

# Exploration of Innovative Approaches to Advertising Design Teaching in Art and Design Majors in Universities

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**Keywords:** Universities; Major in Art and Design; Advertising design teaching; Innovative approaches

**Abstract:** A good advertising design case not only contains profound artistic, literary, and thinking elements, but also includes many development factors such as economics, sociology, psychology, statistics, etc. A thought-provoking advertising slogan can reflect the designer's excellent comprehensive literacy, and a clever and bold advertising poster can also highlight the designer's thoughts and emotions. Behind a successful advertising design, there are also various requirements for the market, products, and consumers from the designer. The development of advertising design majors in Chinese universities is relatively late, and although the country has given it sufficient attention, this article explores innovative ways of advertising design teaching in art design majors in universities. Teaching staff must pay sufficient attention to the case teaching model in the process of advertising design teaching. In advertising design teaching, educators should actively adopt the case teaching model, and use successful advertising cases to let students truly experience the infinite charm emitted by advertising design. It also reflects the important position of China's national culture in the world from a unique perspective, demonstrating the era's demand for personalized and nationalized development in modern advertising design.

## 1. Introduction

With the continuous advancement of quality education, the art design major in colleges and universities has also ushered in a new development trend. With the prosperity of market economy, people's aesthetic needs are constantly increasing, and the national education department has also put the cultivation of art and design talents on the relevant agenda. The major of advertising design is mainly to train high-level and high-standard advertising marketing and art designers. Therefore, students should have good professional quality, embody excellent creativity in design, and be able to design and produce independently in print and dynamic advertisements [1]. The art design industry and market are also in a state of thirst for outstanding designers, and the national education unit has also paid enough attention to the training of artists. Art design majors in colleges and universities hope to cultivate high-level advertising artists and advertising marketing specialists, which requires students majoring in advertising design to have strong professionalism and creativity, and be able to design and produce advertisements independently [2]. Judging from the current situation, the most important deficiency is the lack of strength in teaching practice. The primary goal of advertising design major in colleges and universities is to let students master the skills of modern advertising design, but in the actual process of promotion, there are still some problems in the existing educational model [3]. No matter from the characteristics of the subject itself or from the idea of the development of the advertising design specialty in higher vocational colleges, the practice link has always been an important part of the teaching of advertising design specialty. The development of advertising design specialty in colleges and universities in China is relatively late. Although the state has paid enough attention to it, there are still some problems in the current educational model, which seriously hinder the development of advertising design teaching in art design specialty in colleges and universities [4]. Therefore, this paper discusses the innovative ways of advertising design teaching for art design majors in colleges and universities. The teaching of advertising design in colleges and universities trains high-level advertising artists and advertising marketing specialists. Therefore, it is necessary to ensure that students in the direction of

advertising design have excellent professionalism and creativity, and can independently complete the design and production tasks of dynamic advertisements [5].

## **2. Problems existing in the teaching of advertising design in colleges and universities**

### **2.1. The development of advertising design course is too isolated**

Since the establishment of the major of advertising design and production, a relatively complete curriculum system has been formed, which can basically meet the actual needs of teaching. But at the same time, the whole society and advertising industry are also developing constantly, and the requirements for advertising design talents are getting higher and higher, so the current curriculum of this major highlights some shortcomings [6]. A good advertising design case not only contains profound artistry, literariness and thinking, but also includes many development factors such as economics, sociology, psychology and statistics. An intriguing advertising language can reflect the designer's excellent comprehensive quality, and an ingenious and bold advertising poster can also highlight the designer's thoughts and feelings, and a successful advertising design also contains the designer's various requirements for the market, products and consumers [7]. It is extremely undesirable to ignore the education of professional connotation. At the same time, paying too much attention to the superficial effect of advertising design will lead to the phenomenon of "on paper". They can only master the "academic" advertising design, but they can't fully meet the aesthetic needs of mass consumers [8]. The broad caliber of design means that colleges and universities need to cultivate compound design talents with multiple skills; High-quality means that colleges and universities need to make targeted teaching plans according to teaching objectives, so as to ensure that advertising design talents have basic professional skills and high-level moral quality and humanistic quality [9].

