

# Contemporary Thinking and the Prospect of Teaching Moral education in Visual Communication Design in Colleges and Universities



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**Abstract:** At present, in China's higher education professional system, visual communication design, as an important part of art and design disciplines, has undergone profound changes in design concepts as well as design methods, and strengthening moral education teaching of the curriculum in this context is of great value in promoting the overall development of students comprehensive quality. Therefore, this paper analyzes the necessity of moral education and teaching in contemporary college visual communication design, and gives specific education and teaching paths in combination with its own education and teaching practice, aiming to promote the overall improvement of students' comprehensive quality and cultivate high-quality talents for the new era.

**Keywords:** college; visual communication design; moral education; teaching strategy

## 1. Introduction

With the further advancement of information-based society and the emergence of various information technologies, information technology-based visual communication design has gradually been warmly welcomed as a popular speciality in higher education in recent years, and strengthening the cultivation of visual communication design talents is of great value to meet the talent demand of design positions. Therefore, the integration of moral education teaching in college visual communication design is not only helpful to effectively implement the fundamental requirement of establishing moral education but also can further optimize and improve the relevance of moral education teaching on this basis, which is of great value to promote the improvement of the construction level of curriculum thinking and politics.

## 2. The necessity of moral education and teaching in contemporary college visual communication design

### 2.1 The economic and social development has put forward higher development requirements for moral education

At present, the mainstream of college students' thinking is positive and healthy, but in the economic environment, influenced by the network environment, in

recent years, the formation of bad values such as money worship and pragmatism has a certain influence on college students' thinking and values, plus the college students' own thinking and values have not yet been fully formed, in this environment is extremely vulnerable to the influence of these bad trends and is not conducive to their The improvement of judgment ability. As a popular major in the era of the information economy, the visual communication design major in colleges and universities has a profound influence on students, and students can improve their professional level by learning design in the network environment. teaching value, and this basis, further adapt to the correct guidance of ideological and moral concepts in the information economy environment, so as to establish correct moral concepts and promote the effective improvement of the ideological and moral level of college students (Zheng, 2022).

### 2.2 The realistic demand of broadening the way and path of ideological and moral education in professional courses

The advent of the knowledge economy and network information era has brought a severe test to the ideological and political education work in colleges and universities, and various ideologies and ideological values have emerged, so colleges and universities urgently need to enhance the ideological level of college students through

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further strengthening of ideological and political education work (Liu & Huang, 2020). As an important major reflecting the innovation of students' thinking, the integration of moral education teaching in the construction of this professional curriculum can effectively implement the fundamental requirements of ideological and political education work, which can deepen students' understanding of professional courses through the organic integration of moral education content and professional courses, and can also enhance the ideological values of college students through the outreach of moral education teaching, which is important for It is of great value to enhance the penetration effect of moral education teaching in professional courses, and also can further broaden the form and path of thinking and political education in colleges and universities, and effectively improve the construction value of curriculum thinking and politics.

### **3. the thinking of moral education teaching in contemporary college visual communication design**

#### **3.1 Take heuristic teaching as the guide and cultivate students' divergent thinking**

The teaching of visual communication design requires students to have strong creativity, to integrate their own thoughts in the process of designing and creating forms, and to ensure the design effect through novel ideas and creativity, which requires teachers to strengthen the guidance of moral education teaching in the teaching of professional courses, and to organically infiltrate the moral education teaching content with the classroom teaching content, which is not only conducive to promoting students' professional knowledge and ideological values, but also to enriching students' thinking. This is not only conducive to the effective enhancement of students' professional knowledge and ideological values but also can enrich students' diversified designs and cultivate students' divergent thinking. On the one hand, teachers can carry out professional courses by means of heuristic teaching, and use some moral education topics to trigger students' learning interests in the process of inspiration, which can not only promote the effective enhancement of students' interest in the inquiry but also strengthen the mastery of professional knowledge in the process of inquiry. For example, teachers can use characters in some animation works as inspiration to carry out teaching, let students independently explore the stories behind the characters, and integrate the moral education elements in the stories into classroom teaching, which not only helps students deepen their professional knowledge, but also can enhance the value of moral education teaching in the process of cultivating inquiry ability (Liu, 2020); on the other hand, teachers should fully respect students' autonomy in the process of inspiration. Let students enhance the relevance of education and teaching through the way of personalized expression, this teaching method not only conforms to the concept of teaching according to ability under the guidance of quality education concept, but also can further enrich moral education in the process of students' participation in

course learning, so as to effectively cultivate students' sense of artistic beauty and design concept, stimulate the further extension of students' ideological values, and realize comprehensive cultivation of college students' comprehensive quality.

