

The Development of the Visual Communication Design Discipline in the Post-Print Era from the Perspective of Cultural and Creative Industries

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Abstract

With the continuous deepening of reform and opening-up, China's comprehensive national strength has been substantially enhanced, and concurrently, the cultural and creative industries have experienced rapid development. As a priority and core element in China's current economic development trajectory, the cultural and creative industries hold significant importance for advancing the prosperous development of the nation's political, economic, and cultural spheres. Consequently, the state has extended greater support to this sector through the promulgation of preferential policies, thereby fostering a favorable external environment for the growth of cultural and creative industries. The state has explicitly emphasized that in the process of promoting economic development, it must ground its efforts in the practical requirements of cultural industry development, prioritize the enhancement of China's international competitiveness, actively transcend conventional paradigms by leveraging high and new technologies to innovate cultural development models and philosophies, cultivate novel cultural business forms, and establish a comprehensive, all-encompassing cultural dissemination system.

Full Text

The Development of Visual Communication Design Discipline from the Perspective of Cultural and Creative Industries

Abstract: With the continuous deepening of reform and opening up, China's comprehensive national strength has greatly improved, and the cultural and creative industries have achieved rapid development. As a key focus in China's current economic development process, the cultural and creative industries are significant for promoting the prosperity of our country's politics, economy, and

culture. Consequently, the state has provided increased support for this industry by introducing preferential policies to create a favorable external environment for its development. The government has explicitly emphasized that in promoting economic development, it must base itself on the actual needs of cultural industry development, focus on enhancing China's international competitiveness, actively break through traditional high-tech innovation cultural development models and concepts, cultivate new cultural formats, and establish a comprehensive, all-encompassing cultural communication system.

Keywords: Cultural and Creative Industries; Visual Communication Design; Disciplinary Development

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1. Reform of Design Art Secondary Disciplines and Development Direction of Visual Communication Design

To effectively break through the constraints of China's economic development and achieve prosperity in political, cultural, and economic spheres, China has proposed numerous national strategies while actively fostering favorable industrial environments. However, even under such supportive conditions, the cultural and creative industries still face many challenges during their development. The cultural and creative industries aim to provide greater material and cultural enjoyment, genuinely satisfying human spiritual and cultural needs. Guided by creativity and innovation, they promote connections between different cultural industries and ensure effective cross-disciplinary development based on actual market conditions and the characteristics of art, science, culture, and economic development. As a sunrise industry with certain cultural connotations, emerging cultural sectors can truly strengthen effective cultural integration and give full play to the value of China's traditional culture. China's current traditional culture encompasses drama, dance, traditional design, architecture, sculpture, and painting, while actively expanding into new domains. At present, China's cultural and creative industries include gaming, entertainment, internet animation, and media and film—fields closely related to the existing cultural and creative industries. As an important area within these industries, visual communication design research must be effectively implemented in practice, combining application, practice, and innovative development. Therefore, the visual communication design discipline plays a crucial role in promoting cultural development.

1.1 Rapid Development of Art Design Majors

According to data released by authoritative departments in 2007, China had 742 universities, among which 400 had established art design majors, accounting for

53% of the total. Among existing undergraduate institutions, 1,400 had set up this major, and 1,230 had established animation majors. Apart from computer science, art design has become one of the most popular majors in Chinese higher education institutions, with the number of graduates ranking first in the world. The art design major has achieved rapid development and popularity in China.

1.2 Popularization of Art Design Concepts

When establishing design majors, Chinese universities have actively broken away from the negative impact of traditional discipline names by setting up secondary disciplines to clearly define arts and crafts research directions. Among 303 surveyed universities, only 37 adopted relatively traditional models, with less than 12% still using “decoration design” as the major name. These institutions have truly separated interior design disciplines from professional content, focusing on graphic design within visual communication design. Many universities exploring new disciplines have adopted different teaching concepts and models, with 25% of surveyed institutions showing increasingly diversified development directions and characteristics, and increasingly close connections between different disciplines.

Furthermore, survey results indicate that many universities have begun to develop new specialized design directions based on regional advantages and actual market development needs, truly ensuring that talent cultivation goals align with social demands. For example, Guangdong University of Business Studies focuses on toy and game design to cultivate high-quality visual communication design talents for society. Zhongyuan University of Technology has established an Image Art Design major, while China University of Geosciences offers Jewelry Design. These specialized direction settings with certain connotations can not only effectively promote discipline construction but also add vitality to the rapid development of different majors. The art design major demonstrates considerable flexibility, allowing institutions to formulate new development strategies based on actual needs of the times. Among surveyed institutions, 15 have established independent majors, including industrial design, photography, digital media art, and animation, achieving independence among various majors through effective design.

1.3 Rapid Development of Visual Communication Design Discipline

China Academy of Art established its visual communication design discipline in 1996, which has developed relatively complete theoretical frameworks over the years. Over the past decade, the discipline has gained widespread recognition from all sectors of society, with increasing popularity. Visual communication design plays an important role in industrial design and environmental design, with many students conducting marketing research and development based on the actual needs of visual communication design development. Currently, the discipline mainly includes four different directions: media photography for information sharing, advertising design for promotional communication, media

graphic design with creative design as the core, and web design supported by digital technology. Therefore, when positioning, planning, and laying out different disciplines, institutions must first focus on discipline construction to better promote long-term development and tap into the development potential of visual communication design disciplines.

2. Development Strategies for Visual Communication Design Discipline

2.1 Promoting Conceptual Transformation and Disciplinary Transition

The above analysis shows that although Chinese universities have actively established visual communication design disciplines, they have been unable to break through traditional development concepts in practice. Therefore, to truly create favorable external conditions for the development of visual communication design disciplines, Chinese universities must promote conceptual transformation and disciplinary transition. Based on the actual development requirements of application fields, they should break through the talent cultivation model of static media design and expression, and create new cultural communication models and industrial forms according to the actual needs of interactive design and related fields.

2.2 Achieving Comprehensive Interdisciplinary Research Development

During its long-term development, visual communication design has undergone effective changes and breakthroughs in its form and domain. Therefore, in practice, universities must combine disciplinary connotations and characteristics to actively strengthen cross-disciplinary integration and fusion. With comprehensive disciplinary research directions as the foundation and core, they should emphasize the unity of culture and communication, actively achieve all-round development between humanities and social sciences and technical sciences, and combine with industrial development in the visual design field. Through effective discipline construction and training, they should establish a good interactive discipline development model, give full play to the role and value of different disciplines, and ensure that the discipline can actively respond to different interest adjustments and impacts in the process of socialized development. Furthermore, teachers and students also need to continuously improve their personal comprehensive qualities and abilities. Only in this way can they truly adapt to the important social principle of “survival of the fittest” and lay a more solid intellectual foundation for the development of visual communication design disciplines.

2.3 Establishing a Composite Disciplinary Background Course Research Mechanism

Visual communication design is an emerging discipline. In its implementation process, it must combine the characteristics of visual language and give full play to the role and value of communication technology and production technology. Visual communication design has many differences from traditional majors. In the process of researching and analyzing this discipline, we must actively base ourselves on the actual needs of emerging field technologies and cultural form development, actively promote the sustainable development of visual cultural creative industries, establish and improve new industrial structures and models, and aim to build new visual communication design discipline fields and directions, thereby promoting the effective improvement and innovation of course research mechanisms under the background of composite disciplines.

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