

Print advertising design and production demonstration course design

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Abstract: The course of Graphic Advertising Design and Production is a core course for sophomore undergraduates of visual communication design, which plays an important role in the curriculum system setting of college design major. In print advertising design and production course teaching design, through the regional culture and core values of ideological elements, guide students to deeper ideological and political culture, and the integrated use of ideological elements to the print advertising design, which not only helps students more comprehensive grasp of print advertising design ability, also helps the students in more close to the real life environment of the new creative inspiration, improve students' comprehensive design ability.

Keywords: Print Advertising Design and Production; Teaching design; Teaching demonstration; Curriculum thinking and politics.

1. The teaching design idea of ideological and politics

1.1. Basic information of the course

This course is a comprehensive professional course for all undergraduates, covering a wide range of courses, and plays an important role in the curriculum system of advertising major in colleges and universities. In print advertising design and production course teaching, though, the course of ideological elements, guide students to deeper the ideological and political culture, help its print advertising design ability, ideological elements course penetration, let the students in closer to the real-life environment of practical creation for new development experience, realize the comprehensive development of ascension.

1.2. Course objectives

This course to cultivate the students 'print advertising design ability, improve the students' ideological elements into advertising creative design level for the teaching goal, to establish a scientific, reasonable and effective print advertising design and production course teaching system, try to explore the course education and print advertising design and production of effective fusion innovation, seek to achieve depth fusion, efficient improve new teaching mode, in order to make the current print advertising design and production course can achieve more ideal level, provide more powerful support for course education.

Through this course, students can achieve the following goals:

(1). Knowledge system: Through the study of this course, students can form a theoretical and practical knowledge structure system of integrating ideological and political elements into print advertising creativity and design and creation.

(2). Mode of thinking: Under the systematic and comprehensive course teaching, students can realize the coordinated development in terms of professional skills level and cultural perception level, and carry out creative design and expression.

(3). Practical creation: On the basis of mastering the relevant theoretical knowledge and with the help of the process of independent creation, the students' understanding of the level of socialist ideology and political culture has been significantly improved.

(4). Communication and application: cultivate students' practical application ability, realize the publicity of ideological and political elements through the creative design of print advertising, and correctly guide and promote the ideological and political creativity of print advertising.

(5). Creative practice: explore ideological and political themes, think and solve problems, so that students' creative works can be effectively applied and promoted in practical life.

1.3. Brief Introduction of the course content

Graphic advertising design and production is a comprehensive professional course, which requires students to master the print advertising design and production and planning on the one hand, and on the other hand to be familiar with the advertising design and production of. With the continuous development of information technology and the rapid expansion of mass media, the application scope of print advertising design and production has also changed. This course integrates the advantages of each basic course, conforms to the training objectives of advertising professionals and the ability requirements of related professional positions, and plays a supporting role in achieving the knowledge, skills and quality goals required by the major. According to the course training program and outline, the course is divided into four parts:

The first part introduces the basic theory, development history, constituent elements of print advertising, the creative method, design practice and design process of print advertising design.

The second part is the basic theory of print advertising design, including the design basis of print advertising color elements, the design basis of text elements, the design basis of graphics and image elements, as well as the layout design methods and layout design style.

The third part is the creativity and design methods of print

advertising in different media, including the design of newspaper and magazine advertising, poster advertising design, outdoor advertising design, POP advertising design, DM advertising design, new media advertising design and so on.

The fourth part is the practice link, which examines the students' practical ability and operation ability of independent software creation.

1.4. Ideological and political integration into the course design

(1). Integration of ideological and political education

Graphic advertising design and production courses seem to have little relevance to ideological and political courses, but in fact, there are many places that can be integrated into. Ideological and political education emphasize moral education and attach importance to the cultivation of students' correct values. Teachers can add the practical content of public service advertisements such as socialist core values of public service creation in the advertising courses to lead students to establish correct world outlook, outlook on life and values.

2. Teaching methods and measures

In order to achieve the goal of "curriculum thinking and politics", the following teaching methods will be mainly adopted:

2.1. Case analysis

According to the teaching content and tasks, teachers select excellent print advertising design and production cases of ideological and political elements to show students and introduce the creativity of ideological and political elements. In this way, teachers can deepen students' understanding and appreciation of ideological and political advertising works, so as to improve their creative ability.

2.2. Platform communication

Establish a discussion platform for the course of "Print Advertising Design and Production". Students can share their excellent print advertising works of ideological and political elements and good ideas on the network platform for discussion. At the same time, teachers can give targeted answers to some students' questions on the platform, so as to save the teaching time in the class.

2.3. Online courses

Create "Print Advertising Design and Production" M OOC online quality course, set up M OOC teaching team, complete the video recording and upload the course online. Students can create print advertisements according to the ideological and political elements given by the teacher, and the teacher will make online comments to form an interactive mode.

3. Teaching effectiveness

Combined with print advertising design and production courses, permeate ideological and political education, on the basis of learning professional knowledge to strengthen the understanding of political thought and theory. Through the systematic learning of this course, students can consolidate the relevant theoretical knowledge learned in the classroom, and can better combine the basic knowledge of design with the advertising creative design practice of. While mastering

the methods and skills of the design and production of print advertising, students have improved their ideological and political cultivation, formed the correct world outlook, outlook on life and values, been able to analyze problems with correct positions, viewpoints and methods, and develop historical thinking, dialectical thinking, systematic thinking and innovative thinking.

4. "Print Advertising Design and Production" teaching display

4.1. Teaching purpose and requirements

(1). Master the thinking mode of the design and production of ideological and political theme print advertisements

(2). Master various methods of publicity, design and production of ideological and political theme print advertisements.