### **2.2. Traditional design education lacks effectiveness**

In recent years, the "art exam craze" has been constantly heating up. The enrollment of art and design majors in higher education institutions mostly comes from two types of students: one is students with artistic expertise, and the other is students studying in affiliated colleges of art colleges. Their common characteristic is that they all have certain art professional skills, but not all are interested in the art major. Many students and parents, under the pressure of further education, choose the development path of "art specialty students", which also leads to a lack of interest in learning art and design education among middle school students[10]. The education department has also proposed new teaching objectives for the direction of advertising design in universities: creativity in design, wide range of design, and high-quality design personnel. Among them, creativity in design refers to helping students in the field of advertising design break free from conventional thinking and use their learned knowledge to design unique advertising solutions. Many students have a significant deficiency in practical ability, that is, their theoretical knowledge is relatively solid and rich, but they dare not use it or cannot use it, making it difficult to truly apply it to practice. Employers have to spend time on practical training for students. Some universities have neglected the cultivation of humanistic qualities for advertising design talents, and the teaching system lacks the necessary innovative teaching resources; Secondly, some universities have faced problems such as disorderly organization and insufficient structure in their teaching content in order to achieve a broad teaching scope on the surface. In order to ensure that the advertising design industry can obtain sufficient designers and graduates of university advertising design majors can smoothly find jobs and better adapt to society, university management and educational designers must comply with social trends and innovate traditional teaching models.

## **3. Measures to innovate the teaching scheme of advertising design in colleges and universities**

### **3.1. Adopt case teaching mode**

Compared with other industries, the advertising design industry is more practical, but the

teaching focus of art design major in some colleges and universities in China is mainly theoretical teaching, and students are rarely arranged to go to real design practice. In the long run, students will lose interest in advertising design major and lose their motivation to learn professional knowledge comprehensively and accurately. The teaching of advertising design is divided into theoretical level, practical level, artistic level and technical level of organizational teaching. Their relationship can be analyzed from four aspects, as shown in Figure 1.

