universities.

Keywords: higher vocational colleges and universities; advertising design; teaching

Among the various majors in higher vocational colleges and universities, advertising design is a very important type. In the teaching of this major, it is required to closely focus on the current situation of industry development, cultivate professional and technical quality talents, ensure that students accumulate rich professional knowledge, and at the same time improve students' skill level and guide them to give full play to their innovative and creative consciousness and ability. However, through the analysis of the current teaching situation, there are still many shortcomings, such as theoretical teaching does not match with practice, teaching content does not match with the actual needs, etc. The employment rate of students is low, and the professional level needs to be improved. In this regard, the teaching mode of advertising design courses in higher vocational institutions should be innovated to improve teaching quality and output more quality talents for the advertising industry.

Corresponding Author: Guang Yang
Anhui Institute of International Business, China
Email: 1468929908@qq.com

1. The importance of teaching reform of advertising design in higher vocational colleges and universities

In the teaching of higher vocational colleges and universities, advertising design is a very important type of profession, and many schools attach more importance to the education of advertising design majors, taking the cultivation of professional talents in the advertising industry as the goal to promote the sustainable and stable development of China's advertising industry. In the teaching of advertising design, teachers should innovate the traditional teaching concept as well as teaching methods, however, many higher education institutions attach less importance to the innovation of teaching advertising design, and many teachers still follow the traditional teaching methods. There are certain differences between professional education in higher education institutions and undergraduate education, with more emphasis on the cultivation of practical skills. Therefore, teaching concepts and teaching methods should also be significantly different

from those of undergraduate education to ensure that they can demonstrate practical characteristics, but many higher education institutions have relatively little difference in the content and form of teaching in advertising design compared with undergraduate institutions (Wu, 2022). In terms of domestic education, the community is generally more concerned about undergraduate education than higher vocational education, and the differences between undergraduate education and talent cultivation are relatively large, but many higher vocational institutions are not clear about the purpose of their own education. They should take the needs of society as the goal of their own education and talent training, and vigorously develop and cultivate professional and technically applied talents. However, according to research, many higher education institutions lack a clear positioning in their own teaching, and in advertising design education, they are still influenced by the undergraduate education model, which is not conducive to the cultivation of professional and technically applied talents. Based on this, the teaching mode of advertising design in higher vocational colleges should be reformed and innovated to promote the sustainable and stable development of China's education and to improve the teaching level of teachers and the professionalism of students (Zhou, 2022).

2. Teaching reform strategies for advertising design majors in higher vocational colleges and universities

2.1 Promote curriculum reform.

In terms of the teaching curriculum of advertising design in higher vocational colleges and universities, the current situation of the development of the advertising industry and the actual needs of students' future work should be taken as the basis, and students should be encouraged to actively participate in practical teaching activities, while students can also be led to participate in exhibitions and get exercise in various teaching activities. In the curriculum of

advertising design, the focus should be on cultivating students' practical skills, so that they can accumulate certain skills and then achieve the effect of putting them into practice. Specifically, the teaching reform strategies of advertising design in higher vocational institutions are as follows.

(1) Reduce the number of public culture courses and focus on professional courses to stimulate students' learning enthusiasm and enable them to develop good learning habits. (2) Optimize and adjust the professional curriculum. In the teaching of advertising design in higher vocational colleges, the painting course is generally taken as the focus, which may not be able to connect with the subsequent courses effectively. At the same time, the number of professional courses is relatively large and the knowledge points are cumbersome, so teachers should adjust some interrelated courses to make the curriculum more inclined to advertising design. (3) In the teaching of higher vocational institutions in China, it is required to actively promote school-enterprise cooperation and the integration of production and education, and to give full play to the advantages of enterprises to create practical training bases. In the teaching of advertising design, in order to cultivate students' practical skills, course projects can be effectively combined with enterprise production, and students can be guided to integrate learning and practice, and students are encouraged to set up advertising design studios so that the theoretical knowledge learned in classroom teaching can be flexibly applied to projects. Students are encouraged to set up advertising design studios and apply the theoretical knowledge they have learnt in classroom teaching to their projects, thus achieving the effect of integration between industry and learning. (4) Encourage students to exchange with the outside world, and organise exhibitions, competitions and other activities both inside and outside the university, so that students can go deep into the actual workplace,

communicate with advertising design staff, actively participate in various competitions, and obtain exercise in the competitions, so as to cultivate students' professional knowledge application ability, communication ability and competitive consciousness(Xu, 2022).

2.2 Build a "double-teacher" teaching team.

In the teaching of higher vocational institutions, the theory and practice of advertising design coexist, and teachers should investigate the current development of the industry in the course of teaching. As the advertising industry is developing rapidly, the teaching contents and forms of teaching in advertising design majors have diversified characteristics, which not only require teachers to innovate the teaching methods, but also require schools to establish the concept of integration of industry and education, strengthen cooperation with advertising enterprises, adopt the strategy of bringing in and going out, encourage teachers to go to enterprises to participate in professional practice training, and also regularly invite professionals to enter schools. In addition, professionals can also be invited into schools on a regular basis to give lectures to educate teachers, develop their practical skills and improve their professionalism.

