



Integration of learning and doing, beauty and sharing -- Exploration of teaching and practice of "Visual Communication Design" in Northeast Agricultural University

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Abstract: Visual communication design is a comprehensive discipline involving art, design, communication, marketing and other fields. Most domestic colleges and universities aim to cultivate complex and innovative talents who are based on Chinese culture and modern design characteristics, adapt to economic construction and the development needs of cultural and creative industries, and have strong artistic creativity and high aesthetic level. In recent years, some problems have gradually emerged. Some colleges and universities attach too much importance to the training of skills and techniques, ignoring the cultivation of humanistic spirit and artistic accomplishment, leading to the separation of Taoism and skills. Students lack the basic cultural connotation and humanistic foundation, and the works created are only superficial forms, unable to better and more profoundly reflect the humanistic connotation of design, creation and performance. Based on this, it is particularly important to construct art education which is based on literature and art and pays equal attention to theory and practice. In many years of teaching practice, the author tries to integrate art aesthetics and humanism into the curriculum, which has certain significance and value for improving students' innovative ability and shaping sound personality.

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1. Integrate art and aesthetics into creativity

Some classic works of art are introduced into the curriculum. Through understanding and grasping the creativity and connotation of artistic works, students are guided to study art from the perspective of aesthetics and culturology, and strive to explore and explore the humanistic spirit of art, cultivate students' aesthetic consciousness, improve their personal artistic accomplishment, and inspire their creative thinking.

For example, in the course of "Advertising Copy Writing", the writing methods of different types of copywriting are taught, and classic literary works are introduced at the same time, in order to inspire students' creative thinking into writing. In the course also introduced the 2016 Mid-Autumn Festival Fangtai brand launched three creative advertising copywriting, these three copywriting are using Song Ci writing techniques, not only has a strong Chinese classical taste, but

also in the autumn night to add a little poetic, very suitable and out of the circle. The specific content of the copy is as follows:

The first song [Red Lips]

Golden wind and autumn fruit,

Luxuriant and luxuriant.

LAN heart small, slight concealer how can enter.

Flying, time is not wrong.

The setting sun, the dew,

You are on your way home.

Fang Tai sink dishwasher

Not only can wash dishes but also can remove fruit and vegetable residues

Can not bear to wash cups and plates by hand, if love is missing everything round

The second song [Butterfly Love]

Cinnamon branch new makeup hibiscus face. A waxing crescent, a flower in the mirror.

Like a carved car to be in front of the hall, but with five flavors to cook the family banquet.

No fear of flying smoke dyed Luo shirt. A 瀑流 cloud, straight up the Jiujiang River.

Blue hair and red sleeves, such as orchid, no golden house hidden geese.

Rongfei smoke dyed Luo shirt, if love is missing everything round

Fangtai intelligent range hood, smoke does not run in all directions

The third song [Happy Meeting]

Warm wine opposite the west floor,

The feast is clear in autumn.

Jade bottle several degrees of rotation several degrees of rest.

Moon need round, people need thin, where to seek.

Love today and pay tomorrow.

Fandai oven at the same temperature

Layer everywhere at the same temperature simple baking is not simple

How can common art worship moon, love if missing everything round

For example, when introducing the famous Western painting Mona Lisa, it not only analyzes the background, style and techniques of Da Vinci's creation of this painting, but also introduces the deconstruction of this work by the famous surrealist artist Marcel Duchamp. In 1919, Duchamp bought a copy of the Mona Lisa at the Louvre, painted her with a moustache and wrote "L.H.O.O.Q." under the painting, which means "elle a chaud au cul" in French, meaning "her ass is hot." Using the infantile trick of attaching a moustache to the Mona Lisa, Duchamp also attacked the bourgeois reverence for old master paintings and the idea that oil paintings represent the pinnacle of art. H.W. Jensen J.E. Davis et al. : Jensen Art History, Translated by Art History Combination Translation Experimental Group, Hunan Fine Arts Publishing House, 2017, p. 28. This expands the students' inherent thinking and allows them to begin to deconstruct and recreate classic works of art.



Figure 1 Marcel Duchamp: The Mona Lisa (L.H.O.O.Q.). In 1919.

Altered readymade, pencil drawing on replica, 17.8x12 cm. Private collection

2. Creative philosophy rebuilds brand image

There is such a poetic thinking in advertising

creativity, which wants to transform the product into a symbol, shape the brand into a prototype image, and let the audience expect an ideal self. Ju Huibing, Key Words of Advertising Creative Philosophy, Jilin Fine Arts Publishing House, 2011, page 90.

What the ads for Absolut Vodka do is create a lasting fashion for the brand, making the consumers who buy the wine think of themselves as bourgeois groups with high cultural and aesthetic levels. Absolut Vodka is consistent with the idea that the bottle form is the basis and source of all advertising creation, including print, online, film and other forms of advertising - "The Absolut vodka bottle is always the protagonist". Absolut Vodka's core values of "purity, simplicity and perfection" are interpreted in imaginative, intelligent and sophisticated ways.

