

Application and Enlightenment of Information Technology in Visual Communication Design Teaching

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Abstract

In the "Internet plus" digital age, the continuous development of information technology has become a major means to assist education, which not only improves teachers' interpersonal communication, but also improves students' efficiency in obtaining information after class. The application of information design technology is rapidly hitting the whole education industry.

Keywords

"Internet Plus"; Information; Visual Communication.

1. Introduction

The rapid progress of science and technology has greatly promoted the continuous development of modern information technology teaching, and modern teaching information technology means have widely penetrated into the whole modern education and teaching. Contemporary universities and art education are also facing a new great opportunity and challenge of the times, The rapid development of information media technology means will directly affect the whole contemporary university art design education in a variety of new teaching models, effective use of the new generation of information technology means has become a new direction for educators to explore, think and study.

2. The Teaching Advantages under the Information Environment

2.1. Effectively Improve Teaching Achievements

Information-based network learning platform technology can enrich the modern network teaching of traditional teachers' classroom information, It effectively increases the interest of teachers' classroom and teaching links. Using powerful and rich campus information network resources can directly help every teacher and student to collect and understand all kinds of educational and learning information anytime and anywhere without leaving home, thus comprehensively expanding their own knowledge horizons. When designing campus network courses, there are great requirements on how to cultivate students' personal accomplishment and knowledge and ability reserve, With the support of campus network and information network environment, students can swim in the campus network anytime and anywhere every day, enjoy some convenience brought by the development of network in today's information age, and help teachers improve teaching effect effectively.

2.2. New Teaching Mode

The traditional teaching mode of visual communication design is still relatively rigid and single. With the rapid development of economy and the increasing progress of scientific and technological knowledge in the information age, network information technology has gradually been more widely used. Teachers think that the traditional teaching thinking mode can't guide students to acquire professional knowledge effectively, and the increasing development of information technology education will also lead to the next great change of design teaching

thinking mode, opening a new educational situation in which contemporary information design and art information education are booming. The teaching of multimedia information production technology is gradually emerging as an important means.

3. The Teaching Means under the Information Environment

3.1. Initial Stage

The primary teaching stage is also one of the most common and effective new technology entry points in teaching management. In addition to actively using information technology, a modern scientific and technological method, in the daily education and classroom work, teachers can effectively cultivate and improve students' interest in good study of their own subjects, Teachers also very much hope that the school can further use information technology, which is a modern technical means, to achieve scientific, efficient and orderly learning classroom management, so that all teachers and students in the school can actively invest in the construction of efficient learning classroom environment. Some new technologies and methods used in this learning stage will mainly be able to really play a key role in the teacher's "demonstration" of the content, It helps teachers to explain the content more accurately and completely, and at the same time, it will be more powerful to assist and guide learners to learn and master the content accurately, completely and effectively.

3.2. Intermediate Stage

In the secondary education stage, every high-age student in the school is required to have its own independent learning port, or a number of learning ports are required to support teacher-student sharing. In addition, schools should pay attention to the active and rational allocation of teaching networks to ensure the safety and smoothness of campuses and allow all students to access public online resources related to learning activities free of charge. At this stage, teachers can use all kinds of computer equipment in the office, instead of personally introducing each student into the network computer room of the school one by one, they can also use terminal technology to realize differentiated teaching for students of different grades and stages. At this stage, various network tool systems and terminal technologies have begun to develop into a teaching method that is concerned by teachers and liked by students.

3.3. Advanced Phase

Advanced learning stage, Teachers can skillfully use multimedia information network technology to arrange activities inside and outside class reasonably, To fully create a personalized learning environment for each student, which actually shows that it is not very common to use this kind of teaching AIDS in the information technology education environment of primary and secondary schools and teachers' classroom teaching in China and even at present. Supported by technical environment, the cooperative learning activity organization method is undoubtedly the most advanced, reasonable, practical and effective in our country at present, and the situation of learning together and participating among learners is the best, of course, and it is also the best learning benefit. In the whole teaching implementation process of this teaching stage, The classroom must be equipped with almost all the terminal equipment for multimedia-assisted learning and application, And requires each teacher to be able to skillfully and correctly use and master the use of multimedia teaching, a modern multimedia technology, and to ensure that multimedia technology can be truly applied to the whole process of classroom teaching.

4. The Learning Characteristics under the Information Environment

4.1. Immersion

At present, most students are unable to continue to study in depth due to lack of immersion in the learning environment. Applying virtual reality learning technology to create a learning design environment with multi-sensory interaction is a major trend of human lifelong learning mode in the future. Studies have found that virtual reality teaching technology can greatly enhance students' immersion in the whole design practice process, and maintain a more stable and continuous focused learning state, immerse themselves in it and enjoy it.

4.2. Personalize

The most important strategic task of information technology in the future educational reform is to carry out a real personalized learning. Without the support of strong information technology, personalized education and learning will face a huge technical difficulty in technology promotion and large-scale development. The successful realization of this personalized learning goal not only needs to have the learner's own online learning data as the basic support, but also depends on the high intelligent level of the personalized learning platform itself.

5. The Innovation of Teachers' Classroom Teaching Methods under the Influence of Information Environment

5.1. Innovation of Teaching Content

The innovation of teaching content is first reflected in the teachers' cognition of skills and attitudes and the cultivation of humanistic values, With the gradual penetration of online learning platform technology in modern basic education courses, online learning courses also provide various possibilities to meet students' diversified learning methods, and the cooperation between online courses among disciplines is also a great progress in curriculum innovation. In the teaching content and design ideas of core curriculum textbooks, we should pay attention to setting teachers' comprehensive analysis, application and understanding of knowledge system as the fundamental purpose, and at the same time pay attention to fully mobilizing students' learning initiative and intrinsic interest.

5.2. Innovation of Teaching Resources

The innovative value of teaching auxiliary resources is mainly reflected in the integration and promotion of digital learning environment resources and traditional learning resources, The specific application of digital information resources technology will be mainly reflected in the comprehensive opening and sharing function of digital learning information resources system, in order to meet each student's comprehensive personalized learning needs and enhance each student's interest in personalized learning. The learning space extends from inside to outside, and makes full use of the resources of outside learning activities to effectively help each student continue to learn.

5.3. Innovation of Teaching Organization

The great innovation of teaching and organizational structure should be embodied in two aspects: the change of classroom teaching activity mode structure and the flexibility of teaching time arrangement. The choice of teaching places in the information age is no longer limited to classrooms, Schools can carry out all kinds of meaningful practical teaching training and characteristic course training activities in combination with teachers' own educational characteristics, so that all students can acquire corresponding theoretical knowledge and comprehensive analysis ability in the process of participating in practice, thus further

improving their learning. Promote the cultivation of each student's autonomy and the development of individualized ability to meet the individualized needs according to each student's characteristics.

6. Conclusion

Under the background of the rapid development of network digital media technology, the teaching mode of visual communication design will undoubtedly have a more free and broad artistic creation practice platform, Undoubtedly, it also needs the cultivation of professional artistic quality of students in the field of visual and communication art design in colleges and universities and the new teaching pace following the development and change of the times. As an important frontier in the development of modern vocational design teaching system, We should further explore, enrich and improve the construction content of art self-education curriculum system in colleges and universities in China in practice, Put the teaching ideas and teaching methods of modern innovative vocational design in the forefront of cultivating and improving students' basic humanistic quality and innovative practical ability in colleges and universities, Explore the organic connection with the development of modern computer vision design expression technology and modern Internet digital media communication design technology, and construct a systematic high-quality talent training system, so that college students' visual communication design ability can better meet the requirements of innovation and development of the times.

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