

Research on the Innovation of Advertisement Design Teaching Reform in the New Media Era

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Abstract. The rapid development of new media has brought great influence to the teaching content and form of advertising design, and has put forward new and higher requirements for the cultivation of students' innovative thinking and practical ability. This paper explores the teaching ideas of advertising design, content design of creative curriculum and practical teaching links design under the background of the new media era, hoping to lay a good foundation for students to master the new media technology and improve the overall level of advertising design teaching, cultivate the advertising professionals who meet the standards of digital media to better meet the needs of the development of the new media era.

Keywords: advertising design; New media; Teaching innovation.

1. Introduction

With the rapid development and progress of science and technology, the traditional media communication can no longer adapt to the actual needs of modern society. As a result, the new media, as the product of the development of the times, came into being. Compared with the traditional media, the new media is a very innovative media form with the invention of computer and the application of network technology as the symbol characterized by the interactive communication of the audience. For example, network advertising, mobile television advertising, digital television advertising, mobile advertising and so on have received much more attention from people. New media technology is a common technology in people's life, and it is also a way to achieve interactive advertising. New media make the communication between communicator and receiver more direct, effective and smooth. The new media has broken the advertising information carrier, so people can choose the information that needs randomly in the Internet. With the rapid popularization of new media, people's consumption concept and behavior have changed greatly, and these changes have promoted the development of new media advertising. In the new media era, the public has put forward higher requirements on media as the main carrier of advertising design teaching, and advertising design should also have a deeper social connotation.

2. The Opportunity and Challenge of Advertisement Design Teaching in the New Media era

The new media integrates broadcasting, television, network, mobile communication and other information media to provide consumers with a variety of comprehensive information services, so that the visual form presents a trend of diversified development. The interaction between the communicator and the receiver of information has become very timely, and the arrival of the new media era provides a new opportunity for the development of advertising. Advertising design practitioners in the new era face not only print media, video media, but also the form of the gathering of a lot of media. The teaching mode and content in the traditional sense of the past cannot meet and adapt to the demand of talents in advertising design in the new media age. Therefore, it is imperative to change the teaching concept and carry out innovation and reform of advertising design in colleges and universities in the new media era.

Most of the traditional advertising design teaching pays more attention to theory than practice, and the teachers pay no attention to the construction of the curriculum knowledge system structure in the course design, which lead to the unreasonable phenomenon in the curriculum of advertising design

education in colleges and universities. At present, most of the instructors of advertising design major are liberal arts teachers, who have limited knowledge about new media and are mostly difficult to operate digital technology. In the new media era, advertising design has a very high requirement on the practical operational ability of practitioners, and advertising creativity needs certain technical operation to achieve. If the technical ability is not, it is bound to affect the realization of advertising creativity. The rapid development of the new media age not only requires the professional knowledge of advertising designers, but also requires them to have a certain degree of technical and artistic expression, so that advertising creativity can achieve the integration of various digital media. Therefore, the innovation of advertising teaching mode is the inevitable development of advertising design in the new media era.

3. The Tactics of Advertisement Design Teaching Reform in the New Media Era

3.1 Introduction Of interactive Teaching Methods for New Media

In the advertising design teaching of the new media era, teachers should adapt to the new media interaction as soon as possible, fully utilize the new media communication advantages to integrate more interactive teaching to enrich and improve the curriculum content. The implementation of interactive teaching requires students to turn passive teaching into active teaching in the process of teaching, collect learning materials consciously, break the dependence and bondage of teaching materials, and effectively enhance their own creativity. Teachers can arrange autonomous learning tasks for students before class, let students search for knowledge related to the learning content before class, organize audio-visual resources on the network, and promote students to deeply understand the textbook content in the way of independent inquiry. Students are asked to design advertising bar for their favorite characters according to the content, make use of new media technology to contact the freshest means of communication on platforms such as Weibo and WeChat, so as to promote students to realize the impact of new media technology on personal advertising design learning.

