Research on the Reform Way of Graphic Design Teaching Mode Based on Multi - media Technology

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Abstract. With the continuous development of network information technology, the combination of internet information technology and graphic design teaching has become an inevitable trend and the result of the development of the times. Advertising traditional flat teaching mode, focusing on animation design, decoration and art and other teaching content, graphic design a single way, it is difficult to meet the needs of the market, the application of network technology can reform the graphic design teaching methods and content, change personnel training mode, It is of great significance to improve the teaching quality of advertising major. Colleges and universities should seize the opportunity to make full use of the educational positions and carriers brought by the multimedia network environment, speed up development and constantly innovate the graphic design teaching methods and methods so as to promote the development of advertising design and education in universities in the Internet age.

Introduction

The traditional graphic design teaching content, methods and models have many problems and shortcomings to be solved, specifically in three aspects: First, the traditional graphic design teaching content focuses on the teacher, the graphic design skills and student mastery , The lack of a wide range of graphic design teaching content, cannot effectively mobilize the enthusiasm of students to learn and explore the initiative, a direct result of the students there are many gaps in the ability of graphic design; Second, the traditional graphic design of the classroom lack of effective teacher-student interaction and vivid , a variety of teaching methods and ways, for now, most of the graphic design of the classroom is still the theory to explain and simple examples as the main teaching methods cannot be fully taught in all aspects of graphic design, graphic design students master the imperfections , Students' capability of independent innovation and motivation is not big. Thirdly, at present, each school is not ideal for the provision and service of graphic design learning resources and energy. It is mainly based on classroom teaching textbooks, good resources that can be accessed and ways to learn from it the channels are very limited to enable students A little graphic design field is very small cannot be achieved with outstanding cases encourage, inspire themselves and improve the purpose of innovation. The traditional graphic design teaching has not been effectively combined with social practice. In all schools, the graphic design teaching mode is still dominated by art or arts and crafts, lacking the opportunities and places for actual social practice. Students only hold the knowledge and skills in the initial cognitive stage, the lack of social practice, there is no in-school support for design and development, making the students' knowledge and skills cannot really be "performance", a direct result of many students in the future practical work In the beginning cannot adapt to social needs, to meet job requirements. In the multimedia environment, in order to improve the efficiency of graphic design teaching, we should take a variety of teaching measures to stimulate students' innovative thinking and encourage students to carry out creative expression, so that students can cultivate the design, experience and operation in the process of continuous practice training Ability to play their own space imagination to enhance the aesthetic level and aesthetic creativity to achieve the fusion of perceptual and rational grasp of the demands of advertising design based on professional design theory to obtain a strong emotional skills. In the actual teaching process, we should make use of scientific and technological means to improve the teaching quality of graphic design, innovate the teaching methods and contents, update the educational concept, promote the development of the plane teaching mode, and cultivate

high-quality talents with innovative consciousness and practical ability.

The "Multimedia Teaching" Method of Graphic Design

Multimedia teaching emphasizes not only let students master the theory, but also through the multimedia vivid and interesting display of relevant knowledge, and guide students to think, analyze, summarize, conclude that students take the initiative to participate in the whole process of teaching to inspire students Intelligence, develop their abilities, and effectively improve the overall quality of students.

Multimedia teaching can use a variety of teaching aids, learning materials, projection, film, video, audio and other media, set light, shape, color in one, intuitive image, fresh and vivid, can directly affect students' senses, inspire students Interest in learning, completely change the "teacher a chalk, a mouth full of irrigation" type of teaching.

The traditional teaching methods which used to occupy the classroom are only taught by the teachers. Many teaching contents of the graphic design major are relatively boring. If they simply explain it, it is easy to reduce the interest of students in learning and eventually lead to the feeling of tired of learning. With multimedia technology teaching, you can let students in the explanation, presentation to achieve the side look, listen, learn the effect of vivid and interesting teaching more easily attract students' attention and improve their interest in learning. For example, in Photoshop teaching, a teacher can demonstrate this content to students simultaneously when explaining basic methods of graphics processing so as to enable students to quickly understand and deepen their memory after seeing the effect of a vivid image. Multimedia teaching can impart more knowledge to students quickly, so as to save time, increase classroom capacity and effectively improve classroom teaching efficiency. Many teachers feel that teaching materials practice more, less time, writing more content in the classroom, more repetition. The use of multimedia teaching, can simplify the cumbersome teaching, speed up the teaching pace, increase the teaching density of the classroom, save time and focus on teaching difficult, both to improve the efficiency of classroom teaching, but also save the power of teachers.

The Interactive Graphic Design Teaching Strategy in Multimedia Network Environment

Graphic mix software, image processing software and graphic design software are several commonly used graphic design software, students in the design process will be exposed to Page Maker, Painter, Photoshop, Coreldraw and other e-learning tools, these are flexible Tools used in graphic design, give full play to the advantages of these tools, be good at everything from one to another, you can reap good learning outcomes. Graphic design software and tools have the advantages of powerful and easy to operate, which can improve the design efficiency. However, in the practical application process, teachers also need to deal with students' problems through classroom discussion or group cooperation.

