

## Innovativeness of Visual Communication Design Teaching in the Digital Times

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### Abstract

At present, with the rapid development of science and technology, the world is in the digital times. In such development of times, there are various ways of information dissemination, which largely meets people's living and job demands. Meanwhile, digital times also exert a great influence on the visual communication design teaching and bring innovations in the visual communication design teaching to some extent. Under such circumstances, teachers need to innovate in the visual communication design teaching in combination with the characteristics of digital times and the teaching process of visual communication design. This paper made a related analysis and discussion on the innovativeness of visual communication design teaching in the digital times based on the brief introduction of the visual communication design teaching and the influence of digital times on visual communication design teaching.

**Key words:** Digital era; Visual communication design teaching; Innovation

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### INTRODUCTION

The computer internet technology is continuously developing currently. In such a condition, the digital technology has been generally used in people's life and

work so that people's ways of living and working have been largely changed, and new prospect and development space can be brought to visual communication design. Besides, under the influence of digital times, both the design process and effect of visual communication design have been significantly improved. Therefore, both teachers and designers need to make innovations and improvements in teaching methods in this process so that the visual communication design teaching can adapt to the new environment and obtain better development.

### 1. BRIEF INTRODUCTION ON VISUAL COMMUNICATION DESIGN

The visual communication design propagates the characteristics of a specific matter via visible behaviors and this propagation behavior is called visual communication. It can be seen from the current situation that most visual communication designs are carried out based on the visual sense. It mainly means that drawing, typesetting, color, graphic design and other imaging finds, which can find by people through their visual sense, are generally adopted during visual communication design. An important law can be found according to the development of visual communication design. As a general rule, during the process of visual communication design, auxiliary writing added in the image to be propagated will improve the persuasion and credibility of the design to some extent. Thus, the main connotation of visual communication design can be seen from such a description. Visual communication design, which mainly aims to propagate a certain purpose and reach a desired propagating effect, can be conducted in a visual form; meanwhile, such information propagated can exert a certain influence on the receivers. Visual signs are used in this process. Visual signs refer to the main features of a specific matter observed by people through their visual sense and the signs of such features are called visual signs. With the

continuous improvement of people's living standard, a growing number of such visual signs appear in people's life, mainly including film, TV, photography, building and all sorts of promotion design advertisements etc.. All of them have played important roles in people's life and largely promoted the development of civilization. After visual signs are generated, corresponding communication activities are needed. Communication mainly refers to the process that the sender propagates information to the receiver by using such visual signs. In this process, varied ways of information dissemination and receiving will result in different scopes of propagation accordingly. This dissemination can either be between individuals and wholes or be within an individual, such as information transmission between human and nature and all sorts of information transmission within a human body. At present, people generally use visual communication design as graphic design around the world because the significances represented by them are generally the same.

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## **2. OVERVIEW OF VISUAL COMMUNICATION DESIGN IN DIGITAL TIMES**

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At present, with the rapid development of science and technology in the world, the computer internet technology has also been extensively used in people's life. Besides, in today's digital times, the continuously changing visual communication design leads to more fast and efficient process of visual communication design and more remarkable design effects. The overview of visual communication design in digital times is mainly divided into the advantages of digital media and the influence of digital times on visual communication design. It is mainly manifested in the aspects below.

### **2.1 Advantages of Digital Media**

A medium is an important part during the process of visual communication design. The traditional communication media are dominated by single transmission of information with low information transmission efficiency and unsatisfactory visual communication design effect correspondingly. However, in today's digital times, the application of various digital media has changed the ways and characteristics of information transmission accordingly. At present, the way of information transmission with digital media is dominated by the interaction of information transmission, largely raising the speed and efficiency of information transmission. In addition, in the traditional information transmission media, the information release is affected by all sorts of factors and the scope of information transmission is very small. The digital media have greatly changed such phenomena, expanded the scope

of information transmission and thus achieved more free information transmission. In the traditional media, there is a very single way to offer information and the efficiency of information transmission is also very low, but the application of digital media have diversified the ways to offer information, largely raised the efficiency of information transmission, greatly improved the effect of information transmission and enhanced the quality of information transmission accordingly. Finally, it is about the effect of visual communication design. Many digital media, which have been currently generated through the computer internet technology, have a variety of functions and can create a corresponding virtual environment and virtual space as required by people so as to achieve more outstanding effects of visual communication design, diversify the works of visual communication design and thus meet people's current individualized needs.

