

# Analysis and Practice of Double Development of Visual Design and Entrepreneurship Education

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## Abstract

through constructing innovative entrepreneurial visual design studio to develop a new model, based on the practice teaching of enterprise real project and the real practice platform, visual communication design major innovation entrepreneurial talent should have the knowledge, ability and quality, and cultivation model as the main line, innovation put forward entrepreneurial talent cultivation system, follow the principles of combining theory and practice of open education, and build innovative entrepreneurial theory teaching mode, innovative entrepreneurial practice teaching model and the cooperative teaching mode and to explore the professional characteristics and features of innovative entrepreneurial talent training mode.

## Keywords

innovation and entrepreneurship; Visual design; Talent training mode; University-enterprise cooperation.

## 1. Introduction

The century is an era of knowledge economy and innovation and entrepreneurship. "Implementing innovation-driven development strategy" is a grand and ambitious development strategy proposed by the 18th national congress of the communist party of China (CPC). Innovation spirit and entrepreneurial ability are the basis for the prosperity of modern society and economy. Therefore, training high-quality innovative and entrepreneurial talents to meet the needs of economic and social development has become a national strategy. Colleges and universities are the main bearers of talent training and social services, and the most important force in the national innovation and entrepreneurship education system. Therefore, cultivating innovative and entrepreneurial talents to better serve the national development strategy and economic and social development is an important subject and urgent task for colleges and universities to explore at present. But from the current domestic innovation in colleges and universities entrepreneurship education personnel training some of the reform practice, many colleges and universities and professional innovation and personnel training mode reform is not only a lack of practice, the more superficial, suitable for China's national conditions, conforms to its own type of colleges and universities, accord with the characteristics of their own professional innovative entrepreneurial talent training mode is very necessary. So build your own practical, effective and feasible training mode of innovative entrepreneurial visual communication design, on the one hand can fully improve the quality of visual design professional personnel training, quickly and efficiently improve the students' comprehensive quality, improve university students' employment competitive power, causes the student to graduate with either through finding the right job employment, and to seek better self development opportunities, to the path of self-employment. On the other hand, it is of great value to building an innovative country, serving economic and social development, and driving local regional economic and social development.

## 2. Research Purpose

This topic will combine the education and teaching practice of school-enterprise cooperation and design studio of visual communication design major to explore and practice the cultivation mode of innovative and entrepreneurial visual communication design talents. According to the requirements and characteristics of innovative creative talents to build a reasonable and effective innovative and entrepreneurial visual communication design talent training mode, explore effective ways to improve the quality of talent training. Summarizes the current domestic problems existing in the personnel training mode of innovative undertaking and the insufficiency, based on the transformation development opportunity, efforts to achieve innovative entrepreneurship education and the organic integration of professional education training mode, curriculum system and effective connection, realize from the focus on knowledge to pay attention to innovation, entrepreneurship and innovation entrepreneurship ability training, strengthen the sense of students' innovative spirit, entrepreneurship and innovation entrepreneurship. Through this professional personnel training mode reform and practice of design innovation can develop creative solutions with high design quality and creative thinking ability of advanced visual communication design talent, overall improve the students' innovation ability and practice ability, improving students' ability to adapt to social and to participate in social competition, through the students' overall innovative entrepreneurial quality enhancement, so as to realize the improvement of professional training.

## 3. Project Implementation Plan

### 3.1. Innovation Content

(1) teaching reform direction of visual communication design major

First, in the visual communication design professional training objectives, based on the "practical, skilled talent" training objectives, focus on training students' practical ability, market response ability, social strain ability, for students directly connected with the market as a matting. Proficient in relevant professional design software, such as Photoshop, Core IDraw, Iiiustrator, Indesign, Pagemake, etc. Master the basic knowledge of graphic design, advertising design, logo design, packaging design, VI design, etc.

Second, in terms of professional curriculum setting, it should connect with the market and combine with the job requirements of the market. In terms of curriculum setting, it should highlight the requirements of professional positions on knowledge and practical ability, cultivate new professional talents who attach importance to practical and skills, and accurately grasp the social needs.