Teachers should increase the interaction with students when teaching, use all kinds of social network software and tools, and conduct real-time sharing of the latest teaching content by data transmission. The classroom supported by new media technology can be used to communicate with students on the Internet to complete homework revision, problem guidance and one-to-one dialogue and so on. The interactive process of teachers and students can be stored in the cloud space, which is convenient for students to inquire and reflect after class. Through the database system, the massive teaching data can be shared to students in real time. Through the new media teachers' distance with the students is closer, and teachers can become online friends of students at after class learning. Teachers can also organize relevant classroom discussions according to the themes of advertising design on different new media platforms, so that students can communicate with each other in groups and discuss ideas, thereby enhancing their understanding of advertising design to realize the interaction and cooperation between the students.

3.2 Adding Courses Around New Media Features

Under the background of the new media era, in order to adapt to the development of the new situation, the curriculum of advertising design should be expanded to a certain extent, and the content of advertising design of new media should be added to the teaching content of advertising design. For example, the proportion of digital media technology and industry cutting-edge knowledge should be increased in the course of advertising introduction and media strategy. New media advertising and digital media integration should be added to the training program of advertising design talents. New media integration and communication should be added to the curriculum of advertising creativity and advertising planning. to optimize the adjustment of curriculum structure and curriculum system. In the teaching of advertising design, we should not only teach traditional knowledge and design means, but also let students grasp the popular trend of the market, teach students different media techniques,

master the application skills of various new media, and skillfully operate all kinds of new media to ensure that its theoretical knowledge and the design of advertising in the new media era can be fully integrated and fully utilized.

In advertising design teaching, teachers can include the cases of advertising design on Weibo, outdoor advertising design, CAPTC-code placement advertising design into the teaching system, making it a familiar content for students to promote the students to analyze the basic forms of advertising and the corresponding advertising effects in different forms. For example, there will be travelling and English teaching software ads on the Baidu, Tencent News's mobile phone clients, and the ads of mobile game will be displayed in many movies. Showing different cases in front of students can not only stimulate students' innovative consciousness and creative thinking, but also make new media technology better serve for the development of advertising education. Let the students feel the new communication platform and communication mode under the new media environment, in order to enhance their innovative advertising design. In addition, it is necessary to supplement some auxiliary courses such as advertising psychology, communication, writing and so on, so as to help students enrich themselves to view and analyze advertising design works from various angles.

3.3 Adapt to New Media Technology and Strengthen Social Practice

Advertising design discipline is more practical. Adding practical teaching links with the core of absorbing the latest social needs of the media information can not only apply the classroom knowledge, but also can make students to have more contact with society, so as to truly achieve the practical use of learning. In the teaching process of advertising design under the new media background, teachers should organize students' practical learning activities consciously and provide training channels for students to integrate into the society. Students should be organized to design advertising content and advertising form matching with new media technology in order to obtain real learning experience and improve the level of personal creation. Teachers can draw up the theme, organize the advertisement contest inside the school, encourage the student to participate in all kinds of high level advertisement design competition of the whole country and exercise the student's creative design ability; teachers can simulate the actual cases of society, make students fully know their own knowledge level, find out the gap in learning and stimulate the ability of independent innovation.

At the same time, it is necessary to effectively combine the available resources within and outside the school, create opportunities and conditions for students to study in society from various angles, and expand the space for the design of new media advertisements. For example, students can be led to the advertising company for internship in the process of graphic creative teaching, and they can go to newspaper office for internship in the process of layout design teaching. We can set up some new media business in campus such as Weibo network of campus, network advertisement design network of school and enterprise, network of fine courses and so on. Through the construction of the school network, the design of the school enterprise network advertising, students can participate in advertising company visits, employment training, design lectures, study tours and other activities. All these can provide students with the opportunity to open their eyes, establish new media awareness, broaden their thinking, and improve the students' ability of new media practice comprehensively.

4. Conclusion

To sum up, in the environment of the new media era, only by breaking the traditional and rigid teaching mode, grasping the advantages of the new media, adjusting the teaching ideas and concepts, positively using new media to promote the rich content and methods of advertising design, can advertising design teaching lay a good foundation for students to master the new media technology, reflect the characteristics and innovation of advertising design in the social reality, improve the quality of advertising design teaching, comply with the trend of development of the times, and meet the needs of the new media era for new advertising design talent.

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