The introduction of Absolut Vodka's creative philosophy into the classroom teaching of Advertising can better enable students to understand abstract theories and inspire their creative thinking when talking about positioning theory. "The same problem is always different" is Absolut Vodka's advertising philosophy. To attract the attention of consumers with constantly changing content and consistent external form, outstanding and lasting consistent advertising creativity, the brand image shaped by advertising,

and the brand added value brought by the image have brought good sales effects for the product.

Absolut Vodka has not given up the bottle body as the fundamental approach of brand identity for many years, based on print advertising, since the launch of the first advertisement in 1980, for decades, Absolut vodka advertising has been walking the road of non-functional appeal, each advertisement can bring surprise and visual beauty to the audience. In the early days, Absolut Perfection, Absolut Clarity, Absolut Masterpiece and other manuscripts made solely by wine bottles achieved the goal of brand awareness. Later manuscripts developed various forms, such as the famous city series: Absolut Beijing, which makes the nose of the Peking Opera face into the shape of a wine bottle; Absolut Tokyo, a bottle of sushi, Japan's favorite dish; Absolut Orleans, a wine bottle shaped trumpet, the representative instrument of New Orleans, the birthplace of modern jazz; Absolut Amsterdam, which shows the architectural character of Amsterdam by designing numerous buildings in the shape of wine bottles; Absolut Munich, displaying the wine bottle shape of the overpants that men wear during Oktoberfest; And Absolut freedom, a bottle shaped symbol of freedom, seen from the prison cell from a subjective perspective.

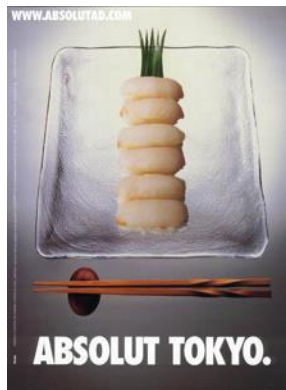
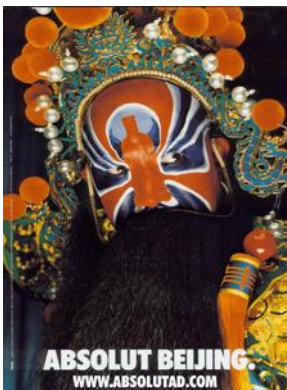


Figure 2 Absolut Vodka poster 1 Figure 3 Absolut Vodka poster 2 Figure 4 Absolut Vodka poster 3

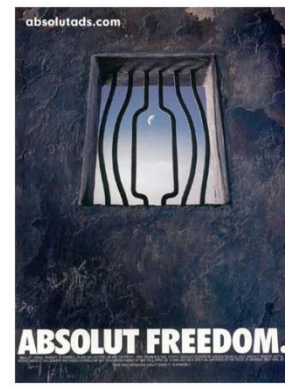


Figure 5 Absolut Vodka poster 4 Figure 6 Absolut Vodka poster 5 Figure 7 Absolut Vodka poster 6

Absolut took advantage of what it called its "flaws" and boldly adopted a brand identity strategy that ran counter to consumer research, always finding creative ways around the bottle shape. To constantly change the content and consistent external form to attract the attention of consumers, at the same time, you can also establish your own unique brand personality in the long-term communication process, this strategic advertising creativity is the most intuitive personality of the brand.

In addition, in the compulsory course "Advertising Copy Writing", it introduces the case of ideological advertising works created by Taiwan advertising master Hsu Sun-ying for ZTE department store. The copywriting in the Zhongxing Department Store anniversary posters in FIG. 8 and FIG. 9 are respectively "Good men and good women, the sea is boundless like the sand in the Ganges River, only the Zhongxing Department Store anniversary discount is the shore" and "South Wuxing Department Store anniversary Discount, great mercy affects men and women of the world, seven emotions and six desires to convert". The author cleverly incorporates Buddhist terms in the form of antithetical couplets into the promotional messages for the anniversary of the department

store.

As shown in Figure 10, the chapter of nobles and waiters in ZTE Department Store is as follows:

When the last button of the ARMANI suit is fastened,

The most professional and formidable image of strength is completion.

White shirt, pleated gray skirt, knee-length pants, bean-sand baby shoes,

I want to be a girl today.

Seeing the mirror and the gorgeous embroidered evening dress on her body,

The game of predatory men at dinner parties and making other women jealous was set up.

Only one of the flimsiest silk shirts with thin shoulders,

The most aggressive sheep in his arms.

Clothes are gender.

Clothes are space.

Clothes are class.

Clothes are power.

The clothes are the show.

Clothes are the means.

Clothes are presentation.

Clothes are revealing clothes are reading and being read.

Clothes are persuasion.

Clothes are to be taken off.

Clothes are a kind of clever politics, and politics

is a kind of clever clothes.

