

Research on the Path of Integrating Regional Culture Into the Ideological and Political Education of Visual Communication Design Curriculum From the Perspective of Core Literacy

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Supported by the 2018 scientific research project of colleges and universities in Inner Mongolia Autonomous Region “Research on the design of tourism cultural and creative products based on the cultural characteristics of grassland Silk Road” (Project No.: NJSY18171). 2018 Inner Mongolia Autonomous region educational science research “13th five-year plan” project “Research on the ways to cultivate the core literacy of ethnic minority students —Taking the art discipline as an example” (Project No.: 2018MGH026).

Received 1 December 2021; accepted 9 February 2022

Published online 26 March 2022

Abstract

Under the background of the full implementation of ideological and political courses in colleges and universities, exploring the coincidence point between the curriculum of visual communication design specialty and ideological and political education is the main direction of teaching reform of design specialty. Based on the infiltration and integration of regional culture, this paper discusses the effective way to realize the combination of visual communication design professional curriculum and ideological and political education. To achieve the goal of core literacy training, this paper makes an in-depth study from the perspectives of teaching content, teaching methods, teaching practice and teaching evaluation. The significance of the research is to realize the ideological and political teaching reform of the curriculum of visual communication design specialty through the three-phase integration of humanities, ideology and politics and core literacy, so as to promote the innovative development of design education and cultivate future design talents with humanistic literacy, scientific spirit, social responsibility and patriotism.

Key words: Regional culture; Visual communication design; Political and ideological curriculum; core literacy

Bu, X. W. (2022). Research on the Path of Integrating Regional Culture Into the Ideological and Political Education of Visual Communication Design Curriculum From the Perspective of Core Literacy. *Higher Education of Social Science*, 22(1), 47-51. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/12485> DOI: <http://dx.doi.org/10.3968/12485>

In 2014, the Ministry of Education issued *the Opinions on Comprehensively Deepening Curriculum reform and implementing the fundamental task of Building Morality and cultivating people*, which proposed that the Ministry of education would organize research on the necessary characters and key abilities that students should have to meet the needs of lifelong development and social development. In 2016, the core quality of Chinese students' development was released, which made it clear that students should have six qualities of “Humanistic Heritage, scientific spirit, learning, healthy life, responsibility and practical innovation”. Core literacy has been refined into 18 basic points, which are interrelated, promoted and supplemented, and play a role as a whole in different situations. In 2016, general secretary Xi Jinping points out at the National Colleges and universities ideological and political Conference: “The ideological and political work in colleges and universities is related to the fundamental problem of what kind of people colleges and universities cultivate, how to cultivate people and for whom to cultivate.

We should adhere to building morality and cultivating people as the central link, run the ideological and political work through the whole process of education and teaching, realize the whole process and all-round education, and strive to create a new situation in the development of China's higher education.”“Each course should keep a good canal and plant a good field of responsibility, so that all kinds of courses and ideological and political theory courses can go in the same direction and form a synergistic effect.”

The essence of ideological and political education is to build morality and cultivate people, which means that the specialty and ideological and political theory go hand in hand in the teaching of professional courses, and integrate the ideological and political theory, cultural tradition, value concept and spiritual pursuit into the curriculum, so as to have an impact on students' ideology and behavior, and help students form a correct outlook on life, values, national outlook of history and culture, so as to cultivate comprehensive talents with core literacy for the society. The ultimate goal of the proposal of core literacy and ideological and political education is to solve the problems of what kind of people our education should cultivate and how to cultivate them. They are consistent in goals. Core literacy is a talent training framework system that runs through the whole range of basic education to higher education. Ideological and political education is a comprehensive educational concept of educating all staff, the whole process and the whole curriculum. Both of them are three-dimensional and diversified in structure. Therefore, it is of great value and significance to study the course reform path of visual communication design in the dimensions of these two educational ideas.