#### **3.2 To extend the regional culture and strengthen the effect of moral education teaching**

The visual communication design profession is a design for people, and in the process of design, it needs to fully reflect both humanistic values and cultural values, and enrich the design values through the self-expression of the art design, so as to fully reflect the creative art and creative level. In integrating moral education into the teaching of visual communication design courses, teachers need to combine the regional culture of the region to enrich the moral education teaching content and strengthen the moral education teaching effect with the organic integration of professional course content and regional culture. On the one hand, regional culture is rich in moral education value, and it can also form an organic connection with culture through regionalized design, which is conducive to promoting students' in-depth understanding and knowledge of regional culture and providing students with rich design creativity through the effective extension of professional content to regional culture, which has important practical value for improving students' design ability and moral education level (Liu & Huang, 2020). On the other hand, teachers can also further enhance the relevance of education and teaching from the perspective of cultivating students' aesthetic ability in the process of moral education infiltration, as visual communication design majors need students to have a certain aesthetic ability, teachers can integrate regional culture into classroom teaching in the process of professional teaching, organize students to carry out practical activities, and enhance students' creative thinking by experiencing regional culture in a personal way. To enhance students' innovative thinking, and then use the cultural elements in regional culture to enhance the effect of moral education teaching, and realize the organic integration of moral education teaching and visual communication design teaching.

#### **3.3 To guarantee the moral education function of professional courses through the course of thinking and politics**

With the further improvement of the society's demand for talents, in the process of carrying out professional education in colleges and universities, we can carry out curriculum thinking politics with the characteristics of the curriculum, and help students establish correct moral education concepts from the perspective of improving students' knowledge and qualities, so as to cultivate excellent talents with comprehensive development for the society (Liu, 2020). On the one hand, teachers can fully rely on curriculum thinking politics to strengthen the value of moral education teaching, in the work of visual communication design, teachers in the process of infiltrating moral education into professional

courses, both to guide students to appreciate the beauty of art and design, but also to infiltrate moral education into education and teaching, and constantly enhance the value of professional education, but also to combine the teaching content and teaching objectives of visual communication design professional courses to integrate moral education teaching with On the other hand, teachers should also base on the teaching objectives to find the fitting point of moral education teaching and professional courses, accurately formulate moral education objectives, and further integrate moral education teaching content in professional courses, which is conducive to giving full play to the moral education function of professional courses, and can also effectively enhance the ideological education in the education work of curriculum thinking and government. The degree of importance can be given to the overall development of students' professional quality and ideological values to promote the effective development of education work (Yi, 2020).

### **3.4 Take the evaluation system as a guide and give full play to the value function of moral education teaching**

At this stage, the evaluation of the teaching of visual communication design in colleges and universities is still in the traditional teaching stage, and the moral education teaching work guided by the concept of quality education needs teachers to further improve the evaluation system, add students' self-evaluation in the evaluation system, and guide students to make the scientific evaluation and value judgment on the learning effect with their own learning objectives, which is not only conducive to students' further self-reflection and self-knowledge but also This can strengthen the important value of self-evaluation from the perspective of self-diagnosis and self-correction (Gao, 2016). At present, most students of visual communication design majors in colleges and universities generally believe that the creation of course teaching situations should be natural and reasonable, combining with students' learning reality and daily life, and also fully mobilizing their own participation and initiative, and strengthening the creation of moral teaching atmosphere in the process of improving the evaluation system can deepen the learning of theoretical knowledge in the process of helping students further understand and master knowledge In the process of improving the evaluation system, the creation of moral education atmosphere can help students deepen their learning of theoretical knowledge in the process of further understanding and mastering knowledge, so as to realize the comprehensive development of their own personality. From this level, strengthening the moral education teaching in college visual communication design can be carried out from the aspect of optimizing the teaching evaluation system, which not only helps to enhance the relevance of education and teaching but also can inspire students' deep understanding of moral education, so as to enhance the value of moral education teaching (Wang, 2010).

### **4. Prospects of moral education teaching in contemporary college visual communication design**

Integrating moral education teaching content in the teaching process is a key and difficult point in the construction of the current college curriculum system, and in future moral education teaching work, colleges and universities are required to improve on the following two aspects.

On the one hand, the professional objectives should be actively sought with the characteristics of professional courses. Different professional courses have their own characteristics for the cultivation of student's academic ability, professional quality and ideological level. In the process of moral education teaching, universities should optimize the teaching design by combining with the professional courses of visual communication design, fully exploit the coincidence point between professional goals and moral education goals, and improve the professional teaching system by taking the teaching content as a bridge; on the other hand, universities should carry out the teaching links and teaching methods to carry out more infiltration of moral education. On the other hand, colleges and universities should carry out teaching links and teaching methods to carry out multiple points of moral education infiltration. In the development of visual communication design professional courses, optimizing the moral education infiltration in each teaching link can effectively cultivate students' academic attitude and professional ethics, and in this process, red culture education is used to cultivate students' patriotic spirit and sense of social responsibility, which are important components of moral education teaching and need to be infiltrated in each teaching link to achieve effective improvement of moral education teaching effect(Zhang, 2017).

### **5. Conclusion**

To sum up, it is important to carry out moral education teaching in contemporary college visual communication design teaching, which is not only the realistic demand of implementing the fundamental task of establishing moral education in the new era but also the inevitable requirement of cultivating students' professional skills and developing their ideological quality. In future education and teaching work, teachers should further enhance the importance of moral education teaching, continuously deepen the content of education and teaching reform, and innovate education and teaching methods and content-oriented to improve students' comprehensive quality and professional skills, so as to cultivate visual communication design professionals who meet the needs of the society.

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### Conflict of Interest

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

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