### **2.2 Influence of Digital Times on Visual Communication Design**

In the current digital times, the application of various digital technologies and equipment exerts a great influence on visual communication design and facilitates the development of visual communication design to some extent. The main characteristics of visual communication design can be obtained based on the introduction of visual communication design. Visual communication design is mainly to design and process a specific matter in accordance with people's requirements and design standards and to transmit such information to people. The connotation of visual communication design is largely affected by the times because this design is not only a commercial means in the current social development but also an artistic expression; more importantly, it is also a significant carrier for people to express their inner feelings and communicate with each other. In the current digital times, the connotation of visual communication design has been extremely largely embodied. People can form a variety of visual signs through the expression techniques of computer internet technology and multimedia technology so that the works of visual communication design and its corresponding effects can be expressed in a better way; besides, the design effect is measurable and the whole design process is efficient and cost effective. In addition, paper media are adopted in most traditional visual communication designs. In the current digital times, the application of digital media effectively expands paper media and successfully changes the ways and contents of transmission of visual signs. With the continuous development of the times, the contents and scope of information received by people have been enlarged in varying degrees. Under such circumstances, the application of digital media and related technologies has met people's requirements for design contents. On the whole, the digital times have a great influence on both the ways and contents of information transmission in visual

communication design and thus has a certain influence on people's life.

### 3. BASIS FOR INNOVATION AND TRANSFORMATION OF VISUAL COMMUNICATION DESIGN IN DIGITAL TIMES

In the current digital times, to successfully make innovations and transformation of visual communication design, the double support of new technologies and equipment are required to effectively complete the whole process. With the development of new technologies as the emphasis, the major technologies for innovations and transformation of visual communication design in the digital times are mainly embodied in the aspects below:

#### 3.1 Computer Technology

The development of computer technology plays an important role in the innovation and transformation of visual communication design. With its fast computing power and logic inference ability, computer technology has been universally used in all walks of life in the society and favorable application achievements have been made. As the computer technology tends to become mature, people can use the advantages of computer technology in corresponding scientific applications during the process of visual communication design. Currently, the application of computer technology has a great influence on the content of visual communication design and a certain influence on designers' working mode and dressing thinking. For this reason, designers can also control each link of design via computer technology; even, an individual can independently complete the whole process of visual communication design. In this way, designers' efficiency of visual communication design can be generally promoted and the design content will also develop in the direction of diversification and personalization.

#### 3.2 Network Technology

At present, the network technology also develops continuously. In the process of visual communication design, the speed of information transmission is an important part, so the speed and quality of information transmission directly affect the overall effect of visual communication design. According to the comparison between visual communication design and artistic appreciation, the visual communication design more needs rapid information transmission to enhance the efficiency of visual communication design and reduce its cost; besides, the development of network technology leads to the further improvement in the development space and scope of visual communication design. The interaction of visual transmission design can be improved largely by using the propagation performance

of mass media in network technology. In addition, there are abundant visual communication design resources in the whole internet so designers can learn and analyze such resources to increase their conception of works and raise the overall effect of works.

#### 3.3 Multimedia Technology

In the process of visual communication design, images and words, which are the most important part of design works, directly affect the overall effect of works. Therefore, editing and application of images and words are also the important parts. With the continuous development of multimedia technology, the editing and processing of words, images and audios in a design can be maximally realized. Meanwhile, such processing methods and means are very simple and effective so designers can command them after learning for a short time. Then, the final purpose of visual communication design can be attained. Furthermore, the application of multimedia technology can expand the scope of visual communication design and effectively propel its development.