1. THE SIGNIFICANCE OF INTEGRATING REGIONAL CULTURE INTO THE IDEOLOGICAL AND POLITICAL EDUCATION OF PROFESSIONAL TEACHING COURSES IN COLLEGES AND UNIVERSITIES

The main purpose is to organically combine knowledge teaching with value guidance in classroom teaching, integrate the concepts of humanistic spirit, social responsibility, patriotism and cultural self-confidence into the course content, and guide students to establish a correct outlook on life, world outlook and values. Carry out ideological and political education in combination with regional culture, comprehensively and systematically excavate, sort out and study regional cultural resources through purposeful teaching design, and integrate, infiltrate and inherit the excellent ideological content in regional culture into professional courses in combination with the specific course content and the actual situation of students, so as to realize its modern value. On the one hand, rich regional cultural resources provide rich teaching contents for classroom teaching, change the teaching effect of classroom and increase students' cultural accumulation. On the other hand, the recreation of regional culture in professional classroom also provides an opportunity for the re-development and utilization of regional culture. According to the development needs

of modern society and the aesthetic needs of modern people, the traditional regional culture has a new spiritual outlook in the process of innovation. The introduction of traditional regional culture into Ideological and political teaching in colleges and universities is another sublimation of traditional cultural form.

2. THE FEASIBILITY OF THE INTEGRATION OF HUMANITIES, IDEOLOGY AND POLITICS, LITERACY AND VISUAL COMMUNICATION DESIGN TEACHING

Culture is the concentrated embodiment of the way of thinking, values, living customs, code of conduct, art and technology inherited by a country or nation. It covers the history of the survival and development of an ethnic group and is the ideology of human interaction. In the era of knowledge economy with the development of science and technology, the inheritance and innovation of culture is the core driving force of a country's social development. Regional culture is a unique cultural tradition in a specific region. After long-term historical development, the cultures of different regions have formed different personality traits. It is an integral part of Chinese culture. Regional culture is also the basis of regional economic and social development and the driving force of economic development. Through the research on the formation and historical evolution of regional culture, fully exploring the excellent resources in regional culture and effectively developing and utilizing them are not only the effective measures to promote regional economic development, but also the main content resources of ideological and political education in colleges and universities. The inheritance and innovation of regional culture is not only a solid ideological foundation for realizing cultural power and cultural self-confidence, but also a cultural source for cultivating the core quality of talent training in colleges and universities. In the ideological and political reform of professional courses in colleges and universities, the infiltration and integration of regional culture is an effective way to realize professional courses and ideological and political education.

The key and core of ideological and political construction is to find the coincidence point between professional curriculum education and ideological and political education, and establish a generative internal coincidence relationship in a way of seamless connection and organic integration. The "humanistic quality" in the core quality is an important element that can be excavated in the course of ideological and political education. In the ideological and political construction of the course of visual communication

design, the integration of regional culture has strong operability. It presents the characteristics of openness, inclusiveness, compatibility and accumulation of Chinese traditional culture from the perspectives of history, humanities, economy, ecology, values, ways of thinking and living customs. To achieve the goal of core literacy training, this paper explores the teaching reform path of ideological and political education of visual communication design specialty from the perspectives of teaching content, teaching methods, teaching practice and teaching evaluation.

3. CHARACTERISTICS OF VISUAL COMMUNICATION DESIGN SPECIALTY AND TRAINING OBJECTIVES OF TALENTS' CORE LITERACY

Visual communication design refers to a process that takes a certain purpose as the guide, conveys some specific information to the conveyed object through the visual art form, and has an impact on the conveyed object. It is a kind of design activity that uses modern design concept and visual way to complete information communication. It is to realize the final communication effect of specific information through visual imagination, planning, processing and expression. In the era of digital intelligence, the major of visual communication design focuses on cultivating innovative and applied talents. In order to meet the needs of the market, the research direction of visual communication design is transformed from traditional two-dimensional to multi-dimensional. The communication media are transformed from paper media to digital media, and the design content is transformed from static to dynamic. Through the deepening of teaching reform, this form of transformation has gradually penetrated into the setting of core courses. The rise of digital technology has increased the convenience and interaction of visual information transmission, enriched the means and forms of visual communication, and expanded the visual space and visual efficiency through the diversification of media. From the perspective of visual communication design, the design and production is more convenient and efficient. At the same time, it adapts to the digital media environment. The integration with new media is also the main development direction of visual communication design in the future.