For example, during the winter and summer holidays each year, teachers can go to advertising companies to study attachment, and actively participate in various projects in enterprises to learn about the whole process of project design, accumulate rich professional skills, communicate face-to-face with customers, and understand the various needs of different clients at this stage as well as the advanced concepts in advertising design and other knowledge. By participating in practical training, teachers will not only learn advanced theoretical knowledge but will also be able to effectively exercise their practical skills, which will help them to improve their professional skills and play an important role in the reform and innovation of the teaching mode of the advertising design profession. In addition, when teachers

return to the classroom, they can provide students with a wealth of teaching content, avoiding the lagging nature of the teaching materials, so that students can understand in detail the current situation of the development of the advertising design industry and the needs of different positions for professionals in the actual work, and optimise their learning direction and knowledge structure accordingly. In addition, the cooperation between enterprises and schools can give full play to the unique advantages of schools and enterprises in talent training, make up for the lack of teachers, accelerate the cultivation of dual-teacher teams, and lay a good foundation for the development of advertising design profession in higher vocational colleges and universities(Chen, 2022).

2.3 Innovative practical teaching methods

Many teachers in the teaching of advertising design have clearly realized the importance of practical teaching, but there is a lack of practicality in the teaching content, which in turn causes the practical teaching effect to be not ideal. In this regard, the teaching of advertising design in higher education institutions should vigorously develop school resources and organise a variety of advertising design activities, so that students can not only complete advertising design projects independently, but also participate in advertising design projects together as a group, and strive to create creative works. In addition, the school can strengthen cooperation with enterprises and introduce practical projects into practical teaching, requiring students to complete advertising design projects according to the needs of clients, while controlling the amount of cost input to ensure the quality of advertising design works. Schools can organise professional teachers or experts to evaluate students' advertising design works, and can also organise students to select outstanding works by voting within the school, and actively seek commercial sponsorship, in the hope that students' outstanding works can be applied to actual advertising design projects, inspiring students' enthusiasm for advertising design and

enriching their practical experience(Wang, 2022). In addition, when students are guided to participate in advertising design projects, they can find out the shortcomings of their daily learning in practice, actively learn advanced knowledge and professional skills, and apply the required knowledge in advertising design, thus achieving the effect of applying what they have learned. In order to effectively promote the development of students' personal and professional abilities, students are required to accumulate a wealth of practical experience and learn the content of the textbook, while expanding on this basis to learn knowledge beyond the textbook. In terms of school development, various types of advertising design activities can be organised, which will not only make the school known and attract more students but also help enterprises to explore quality talents, and if students can excel and stand out in various competitions, they can gain more opportunities to choose a career, thus promoting the employment rate(Xia, 2021).

2.4 Reasonable positioning of advertising design majors in colleges

In the teaching of advertising design in higher vocational colleges, in order to ensure the sustainable and stable development of this profession, the characteristics of the profession should be analyzed and the future development of the profession should be planned scientifically and reasonably. In this regard, higher education institutions should make full use of their own cultural heritage, location advantages and professional characteristics to make reasonable plans for the future development of the advertising design profession, and at the same time, they should also make future development strategies from a sustainable perspective. In the internal professional development of higher education institutions, it is required to ensure that the development plan of the advertising design profession can be consistent with the future development layout of the school, and the teaching content and methods of the advertising design

profession should be optimally adjusted. In addition to this, the school should establish the concept of comprehensive development, improve the internal cohesion of higher vocational institutions, clarify the development plan of the institution as well as the positioning of the profession, and promote the stable development of the advertising design profession(Jiang, 2022).

2.5 Using simulation projects to cultivate students' practical ability

In the teaching of advertising design in higher vocational institutions, simulation project is a more common classroom teaching method, which can effectively cultivate students' practical ability. When students are involved in simulation projects, they are required to make a comprehensive and detailed analysis of the design elements in the task book and strategy sheet and choose an appropriate layout language. After determining the needs and standards of advertising design, diverse approaches need to be used in the completion of the simulation project tasks. For example, in the teaching of advertising design in higher education institutions, students can be asked to design public welfare posters with traditional Chinese festivals as the theme, and in this advertisement design, it is not only necessary to fit the theme, but also to integrate traditional cultural elements and traditional symbols. By carrying out simulation project training, students can provide a platform for practical training, so that students can flexibly apply various design elements to better complete the advertising design, and at the same time cultivate students' innovation ability and practical operation ability in a subtle way[8].

3. Conclusion

To sum up, this paper mainly explores in detail the teaching reform strategy of advertising design in higher vocational colleges and universities. Higher vocational colleges and universities can be an important place for talent education and training, and in many higher vocational colleges and universities, the

importance of advertising design is relatively high, but in the actual teaching, many teachers lack teaching experience, and at the same time, there are unreasonable aspects of the school's professional orientation, which makes it difficult to ensure teaching quality. In this regard, we should strengthen teaching reform and innovation, promote curriculum reform, build a "dual-teacher" teacher team, innovate practical teaching methods, reasonably position advertising design majors, use simulation projects to cultivate students' practical ability, and lay the foundation for student's future development.

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Conflict of Interest

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

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