

The Transformation and Development of Visual Communication Design in Local Colleges and Universities from The View of Cultural and Creative Industry

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Abstract

With the rapid development of cultural creative industry, market puts forward news requirements to visual communication design major in colleges and universities. Under such circumstances, visual communication design major abstracts : With the rapid development of cultural creative industry, market puts forward news requirements to visual communication design major in colleges and universities. Under such circumstances, visual communication design major not only should develop cultural creative industry to combine tightly with market, it also should promote the production -teaching-research integration to provide intellectual and talent support for the development of local cultural creative industry .

Keywords: cultural and creative industries, visual communication design, transformation and development

I .Overview of Cultural and Creative Industries

The talents required by cultural and creative industries need both professional skills and innovative thinking. This industry mainly relies on high technology to create and upgrade cultural resources, and makes effective development and rational use of cultural resources with the help of intellectual property rights, and the products produced by this industry generally have higher added value. Therefore, cultural and creative industries can not only create a lot of wealth, but also have great employment potential. According to relevant information, creative industries originated in Britain and were briefly explained by the British Creative Industries Task Force as early as 1998 and compiled into a " Special Report on Creative Industries". According to the report, the creative industry can create wealth and give full play to its employment potential. Its development can not be separated from talents with gifts, skills and creativity, nor can it be separated from intellectual property rights that can continuously generate and make full use of resources. In addition, the report also pointed out that there are 13 categories of creative industries, namely television and radio, computer and software services, publishing, performing arts, music, video, fashion design, design, interactive leisure software, crafts, antiques and art, architecture and advertising.

According to the current situation of world economic development, cultural and creative industries are a good optimization and upgrading direction. At this stage, many countries have vigorously supported cultural and creative industries and have made scientific plans for their development. China has long recognized the important strategic significance and urgency of the development of this industry, and has made it a strategic task to realize the sustainable development of cultural and creative industries.

At the same time, major cities have formulated a series of supportive policies to promote the development of this industry. At present, this industry has become a new growth point of our economy.

II .The Development Opportunity of Visual Communication Design Design from the Perspective of Cultural Creative Industry

Visual communication design, as an important part of cultural and creative industries, is a major that uses visual elements such as graphics and characters to transmit information and promote and disseminate it in the fields of culture, economy and commerce. With the continuous development of cultural and creative industries, the development space of visual communication design is becoming wider and wider, and the education of this major has been in constant evolution and reform. As an important way to cultivate talents in cultural and creative industries, visual communication design education aims to cultivate creative talents with high artistic quality and comprehensive quality, which can provide sufficient intelligence and talent resources for cultural and creative industries, not only contributing to the rapid development of the industry, but also promoting the optimization and upgrading of industrial structure. In particular, local universities with intensive intelligence, concentrated talents and strong scientific research force should make full use of educational resources and human resources to provide intellectual support and talent support for the development of local cultural and creative industries in an environment where educational resources are relatively scarce.

Therefore, with the rapid development of cultural and creative industries, it is of great significance to develop the cultural and creative industries on campus, better combine talent teaching with market demand, and further develop the integration of production, teaching and research in colleges and universities for the development of visual communication design major in colleges and universities.

III.The Current Situation of Creative Design Education under the Development of Cultural Creative Industry

At present, there is no organic connection between the visual communication design major and the cultural and creative industries market in most areas of China, especially the low degree of connection between local governments, universities, industrial parks and various industrial chains, and the lack of cooperation between universities, scientific research institutions and cultural and creative enterprises. Under the current trend of rapid development of cultural and creative industries, local colleges and universities should carry out strategic

research and practice in the way of integrating production, teaching and research of visual communication design specialty with the market seamlessly, strengthen exchanges and cooperation with surrounding cultural and creative enterprises and authoritative scientific research institutions, and actively carry out joint research and development. Local colleges and universities should train talents in the production and manufacture of cultural and creative products, information communication, technical training and development and research, and encourage them to improve their innovation ability, strengthen scientific and technological innovation and realize self - employment. Local colleges and universities should intensify scientific and technological research and development and strive to realize the transformation of achievements. At the same time, they should attach importance to cross-border cooperation with industry and government, fully integrate existing creative resources and assets, and actively produce creative products with both commercial and innovative values. In this way, the effective contact between decision-making bodies, researchers, inventors and creators can be realized, providing a platform for students to connect with the market for innovation and entrepreneurship training. Not only that, in the process of linking the visual communication design major with the market, colleges and universities can better grasp the market dynamics, reasonably construct and adjust the professional curriculum system and personnel training mode, which will help colleges and universities to better provide creative economic services, realize the transformation of creative achievements and cultivate a large number of outstanding creative talents.

