

On the Teaching of Ideological and Political Education in the Course "Format Design"

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Abstract: Course ideological and political education in professional teaching in higher vocational colleges is to integrate professional course knowledge and moral education by building a scientific and reasonable teaching system. "Layout Design" is an idea design that takes layout design training as the starting point, is based on typical layout composition methods, and integrates theory, practical operation and professional quality. The emergence of the Der-Integrated Classroom of this course closely integrates theory and practice, enhances students' feelings about their country and homeland and cultural confidence, and cultivates students' sense of social responsibility and ownership.

Keywords: Thoughts on Ideological and Political Teaching in Layout Design Courses

1. INTRODUCTION

Since the concept of "curriculum ideological and political education" was proposed, "curriculum ideological and political education" has been carried out in major universities. Each university has attached great importance to the organic integration of ideological and political courses and professional courses. At the same time, it has formulated new policies, introduced new measures, explored new ways, etc. Ideological and political elements are seamlessly embedded in various professional courses. Teachers have the courage to explore new ideas on ideological and political courses and build a new curriculum system. They have gained a lot in recent years. Looking back at history, art education inherently contains the role of aesthetic education and moral education. For example, Zhang Yanyuan in the Tang Dynasty (Cai, 2018) believed that pictures can "educate people, help people's ethics, change the gods, and detect subtleties." Therefore, "the six books have the same effect, and the four seasons" And luck". Mr. Cai Yuanpei also said (Cai, 2018): "Art can assist morality. Although the purpose of art is not entirely consistent with morality, its power is enough to understand people's temperament, advocate people's hobbies, and can also assist morality in governing."

2. BASIC SITUATION AND TEACHING STATUS OF "FORMAT DESIGN" COURSE

2.1 Nature of the Course

Layout design, also known as layout design, is an integral part of graphic design and an important part of visual communication design. This course aims to arrange the arrangement and combination of various visual elements, aiming at personalized creation and innovation of form. Through this interaction, the fusion of external form and internal meaning is expressed to present a new form of visual art. The creativity of layout design is not completely equivalent to the creativity of the theme of the work in graphic design. It is relatively independent and must serve its theme and creativity (Feng, 2020). This course can effectively stimulate students' design potential. In the process of learning art and design, they can constantly adjust themselves, from self-understanding to self-transcendence, and become the art and design talents needed by the times. This course will actively organize and participate in design practices and various design and creative competitions to combine theory with practice. Through rigorous basic training and design practice, students will establish and master the concepts and methods of layout design, and freely apply them to art design. various areas of activity (Shan, 2023).

2.2 Course Objectives

" Layout Design " is an idea design that takes layout design training as the starting point , is based on typical layout composition methods , and integrates theory , practical operation and professional quality. The course arranges and combines the various design elements required on the layout to form a beautiful composition that is concise, intuitive, and conceptually clear , so that it not only conveys visual art information, but also conveys the designer's artistic pursuit and cultural concepts . Focusing on case analysis, students are guided to establish the overall concept of layout design through the analysis and imitation of excellent layout design works. It emphasizes research-based learning methods, determines the design of special topics and organizes discussions, thereby guiding students to master design principles proficiently in practical training and design more and more beautiful spaces (Zhao, 2018).

2.3 Teaching Status

The required early courses for " Format Design " are " Three Major

Components " and " Computer-Aided Design " . After a period of study, first -year students majoring in environmental art have acquired certain modeling abilities and painting foundations, as well as a certain degree of art appreciation. ability ; and they have a high receptivity and learning ability for currently popular media and software tools ; the most valuable thing is that they have the courage to practice, are not afraid of failure, and are confident in their professional prospects.

3. IDEOLOGICAL AND POLITICAL TEACHING DESIGN OF THE COURSE "FORMAT DESIGN"

"Format Design" is based on academic conditions, combined with the needs of ideological and political education work and the characteristics of the curriculum, using patriotism, cultural confidence, innovation and environmental awareness as the teaching content, exploring ideological and political elements, and building a new type of moral integration classroom. The teaching design of ideological and political courses is not just a single course design, but the overall design of the talent training system. The first is to position "value shaping" as the essence and soul of the ideological and political course of "Format Design"; the second is to implement "knowledge transfer" by optimizing content, integrating resources, and guiding the positive energy of the times; the third is " "Capacity development" mainly focuses on cultivating students' professional abilities and comprehensive abilities (Li, 2020). Guiding students to become “ spiritual adults ” is the purpose of the ideological and political curriculum. Disrespect his teacher, attach importance to his way, resonate with the same frequency, cultivate virtue and cultivate people (Lee, 2010).