(3). Be able to apply the theoretical knowledge of print advertising design and production to practice.

4.2. Teaching key points and difficult points

Teaching focus: master the various methods of print advertising design and production.

Teaching difficulties: on the basis of mastering the various methods of print advertising design and production, to achieve innovative breakthrough.

4.3. Teaching methods and teaching methods

The teaching method is a combination of teaching method, demonstration method and practical training method.

4.4. Teaching process

(1). Import

Discuss the problem:

a) What creative advertising design cases have impressed you deeply?

b) What content and elements do you remember on the AD?

c) Know the theme and related elements of ideological and political print advertising?

(The teacher guides the students to have a full discussion, exchange and sharing)

(2). Theory teaching: teaching on the methods of design of print advertising and production

It includes three parts of the teaching content:

a) Design and production type of print advertising;

b) print advertising design and production foundation;

c) Practical training of print advertising design and production.

(This part is to teach theories, combined with PPT courseware, guide students to learn related theories and design methods, and trigger students to think, communicate and think)

(3). Student discussion and practice training

a) Discussion problems: appreciate the excellent cases of print creative advertising and find the highlights

b) Practical training: to design and produce print advertising, and complete an independent advertising creative work.

(4). Teacher summary

The teacher comments and scores the students' works, summarizes the advantages of the works, and points out the places that can be improved, and puts forward corresponding suggestions.

(5) Discussion, thinking, and homework

Students will evaluate and rank their own works internally, and select the best works or the best ten works by voting, and display them.

(6) Teaching reflection

Before contact with ideological and political courses, I always thought that ideological and political education seems to be only the matter of ideological and political theory courses and political teachers, which is their own job, and my relationship with an advertising teacher is not too big. But as the ideological and political courses gradually developed, I found that this was not the case. As xi jinning, general secretary in 2016 the national ideological and political work in colleges and universities, "all other courses to keep a canal, good responsibility field, make all kinds of courses and ideological and political theory course direction, form synergies", thus "the ideological and political work throughout the education teaching process, realize the whole education, all-round education, efforts to create a new situation of higher education development in our country". In the course "Print Advertising Design and Production", I paid more attention to students' creative ability and more emphasis on the effect of advertising. Instead than blindly pursuing the sensational effect of advertising, it is more important to make students realize the social responsibility of the advertising industry, let students enhance the sense of national mission, and form a scientific outlook on life, values and world outlook.

In the future teaching process of "Print Advertising Design and Production", we will further deepen the ideological and political thinking of the course, not only to promote students' mastery of knowledge, but also to cultivate students to form correct educational concepts.

5. Feelings and experiences

The teaching of the course of Graphic Advertising Design and Production is the compulsory course of visual Communication Design and the Department of Journalism and Communication of the School of Arts. In the course, it is necessary to carry out the role of ideological and political education, and organically integrate the ideological and political education of the course with the creation of print advertising. The initial teaching could not fully and profoundly understand the meaning of ideological and political development in the course, and it is difficult to master the ways and ways of integrating ideological and political integration into the course, so . After understanding the situation, the school and the college have carried out many training sessions for teachers, held exchange meetings, and invited full-time teachers of ideological and political education to hold lectures, and fully discussed and practiced teaching on the ideological and political education methods and educational contents of the course, and how to effectively integrate with other courses. Through these learning methods, I have gradually mastered the integration point of print Advertising Design and Production with ideological and political courses, and can relatively smoothly integrate ideological and political content into the teaching process in daily teaching, which has achieved good results and been welcomed by students.

(1) Understanding of the ideological and political teaching mode of the courses

In the course of the teaching of "Print Advertising Design and Production", the application of practical teaching mode is very important. In the field of print advertising design and production, it is no exception. Only by actively putting

students in practice and cultivating and improving their practical ability and operation ability can they do well in the future work, which is consistent with the frequency of social development in the new era, rather than being left behind by the tide of The Times. Therefore, in the print advertising design and production course teaching, to emphasize the importance of practice, the basic course targeted adjustment, improve the enthusiasm and initiative of students to participate in, stimulate their enthusiasm and inspiration, can do to meet the needs of the industry, and can realize the value of personal life, to complete their dreams.

(2) Practical teaching experience of ideological and political courses

In the specific course to master the deeper methods and skills. On the one hand, I have accumulated more experience in getting along and communicating with students, communicating and discussing problems on an equal footing to achieve ideological resonance. On the other hand, through the discussion of the problem, my professional knowledge is more solid and more solid. In addition, in the process of practicing ideological and political courses, I have basically mastered the key points and entry points of integrating ideological and political courses and other courses, and realized a new round of sublimation in thought.

The difficulty of ideological and political education in the course first lies in how to integrate professional knowledge with ideological and political education. In the professional course, print advertising design and production is a very flexible major, emphasizing students' creativity and imagination. And out of age, experience, views, sometimes inconsistent students and teachers' concept, in a specific case, lead to not freely to cope with the problem of students, also need to strengthen professional teaching ability and teaching classroom random strain ability in the future, so as to achieve better teaching effect.

6. Conclusion

Teachers play a role of bridge and link to the good effect of curriculum ideological and politics, so they put forward higher requirements for each curriculum teacher. Therefore, it is necessary not only to strengthen the mastery of the knowledge of specialized courses, but also to understand the social value contained behind the knowledge, and to deal with the relationship between the curriculum and ideological and political affairs. To strengthen the study of the party's political thought and theory, and constantly improve their own political literacy and political level, improve their own party spirit cultivation. At the same time, we should keep up with the pace of The Times, adapt to the rapidly changing new media era, and always update our educational ideas, so as to provide students with higher standards of teaching results.

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