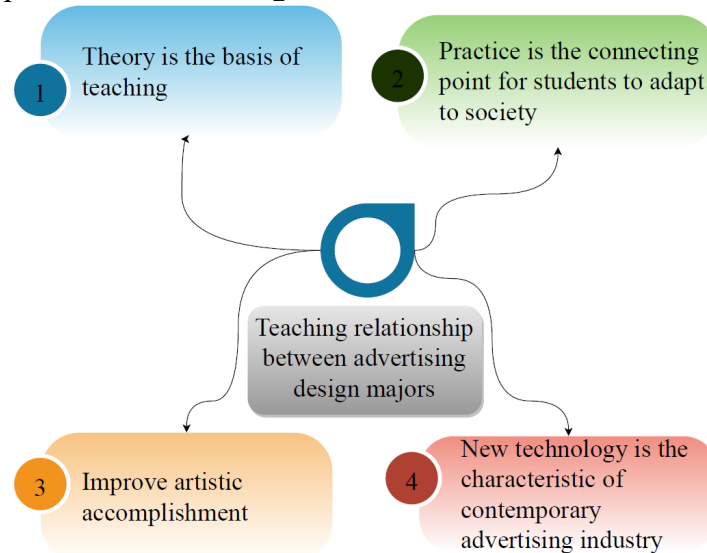


Figure 1 Teaching relationship between advertising design majors

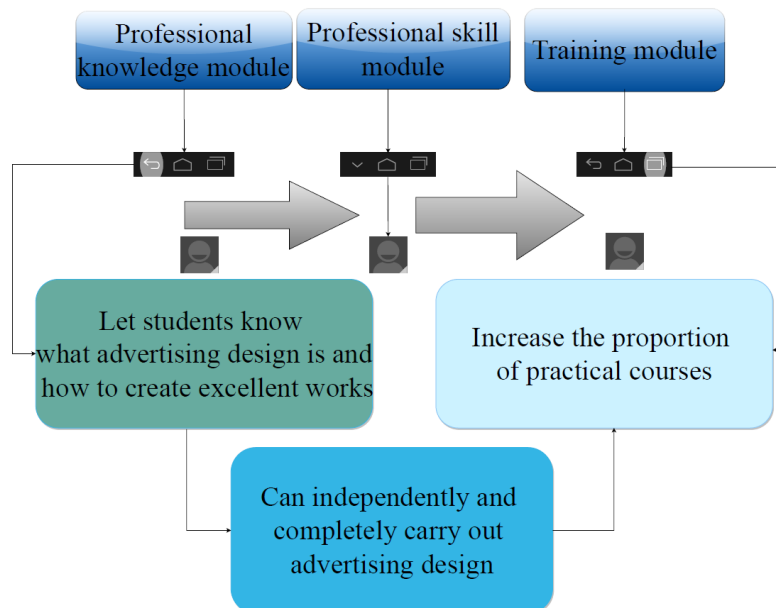


Figure 2 Course Module

Teaching staff must pay sufficient attention to the case teaching model in the process of advertising design teaching. In advertising design teaching, educators should actively adopt the case teaching model, and use successful advertising cases to let students truly experience the infinite charm emitted by advertising design. Case teaching refers to the concretization of abstract theoretical knowledge and design concepts, creating a real teaching context for students, and helping them grasp the methods of applying knowledge principles and design concepts in the process of subtle influence. The application of case teaching method includes three aspects. Firstly, teachers need to explore the textbook and create an advertising design case that aligns with the students' learning process based on their actual situation. For example, with the topic of designing a "coal enterprise promotional poster", the teacher leaves students 3-5 days to organize materials,

allowing them to select the design materials and advertising language they need, so that students have sufficient time to become familiar with and understand the development of case teaching. According to the characteristics of the major itself and the actual needs of industry development, the entire curriculum can be divided into three modules, namely the professional knowledge module, professional skills module, and practical training module, as shown in Figure 2.

In traditional teaching, practical courses are often arranged in the last year, and its intention is very obvious, that is, students can better practice after professional study. Practice courses should be organically combined with teaching mode, and practice should run through the whole teaching process through studio teaching mode and project teaching mode, so that students' practical consciousness and ability can be systematically cultivated. In addition, through the study of this course, students have formed a deeper understanding of the color changes in different seasons, and have a preliminary understanding of different painting expressions, and at the same time improve their aesthetic ability and cultivate their ability to express beauty.

### **3.2. Cultivate students' correct way of thinking**

The driving force for the development of any industry is innovation, and the advertising industry is no exception. College students can obtain advertising production methods and processes in their daily learning through a mature teaching system. However, traditional teaching models alone cannot guarantee that students can learn the cutting-edge advertising design creative strategies. During the teaching process, teachers should have a thorough understanding of students' interests, hobbies, and learning characteristics. They should also group students scientifically and reasonably based on what they have learned. Assuming that each group has become a team in an advertising design company, and each student is a member of the advertising design company team, they should allocate functions and positions based on the advertising design process and the characteristics of each student. Teachers should fully consider the actual needs of students, intersperse some interesting video materials in computer courses, follow professional educational foundations, and enable students to fully experience the "step-by-step" software fun teaching, organically combining computer theory and computer operation. For the advertising industry in the new era, innovation is the core force of development. Although college students can quickly familiarize themselves with advertising design and production processes in a mature teaching system, this does not mean that they can proficiently master the latest advertising creative design strategies. In order to help students transform their professional knowledge into creative expression, educators should adjust their teaching plans from the perspective of students, focus on developing their imagination, and teach them the correct way of thinking and learning methods. In terms of ideology, it also reflects a high degree of integration between Eastern aesthetics and Western aesthetics, expressing the humanistic emotions contained in it as "deeply rooted". At the same time, it also reflects the important position of China's national culture in the world from a unique perspective, demonstrating the era's demand for personalized and nationalized development in modern advertising design.

## **4. Conclusions**

To sum up, in order to train better advertising designers and ensure that students can better adapt to the needs of the advertising design industry, major universities must pay enough attention to the innovation of advertising design teaching for art design majors. The advertising design industry is also changing with each passing day, which requires colleges and universities to pay timely attention to the development of the whole industry, and make flexible and flexible adjustments to the curriculum, so that the knowledge and skills that students have learned are exactly what the current industry needs, and they can truly learn from their strengths and apply what they have learned. Educators should design some open thinking questions for students and provide them with some reference materials, so that students can explore the answers according to the professional knowledge they have mastered and help them gradually form good study habits. Secondly, educators need to fully highlight students' dominant position in the classroom, and students can choose case content according to their own preferences and needs. In addition, educators can often

organize some advertising design competitions, so that students can complete advertising design tasks in a real atmosphere. For example, educators can arrange the work of market research, scheme planning, advertising creativity and advertising design for each group member according to the characteristics of students, and at the same time guide students to complete the work of advertising shooting and advertising post-production.

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