Many countries, such as Singapore, the Netherlands, Denmark, Japan, South Korea, Australia, the United States and the United Kingdom, have not only realized the characteristic development of cultural and creative industries, but also created better economic values in their development process, and also attached great importance to creative design education. For example, the British government has advocated creative life for all and strengthened creative education and training. For this reason, Britain has proposed in several research reports to strengthen the artistic education of creative talents, to build a training platform for creative talents, to fully tap the creative potential of creative talents, and to provide practical solutions to the problems existing in the enjoyment and development of cultural creativity by the public. The UK has also set up various cultural and artistic funds and higher education forums to attach importance to exchanges and cooperation between creative enterprises, educational organizations and the government, and to implement the school and designer contact plan so that teenagers can know how to apply creativity flexibly to design works in the process, thus continuously improving their creativity. Under the leadership of the department in charge of culture, Britain has implemented the creation partner program, which is to organize students from all over the country to carry out cultural activities in cooperation with schools and cultural and artistic institutions. At the same time, the Korean government has also strongly supported the development of cultural and creative industries, created special management agencies such as the Cultural Industry Bureau, and set up relevant laws and regulations such as the Cultural Industry Promotion Law. Not only that, South Korea has also set

up auxiliary institutions such as the Cultural Industry Revitalization Institute so that cultural and creative contents can be effectively converted into practical products.

China has also attached great importance to the development of cultural and creative industries, not only creating more creative industrial parks throughout the country, but also formulating a series of national and local policies and measures to support the cultivation of cultural and creative talents. For example, at present, China's creative industry parks are located in Chongqing, Chengdu, Beijing, Shenzhen, Shanghai and Hong Kong. The Ministry of Culture will name nine universities, including Shanghai Jiaotong University and Peking University, as national cultural industry research, innovation and development and personnel training centers. At the same time, cultural management departments actively carry out special training, and cities such as Wuhan have set up creative practice bases for young people to carry out creative training so as to effectively enhance their creative aesthetic and creative ability. In Taiwan, in order to develop cultural and creative industries in an orderly manner, the government has set up many subordinate departments under the Cultural and Creative Industries Steering Committee. For example, under the leadership of the Culture and Construction Association, creative technology resource centers, industrial theme creative workshops and creative cultural production units such as youth creative workshops have been set up. They cover creative cultural products and services, including cultural creative industry design and counseling, cultural activities exhibition preparation, media resource development and integrated marketing. Generally speaking, when developing industrial culture and creativity in Taiwan, its operation methods mainly include borrowing from non-profit organizations, cooperation between arts and enterprises, and transfer of production, teaching and research. At the same time, Taiwan has also established a development channel for professional cultural and creative talents training and promotion of cultural and creative industries. functionally, the establishment of such information communication has four major functions: enhancing people's aesthetic ability, disseminating creative cultural knowledge, developing policy and resource platforms, and realizing the interaction between production and marketing information, which greatly promotes the development of cultural and creative industries. In addition, Taiwan has gradually promoted the further development of the creative culture industry by establishing a creative culture platform and improving the facilities of the creative industry. For example, the exhibition and sale hall, exhibition hall, creative industry experience workshop, and exhibition facilities for entrepreneurial industries of creative products fully meet the needs of users of cultural and creative industries, especially those of consumers in the cultural market. In terms of the needs of individual workers or related industries in cultural and creative industries, Taiwan has also carried out the development and establishment of related industry exhibition halls and workshops.

Some colleges and universities in China have also formulated corresponding measures for the cultivation of creative talents in the development of cultural and creative industries, and have carried out practical exploration. In

2010, China Academy of Fine Arts invested nearly 100 million yuan to build a state-level laboratory teaching demonstration center and set up a laboratory cluster in order to transform students' cultural creativity into real creative products, so that students can set up innovative thinking and creative aesthetics while improving their professional skills, and further improve their employment and entrepreneurial abilities. The " Forum on Creative Talents Training and Cultural Innovation Industry Development in Colleges and Universities" held at the Employment and Entrepreneurship Service Week has attracted many venture capital institutions. and out-of-school practice institutes open to enterprises, such as student start-up incubators, and introduced the concept of creative bazaar into the college to build a bridge directly connected with the market. Xihua university established the Cultural Creative Industry Research Center as an integrated research and development organization to carry out in-depth theoretical research on cultural creative industries and undertake cultural industry projects.

In addition, there have also been many creative competitions and other activities in the society. The " Creative Motor M - Idea Forever" sponsored by fashion clothing brand Mark Waffey has attracted many college students to participate. Beijing DRC Industrial Design Creative Industry Base has launched a series of talent training programs such as " Future Designers Training Camp", " Creative Travel Design Investigation" and " Entrepreneurial Support for Design College Graduates" to provide help and support for creative talent training and design graduates as well as young designers to start their own businesses. These activities have effectively promoted the development of China's cultural and creative industries.

IV. Conclusion

In the era of knowledge economy and information, in an era of endless creativity and entrepreneurship, colleges and universities have become the core elements of modern creative economy. With the continuous expansion of visual communication design discipline, the combination with other disciplines is becoming closer and closer, showing a trend of mutual integration.

In small and medium-sized cities where cultural and creative industries are relatively backward, the visual communication design major in local colleges and universities has the responsibility to play its own advantages and energy in the development process of cultural and creative industries and play a leading, exemplary and radiating role in the local economic and cultural construction.

Introduction to the author:

Lu Lan (born in June 1973), female, Shanghai, Master, Associate Professor of Arts, whose research direction is visual communication design.

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In the process of teaching, the City College of the Central Academy of Fine Arts has made full use of its teachers and various social resources and has actively hired business operators, social experts and designers with high reputation to give lectures on campus. At the same time, in order to improve students' project planning ability, the college organized students to set up a number of project teams, and provided them with opportunities to plan projects and research projects, and set up a platform for displaying results and promoting products. In addition, the school has also set up a series of workshops

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