Under this background, new ideas are put forward for the training goal of visual communication design professionals. In this era, new challenges have been posed to the training goals of visual communication design major courses, and the combination of traditional visual communication curriculum system and new

media technology has become a specific problem facing curriculum reform. Integrating ideology and politics into visual communication design major courses, relying on modern design education concept, integrating regional culture and national characteristics, cultivating interdisciplinary design talents with innovative design ability, international vision, cross-media, culture and high skills, is the main purpose of professional ideology and politics construction. Driven by intelligent technology and the trend of multi-disciplinary integration, the major of visual communication design has a new focus on its training objectives.

First, based on the cultural background and scientific spirit quality, cultivate the innovation ability of combining traditional culture with professional skills.

Humanistic quality is one of the essential qualities of designers. Design activities solve practical problems through science and technology, and the essence of design is a way of creation extended by caring for human needs. It is the development trend of modern design to discuss the relationship between man and man, man and thing, man and environment in design. With the rapid development of modern science and technology, the traditional models of various industries are gradually being replaced, which leads to great changes in the social demand for talents.

Second, based on learning, healthy life literacy, cultivate the creative ability of interdisciplinary communication and cooperation.

The fundamental task of design is to solve problems, so as to promote a healthier and civilized lifestyle. Future design, on the one hand, relies on the level of science and technology to develop toward intelligence and science, and on the other hand, attaches more importance to the expression of humanization and emotion from the perspective of humanities. These two aspects show a mutually reinforcing and promoting relationship. The inspiration for design education is to pay attention to the cultivation of students' new media awareness, cross-border cooperation ability and interdisciplinary innovation and creativity ability.

Third, based on responsibility, practice and innovation quality, cultivate cross-platform design and innovative production ability.

In the era of all media and intelligent technology, the digital process of visual communication is accelerating, and different communication platforms and media pose new challenges to visual communication design. In the future, intelligent and cross-platform communication will be the mainstream direction. It is one of the main directions of the teaching reform of visual communication design major in colleges and universities to cultivate students' cross-media and cross-culture practical innovation and technical production ability.

4. THE PATH OF INTEGRATING REGIONAL CULTURE INTO THE IDEOLOGICAL AND POLITICAL COURSE OF VISUAL COMMUNICATION DESIGN FROM THE PERSPECTIVE OF CORE LITERACY

4.1 Integration and reconstruction of teaching content

The ideological and political courses of visual communication design should give full play to the characteristics of design major, unify the goals of innovative thinking, humanistic feelings and solving practical problems of design major with the ideological and political teaching goals, and study the logic and compatibility between the major and ideological and political education.

Through cross major and interdisciplinary integration, with regional colleges and universities located in history, cultural, economic, geographical and other related content, conduct a comprehensive in-depth investigation and study, combine the value of regional cultural resources into curriculum design, optimize the teaching content, make originally the teaching of the single phase professor knowledge and technology into a more focused on ideology and culture into “cultural education”, to realize the synchronous improvement of visual communication design professional skills and cultural aesthetics, such as using of regional culture of historic sites, cultural relics, museums, documents and other resources, in the visual communication design classroom teaching from the theory explanation to the operation practice, the history and the humanities, geography and customs of different angles, such as cultural concepts, through the historical context of carding, intuitive graphic display, viewing experience personally merged into the field of curriculum content.

In order to enhance students’ understanding of traditional regional culture, set up students’ cultural confidence and correct socialist core values, and give full play to the educational function of curriculum ideology and politics. From the perspective of social demand for professional education, special topics related to regional culture can also be set up in the curriculum, and topics such as local ecological civilization construction and intangible cultural heritage protection can be integrated into the practical teaching and scientific research of visual communication design. Special topics are designed for specific issues such as ecological environment protection and intangible cultural heritage protection, inheritance and innovation, so as to strengthen students’ sense of social responsibility and national identity, and awaken students’ feelings of family and country.