### 4. INNOVATIVENESS OF VISUAL COMMUNICATION DESIGN TEACHING IN DIGITAL TIMES

During the rapid social development, visual communication design plays an important role in people's life and effectively propels the progress of civilization. Meanwhile, in the current digital times, the application of various new technologies also made the visual communication design to enter a fast development phase. In such a condition, the society is badly in need of visual communication design talents. Thus, the innovativeness of visual communication design teaching will become an important content concerned by people. The innovative measures for visual communication design are mainly manifested in the following aspects:

Firstly, to exploit and guide students' innovation consciousness. In the current digital times, the teaching mode of visual communication design is different. To enhance the teaching effect of visual communication design and adapt the visual communication design teaching to the current digital environment in a better way, it is required to make corresponding innovations in the teaching mode and content of visual communication design. Generally, people are the dominant power in the process of visual communication design, so a designer's thinking mode and innovation ability will directly affect the effect of visual communication design works. For this reason, teachers need to exploit and guide students' innovation ability. On the premise that students have command the corresponding process and content of visual communication design, teachers can expand students' horizons in virtue of abundant network resources and help

students to diverge their thinking so that they will not be restricted in the traditional visual communication design. In this way, students' learning efficiency can be enhanced effectively. In addition, it needs to be noticed that teachers need to formulate corresponding learning objectives and directions for students by combining the development characteristics and social needs of the current times while guiding students' innovative thinking; blind innovative thinking guidance is not allowed.

Secondly, to make innovations in the teaching mode of visual communication design. In the current digital times, there is a great variety of information and the speed of information transmission is also increasing continuously. During the innovation in teaching mode of visual communication design, it is required to integrate corresponding network technologies into the visual communication design teaching with the assistance of the advantages and characteristics of digital times. Meanwhile, during the corresponding teaching process, pure theories of knowledge are not allowed; only the mutual combination between theories and practices can enhance the teaching effect of visual communication design. All sorts of digital technologies and equipment have been successively generated in the digital times, so teachers can carry out experimental teaching with such technologies and equipment. During the teaching process, enhancing students' operating ability can also deepen their understanding about the knowledge learned. Such a teaching mode can be mainly manifested in the following aspects: a college can gather visual communication design cases through the internet technology; then, students can learn such cases and exchange with each other about such cases accordingly; later, a college can provide students with corresponding equipment and technologies so that students can make practical operations. For instance, students can edit and process the images, words and audios in visual communication design with multimedia technologies and computer technologies. Besides, a college can investigate the current visual communication design market, command the market needs and thus guide students' design directions and objectives accordingly.

Thirdly, to make innovations in teaching content. In order to make overall innovations and improvements in visual communication design teaching, it is essential to make innovations in teaching content. At present, the society pays close attention to the content of visual communication design. Under such circumstances, teachers cannot be restricted to the teaching content of traditional visual communication design but should make corresponding changes and innovations in the teaching content based on the development and progress of the

times and people's specific needs. At the same time, teachers need to keep computer internet technology in mind, pay close attention to the development of visual communication design, introduce new teaching content and increase the application of new materials. In this way, their teaching mode not only adapts to the characteristics of current digital times but also can correspondingly guide students' innovative thinking; furthermore, the teaching effect can also be improved effectively. Finally, it needs to be noticed that blind content updating is not allowed during the innovation in the teaching content of visual communication design; the major theories cannot be abandoned; otherwise, the overall teaching effect will be affected.

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## CONCLUSION

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In the digital age at present, its characteristics will be affected in a certain degree of visual communication design situation and content, in the actual process of visual communication design teaching, should make full use of the advantages of digital media, using computer technology, Internet technology and multimedia technology in digital times, combined with the needs of the people, to guide the students' creative thinking and the corresponding innovation of visual communication design teaching mode and content, in this case, can be realized in the digital era, innovation design teaching of visual communication, through the innovation and improvement, can greatly improve the efficiency of the classroom teaching of visual communication, improve the students' practice operation ability, effectively promoted the development of visual communication design.

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