3.1 Explore the moral education elements in the "Format Design" course, and teachers and students can simultaneously improve their cultural confidence

Combined with the needs of ideological and political education in the curriculum and the characteristics of the implementation of teaching content, it takes patriotism education, innovation and entrepreneurship education, cultural self-confidence education, and environmental protection and energy-saving education as the main contents to explore ideological and political elements, strengthen process assessment methods, and build a scientific and reasonable moral education system. The classroom content can help students improve their social morality,

professional ethics, and personal virtues (Dou, 2018). As far as teachers are concerned, knowledge transfer and moral education are integrated and mutually reinforcing, which not only improves teachers' depth of understanding of moral education and continuously explores the possibility of feasible operating paths in objective practice, but also improves the basic professional skills of teachers in professional courses and the promotion of moral education. Integrate all-round qualities into classroom abilities. Teachers continue to explore various implementation plans for moral education penetration to ensure their effectiveness and reference value (Graff, 2022). For students, by integrating moral education into layout design courses, it will not only enable students to master better skills and techniques to improve design literacy, but also combine it with knowledge from other fields in the humanities to express my country's rich history and culture. On the basis of tradition, a certain degree of innovation and creativity has been formed, so that excellent cultural traditions can be inherited and reflected. In learning, the transmission of socialist core values, traditional culture, red culture and other content makes moral education in the classroom no longer an understatement. The value of moral education and cultural self-confidence must be reflected, and cultural self-confidence and moral education must be integrated. In order to avoid the phenomenon that professional skills and the implementation of moral education goals become two separate things, we should change the previous formal orientation and change it into. A major creative process transformation from content to form. Through course study, students can understand that artistic creation comes from the masses and will ultimately serve the people, cultivate students' all-round development, and establish a sense of mission and responsibility in studying design disciplines to contribute to enriching the people and strengthening the country (Hu, 2021).

3.2 Innovate diversified Teaching Models and Flexibly Apply Course Resources

After the ideological and political reform of the "Format Design" course, the teaching model is no longer single, and the teaching effect has also been significantly improved. The most common ones are lecture methods, cloud classrooms, and analysis methods. Various methods such as competition teaching, practical training methods, and visits and surveys have been added for cross-teaching (Valero et al., 2015).

3.2.1 Teaching Method

Since the outbreak of COVID-19 in 2020, teachers and students across the school have become proficient in various online learning APPs, and have accepted the combination of online and offline teaching methods, and have gradually become better at it. Teachers use various online teaching resource platforms inside and outside the school to teach and sort out the theoretical knowledge in "Format Design" and pass new ideas and new techniques to students in a timely manner (Biehl et al., 2013).

3.2.2 Cloud Classroom

The introduction of modern educational technology, the collision of various ideas in brainstorming, Baidu Cloud, Tencent meetings, and WeChat groups, and the diversified knowledge system have shown students broader professional prospects. It also adds interest to teachers' learning tasks, and students can truly appreciate the diversity of learning (Bray, 2005).

3.2.3 Practical Training Method

As far as professional teachers are concerned, moral education goals and professional knowledge should be integrated in the practical part of this course. The deeper the teacher's understanding of moral education penetration, the more obvious the effectiveness of moral education penetration. As far as students are concerned, through practical training, students not only master skills and techniques, but also enrich all kinds of humanistic knowledge, which has certain improvements in their innovation ability and professional quality. Use the ideological and political curriculum as a link to combine professional theory with professional practical skills, integrate cultural confidence into practical techniques, focus on the two-way cultivation of students' ideological and moral character and professional skills, and implement the goals of moral education (Duin, 1998).

3.2.4 Competition Teaching

It uses skills competitions as project teaching, real-life exercises, competitions to promote teaching, and trains students' innovative abilities. This course uses the "Ancient Canal Street Cultural and Creative Product Packaging Design Competition" as the teaching outcome to effectively improve students' innovative design capabilities and Apply practical skills. This teaching method not only reflects the ancient canal culture and

enhances consumers' favor, but also is of great significance in establishing students' traditional cultural outlook and cultural confidence(Island, 2008).

3.2.5 Visit and Survey

By visiting relevant museums and workshops of inheritors of intangible cultural heritage, we can promote cultural confidence. "Format Design" is a course where visuals have an absolute advantage. Students can obtain personalized aesthetics and use it to spread and influence others in the form of art. Various museums and intangible cultural heritage studios have obvious ideological and political elements and are powerful positions for practicing ideological and political courses. By deeply exploring the characteristics of regional cultural resources, students are encouraged to jointly develop cultural and creative products with relevant studios (Sarraf & Ewing, 2021).

4. CONCLUSION

The integration of ideological and political elements into the teaching of the "Packaging Design" course actually makes professional teaching more adaptable to the needs of social, cultural and economic development, and also allows professional teaching to return to the true nature of education. Injecting ideological and political elements into the "Packaging Design" course is also a new test for the teaching team of the course. To explore ideological and political elements, innovate the course evaluation system, and improve the ideological and political teaching ability of the teaching team, the teaching team must achieve comprehensive reform and innovation. Through this kind of teaching integration, students can truly understand the relationship between personal growth and the future of the country and the destiny of the nation, establish social responsibility, feelings of family and country, scientific outlook, ecological outlook, humanistic spirit, self-innovation awareness, demonstrate cultural confidence, and form Correct professional ethics, building pride in the industry, professional loyalty and craftsmanship.

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