4.2 Guidance and Penetration of Teaching Methods

Ideological and political education is a systematic system, which needs to design and plan ideological and political education system based on different courses, disciplines, sections, majors and objects. The ideological and political reform of the curriculum of visual communication design should break the traditional explanation of basic design knowledge and methods and principles, and take scientific theoretical system as the guidance to explore and practice in the interdisciplinary. In the process of curriculum education reform of explaining curriculum professional knowledge and practical skills training as the breakthrough point, excavate ideological points and improve students’ practical ability, lead the values, history, world view of shape through thorough analysis of outstanding case behind the profound historical and cultural background, the formation process of design, and the value of contemporary economic and cultural development Under the guidance of scientific theories, students can learn scientific research methods and have the ability to think independently and solve problems.

In the integration of regional culture and curriculum ideology and politics, a variety of teaching methods can be adopted, such as student-led team teaching, project teaching and special topic teaching of regional culture. The diversification of teaching methods explore through the deep understanding of local culture and its resources, for example, through field investigation, experts, scholars, lectures, special exhibition, etc. To understand the local culture, and applied to the visual communication design seminar, foundation courses and professional courses can set different types of special regional culture docking, such as Liao Dynasty cultural relics, Grassland Silk Road, rural construction, etc., but also through excellent thematic design works to promote regional cultural transmission and regional economic development.

4.3 Depth and Expansion of Teaching Practice

Design practice is an important teaching content of visual communication design major. In traditional classes, students can simulate project planning and design through practice teaching by combining case explanation and homework practice. Regional culture-oriented teaching reform programs can introduce practical enterprise projects into the classroom, mobilize students’ enthusiasm and autonomy through task-driven, and improve their ability to explore knowledge and solve practical problems. Students can develop professional skills by identifying, analyzing and solving problems in practical projects. Therefore, regional culture is integrated into practice teaching, project-oriented cooperation, so that students can learn the ability to solve practical problems in social practice, effectively combine theory with practice, and integrate ideological and political education into practice

courses. Students can also enhance their sense of social responsibility and self-value cognition. For example, we cooperate with local governments or enterprises to establish practical teaching bases with regional characteristics, or cultural and creative industrial parks, and organize regular teaching practice activities through cooperation inside and outside the school or rely on the local museums, memorial halls, historical sites and other places of cultural, or cities, rural community, the community type place such as modern enterprise, to carry out the practice teaching activities, schools, government and enterprise tripartite cooperation makes practical curriculum system and lets the student improve their professional knowledge in the project actual combat skills, strengthen the consciousness of social services, have a deeper understanding of the cultural value and design application value in the design project, and train the craftsman spirit and professional quality of students.

4.4 Diversity and equality of teaching evaluation

The teaching evaluation system is based on quantitative data to test the teaching results. The traditional course teaching evaluation system mainly tests students' mastery of knowledge and skills through fixed technical indicators. The evaluation is more result-oriented and cannot monitor and evaluate students' learning process well. Education in the teaching reform of the course, the evaluation system more in-depth content requirements promotes students' participation in the process of teaching and equality through the observation records of students autonomous learning in the theoretical study and practical project learning ability, communication skills, team cooperation ability to test students completion of core literacy. Such assessment mechanism pays more attention to the assessment of the education process. When students master knowledge and skills, it plays a positive role in promoting the cultivation of communication, cooperation and innovation quality in learning and practice, as well as the cultivation of correct values.

CONCLUSION

From the analysis and discussion of humanities, ideological and political, and core literacy, this paper

explores the inherent relevance of the three, and discusses the feasibility of applying them to the ideological and political teaching design of visual communication design courses, so as to study and explore the practical approach of integrating regional culture into the ideological and political teaching reform of courses. In this paper, we discuss the teaching content, teaching method, teaching practice and teaching evaluation, and provide some ideas for the exploration of ideological and political teaching scheme in designing professional courses in colleges and universities. Through the guidance of professional teaching course education and to develop students' literacy for core as the goal, with regional culture as the breakthrough point, promote the development of design education innovation, foster a humanity accomplishment and scientific spirit, social responsibility, the future of patriotism design talents, realize the inheritance of Chinese traditional cultural spirit, to revive traditional Chinese spirit, the revitalization of China's future vision of design.

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