Third, explore the visual design major multilateral collaborative architecture innovative entrepreneurial talent cultivation, on the teaching content, must carry on the scientific and effective combination of theory with practice, pay attention to the training, the combined entity, to carry out the practice, enhance the applicability of the practice teaching and purpose, the use of real project, the practice teaching link, build face-to-face training platform, through case teaching, project teaching, competition motivation, innovation, entrepreneurship development, and other forms to strengthen professional practice teaching link, the training of talents is not only have visual communication design professional quality and professional ability, have the consciousness of innovation and entrepreneurship.

(2) explore various cooperation and cross-cultivation mechanisms with the society and enterprises, and make use of the operating mechanisms of college students' science and technology parks or business incubators to enable students majoring in visual design to reasonably and effectively implement their ideal goals of innovation and entrepreneurship.

(3) establish a professional teacher team, teaching management system and campus cultural atmosphere suitable for the education of innovative and entrepreneurial talents, so that teachers can go into enterprises, organize teaching discussions, participate in special training, establish a personalized training teaching management system, and increase the promotion of innovation and entrepreneurship value.

(4) establish a visual communication design studio teaching mode integrating production and teaching

First, universities and enterprises under the condition of the property rights keep independent working studio set up suitable education experiment, by professional teachers in combination with the practical situation of local enterprise actual demand and the market to complete product development work, guide the students to participate in the experimental course, make it in the process of experiment to improve their inquiry ability, experiment ability, promote the development of creative thinking and other aspects.

Second, establishment of university-enterprise cooperation project studio, let the students develop their ability and level in the process of project design, thereby promoting the corresponding courses, teachers focus on teaching content, the project design work, and knowledge effectively combine together, with the help of an open teaching methods to break before subject architecture, at the same time will be the teaching material content and practice skills training into the teaching projects, improve the teaching quality and efficiency.

Thirdly, school-enterprise cooperative design studio was established to simulate the operation of the company. Students were not only employees of the simulation company, but also the subjects of visual communication design learning. As an enterprise designer, teachers manage the whole studio scientifically. Students need to complete the operation tasks assigned by the studio in the process of learning, use the regular rotation system to help students better adapt to the job requirements, and guide them to master relevant market information in the process of learning.

Fourth, the establishment of industry and education group entrepreneurial studio. Colleges and universities sign contracts with related enterprises to form a joint teaching body, establish entrepreneurial parks, and establish small companies mainly composed of teachers and students. Colleges and universities build a new r&d platform for public design service education by virtue of their own technology and talent advantages, closely link with the market, maximize the practical ability of students in visual communication design, and effectively develop their innovative thinking and entrepreneurial ability.

All in all, perfect the "integration of research and training" practice teaching system, the exploration and development of practice teaching based on real project, build a hatch system driven by innovation and integration of campus practice base, perfect the training research and integration of practical teaching system, let the students on campus, "learning by doing" "learning in training", "r" in training, "research to create and implement innovative undertaking the progressive teaching cycle of ecological environment, build a hatch system driven by innovation and implementation of classroom teaching practice, and practice platform for entrepreneurship and innovation entrepreneurship actualized.

#### 4. Solve Problems

Integrating the concept of innovation and entrepreneurship into the training target of visual design professionals, forming the training target of innovative entrepreneurial talents; According to the training objectives, innovation and entrepreneurship courses should be integrated into the professional curriculum system to form an organic combination of professional education and entrepreneurship education. Specifically, there are the following aspects:

(1) better solve the employment problem of college students

The employment problem of college students is the key of the reform of higher education mode, the social and economic development needs the cultivation of innovative talents, innovative consciousness and ability, to cultivate the comprehensive ability of college students, the employment pressure into innovation power, reduce the pressure on college students' employment, make visual design students more able to meet the requirements of society.

(2) to meet the social needs of innovative and entrepreneurial talents

The innovative results of visual design are deeply integrated with various fields of economy and society, forming a new form of economic and social development that is more in line with the visual experience infrastructure and innovative elements. Enterprises need to rely on visual experience to generate a variety of business model innovation, sustainable competitive advantage, which requires a large number of innovative visual design talents; The project explores and implements the cultivation of innovative and entrepreneurial talents of visual design, which is conducive to the social and economic transformation and meeting the needs of innovative talents under the national strategy of "mass entrepreneurship and innovation".