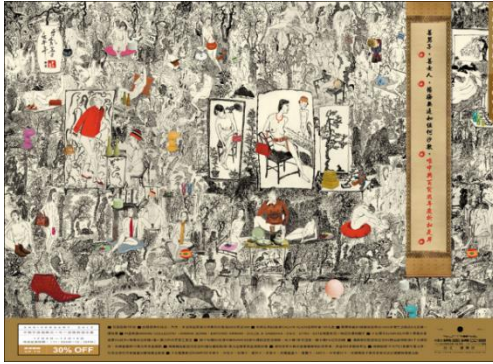


Figure 8 Poster of ZTE Department Store 1

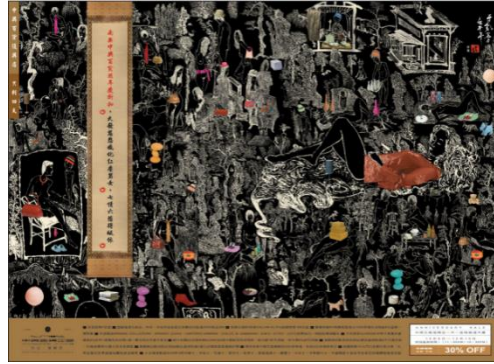


Figure 9 Poster of ZTE Department Store 2



Figure 10 Poster of ZTE Department Store 3

In the case of the increasingly homogenization of similar department stores, Zhongxing Department Store is based on its own unique brand concept. The creator Xu Shunying can pay more attention to the depth of culture and creative philosophy. The target group of Zhongxing Department Store is people with high consumption power, high literary and artistic accomplishment and the pursuit of high-quality life. It can not only stay in the use value of the product or the business itself, but to dig deep the cultural connotation and creative symbol system of the brand. Under this concept, ZTE department Store has become the first international department store in China that not only has local aesthetic consciousness but also spreads international cultural creativity.

These two successful brand cases based on creative philosophy and ideology undoubtedly have a great guiding role for students to open the door of creativity and draw creative ideas from humanistic knowledge.

3.digital technology AIGC improves the aesthetic effect of design form

New digital technologies continue to emerge and apply to the field of design, with the rapid development of global artificial intelligence technology in the past year, the current design field is particularly impressive artificial intelligence generated content (AIGC) technology, many brands are trying to combine creative ideas with this technology to create more engaging works. Such success stories continue to be

presented throughout the course. For example, in the spring of 2023, Coca-Cola released a video advertisement with "Real Magic" as the core concept. "Masterpiece" was created by combining Stable Diffusion AI and 3D technology. Following the plot of the film *Night at the Museum*, director Henry Scholfield asked Coca-Cola to connect the characters in the artwork across time and space with reality. The video begins with a sketching assignment given to art students by a teacher in an art museum. The Coke bottle from pop artist Andy Warhol's Coca-Cola is

shown in a variety of classic works of art, from William Turner's *The Wreck* to Edvard Munch's *The Scream*. Works such as Van Gogh's "Bedroom in Arles" and Hiroshige Ando's "Drum Bridge and Sunset" are passed on to Vermeer's "Girl with a Pearl Earring", in which the girl in the painting takes a Coke bottle and opens it with a bottle opener, and gives it to the sketching boy. After drinking Coke, the boy was like God and helped to create excellent works that were recognized by the teacher. See the picture below.



Figure 11 Screenshot of Coca-Cola video works 1



Figure 12 Screenshot of Coca-Cola video work 2



Figure 13 Screenshot of Coca-Cola video work 3



Figure 14 Screenshot of Coca-Cola video work 4

In addition to introducing excellent works applying AIGC technology, some AIGC platforms and small programs are also introduced in the course, such as HiD ream.ai and Artificial Intelligence and Cultural Creativity Joint Lab (AICC Lab), aiming to explore the application of AI in visual communication design and creation. In the creation of specific works, middle school students are able to skillfully use these new artificial intelligence technologies, and have achieved good results. The following picture shows a series of posters created by the students for the Harbin time-honored brand old chef, which has been recognized by the business.



Picture 15 Posters of the “Old Chef” series created by students

The following is a series of posters created by students using AIGC for Harbin City brand promotion, which won the 33rd place. The Times Golden Calf Award National Excellence Award.



FIG. 16 Posters of Harbin Impression created by students

To sum up, the works created by students can reflect that creative practice teaching is more "practical", "intuitive", "comprehensive" and "creative" than theoretical teaching. At the same time, theoretical knowledge is more "concrete",

"process" and "reality", so that students truly feel the "artistic", "vividness" and "usefulness" of the knowledge, thus further improving the "consciousness" and "interest" of students' learning.

Annotation

① H.W. Jensen, J.E. Davis et al. : Jensen Art History, Translation Experiment Group of Art History, Hunan Fine Arts Publishing House, 2017, p. 28.

② Ju Huibing, Key Words of Advertising Creative Philosophy, Jilin Fine Arts Publishing House, 2011, page 90.

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