Create teaching situations, with the help of multimedia courseware to mobilize students' enthusiasm for interactive learning. In the use of advanced multimedia technology for graphic design teaching, you can set a certain scenario model, put forward the corresponding problems, through the multimedia display of dynamic images to guide students brains, so that students from the shape, text, figure, sound point of view A clearer grasp of knowledge is conducive to students take the initiative to identify problems, ask questions, and ultimately solve the problem, and ultimately achieve the purpose of improving learning ability. Using a variety of advanced graphic design teaching software and methods for the planning and design of the form of the classroom, based on the teaching objectives and teaching content to build the corresponding teaching situations, implemented by the students to strengthen the interaction between students and teachers to jointly study the problem and encourage Students should discuss and cooperate with each other to create a good and democratic teacher-student relationship so that they can effectively promote the interactive graphic design teaching mode under the network environment, cultivate students' self-learning ability,

Build a multimedia interactive network platform to improve students' innovative thinking ability. Multimedia network environment for students to provide a good platform for students to express their views, in the exchange process to deepen the understanding of design and understanding, so that students learn from each other and find their own deficiencies, and constantly self-improvement made progress. Schools should focus on advertising professionals to create interactive multimedia network platform, with the help of learning communities, e-mail and QQ network platform for teachers and students to communicate and interaction between teachers in this process can be a timely solution to the problems students face assessment Teaching effect, so as to adjust the teaching plan. However, due to the strong dependence of some students on the computer, the inspiration of creating the design works can easily be denied, which affects the development of students' thinking. Therefore, teachers should ask the students to submit design drawings by mail and design solutions to problems using multimedia technology to promote the development of high-level thinking ability of students.

Enrich online teaching and learning dialogues and activate personalized learning for students in classroom interaction. The network has the characteristics of interaction, freedom and openness. It makes people's cultural characteristics develop in a diversified and subjective direction enriches the resources of education and can quickly and effectively obtain the necessary information. Making full use of multimedia technology can effectively enhance students' ability of graphic design creation, artistic beauty and appreciation. After a long period of research, we found that a large number of graphic design software have been developed both at home and abroad. Teachers can encourage students to participate in professional forums, comprehensive study websites or blogs of well-qualified designers in the process of teaching so as to enable students in this huge network resource In the database, we can learn the knowledge that is not involved in the classroom, understand the production process of other professional designers, and constantly cultivate the students' aesthetic awareness and keen appreciation ability. Multimedia network environment, graphic design teachers shoulder the important responsibility of students, teaching resources and interaction among the three teachers should change the traditional single, fixed teaching mode, so that students in cyberspace to release their personality, get rid of the design process Based on its own development needs, we can select appropriate learning resources in a reasonable way and cultivate students 'design thinking from multiple perspectives so as to achieve the goal of comprehensively improving students' comprehensive design and artistic quality.

First of all, we must innovate teaching methods and optimize teaching methods. ① Redesign the ratio between professional theoretical courses and practical courses to achieve the combination of theory and practice, so that students are more familiar with new knowledge and skillful use of new design methods. ② In the Internet age, we must make full use of multimedia technologies, integrate teaching resources and use online media as a platform for teaching, which is not only more convenient but also enhances students' interest in learning so as to enhance teaching efficiency. ③ In the existing knowledge base and technology to develop a graphic design and learning software and teaching platform for the use of specialized software and platforms for graphic design teaching more professional and improve the accuracy. Second, we must focus on developing the job market. To face the needs of the market and enterprises, the reform of graphic design teaching, open school-enterprise cooperation mode, and actively cooperate with outstanding advertising companies, hiring outstanding designers to the school to teach, so that students pass the latest social design concepts. You can also ask the advertising company for the company to create more successful design cases, the case into the classroom, and analyze the elements of the designer's design work, process, so that students have a successful understanding of the design case. You can also take the summer vacation time, create opportunities for students to internship within the company, early contact with the actual situation is conducive to students as soon as possible familiar with the future work environment, through the help of other predecessors, you can have real contact with the design process, will To a large extent, enhance students 'ability to design, to promote students' design level more in line with employment needs to ensure that students can successfully employment.

Conclusions

As the times are improving, companies are also hiring higher standards for hired talent. As a graphic design major, they need to address the needs of their business and continue to carry out a series of reforms and explorations of teaching. On the other hand, graphic design teaching itself also because of the rapid development of multimedia technology, the face of new teaching content and teaching methods, teaching methods are also undergoing a series of changes. Colleges and universities must be based on the needs of society and the times, to cultivate high-quality corporate talents as the goal, to build a scientific graphic design multimedia teaching system to promote the sustainable development of qualified personnel, improve students' professional quality and overall quality.

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