(3) building an innovative country

At present, China's economy is transforming from a made-in-china economy to a made-in-china economy, and its economic growth is shifting from "factor-driven" to "innovation-driven" economy, so as to enhance its international competitiveness through innovation and creation. The integration of innovation and entrepreneurship with visual design courses is conducive to colleges and universities serving the construction of an innovative country and giving full play to the function of cultivating talents in colleges and universities.

(4) effectively enhance the employability of college students majoring in visual design

The project focuses on innovation and entrepreneurship, promotes the innovation and practice of innovative and entrepreneurial talent training mode of visual design, strengthens the employment ability of college students, improves the quality of visual design talent training, and enhances the competitiveness of visual design college students in the society.

(5) effectively improve the teaching ability of visual design teachers

Through the implementation of this topic, teachers can participate in innovation and entrepreneurship by cultivating students of visual design, so that teachers can meet the needs of social development, walk in the forefront of social development, absorb cutting-edge technology, teaching and learning, so that their own teaching ability can be rapidly improved.

Therefore, this topic is conducive to deepening the reform of teaching mode and teaching practice system, exploring entrepreneurship education practice, and realizing the innovation of visual design talent training mode with the goal of innovation and entrepreneurship.

## 5. Meet Social Needs

Based on the investigation on the entrepreneurship of college students in visual design and the training courses and models for visual design professionals in universities, this project focuses on solving the following key problems:

(1) to meet the social needs of visual design talents

"Mass entrepreneurship and innovation" is a national strategy. Through innovation in the entrepreneurship and innovation mode of visual resources, it can promote the integrated development of the design industry and emerging industries, expand employment, improve people's livelihood, promote industrial upgrading and adapt the visual design major to social and economic development.

(2) to meet regional economic development

Design technology upgrading and innovation and entrepreneurship are the trend of The Times. "mass entrepreneurship and innovation" provides employment opportunities for college students. The cultivation of innovative and entrepreneurial talents for visual design majors meets the development needs of regional industrial transformation and upgrading and the needs of the national "mass entrepreneurship and innovation" strategy.

(3) in line with the objectives of university talent training

Colleges and universities are an important force in industrial transformation and upgrading of service areas. Colleges and universities focus on cultivating innovative and entrepreneurial talents in design, so as to consolidate the national economic foundation. This topic explores innovation-driven entrepreneurial talents in visual design and the goal of university construction.

(4) accord with the goal of the construction of visual design major

First of all, visual design is in line with the social needs and development trends of new media development. Visual design can better serve human beings and enterprises by improving human visual experience and promote regional economic development.

Secondly, through the innovation of talent training mode and practice training mode, the soft and hard conditions required for the completion of this project are provided.

Third, the research group has certain implementation experience and educational teaching research equipment, and successfully completed a number of scientific research tasks, all of which laid a foundation for the completion of this project.

(5) improve the entrepreneurship and innovation course system for students majoring in visual design, and expand employment for students majoring in visual design. To improve the professional ability of students majoring in visual design, to grasp the social needs, in order to better develop the visual design professional entrepreneurship and innovation education program.

(6) meeting the needs of regional economic development

Aiming at the cultivation of innovation and entrepreneurship of visual design talents, the course system of visual design specialty should be improved, the innovation and entrepreneurship ability should be improved, the real operation experiment and training platform should be set up, and real practical projects should be designed to realize the integration of "practice training, scientific research and innovation and entrepreneurship", so as to serve the development of regional economy.

## 6. Conclusion

Combined with the school training base, outside the enterprise research and development and service base, entrepreneurial innovation incubation park, such as resources, build the campus coaches organization composed of professional teachers, mentors, lead the students in actual combat training innovative visual design technology, make students to learn the real design technology, real innovation entrepreneurship, form innovation and entrepreneurship teaching cases for teaching demonstration, development of visual design case of actual combat training teaching.

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