

Talking about the valuable project accomplished perfectly of the reform of the packaging design curriculum from the perspective of the collaborative education

Liu Xiaoyu, Hao Xiaohua

Guangzhou College of Technology and Business, Guangdong, Guangzhou, China

Keywords: Collaborative education; Packaging design; Curriculum reform; Valuable project accomplished perfectly

Abstract: The packaging design curriculum was the core curriculum of the visual communication design major. The curriculum knowledge included the choice of the packaging materials, the container structure, the packaging method, and the transmission of the visual language and also included the printing process, molding process, the consumer psychology, the human engineering and other aspects of knowledge, which was a curriculum with the strong comprehensiveness and practicality. In order to improve the comprehensive quality of the teacher troop, cultivate students' practical creative ability and the market analysis, Guangzhou College of Technology and Business and Guangzhou Mingdong Education Consulting Co., Ltd. cooperated with each other as the school and enterprise to jointly educate the students, developed the packaging design curriculum together, so that the students could accomplish the valuable project perfectly in the curriculum and the practical and innovative talents could be cultivated to realize the integration of the production and the education, and achieve a win-win situation between schools and enterprises.

1. Introduction

Guangzhou College of Technology and Business was based on the theory on school management of “quality based, student oriented, outstanding characteristics, and advocating innovation”, attached importance to the school-enterprise cooperation in educating people, encouraged the exploration of targeted and feasible collaborative education models, and improved the cultivation quality of applied talents. The well-known digital entertainment professional talent education brand under Guangzhou Mingdong Education Consulting Co., Ltd. (hereinafter referred to as “Ming animation”)--Ming animation, focused on the cultivation of R&D talents and IP incubation in the professional animation field, continuously cultivated talents that met the market needs, and developed the online live classes - “Get Animation or Get Going” and “Book Class NOW”. Since Guangzhou College of Technology and Business signed school-enterprise cooperation with Ming animation for two years, it opened an “order class” to regularly open an off-campus training base for the internal students. In the reform of the packaging design curriculum, the production and education were integrated between the school and the enterprise, and the valuable project was accomplished perfectly to realize the school-enterprise cooperation and the collaborative education.

2. It was the direction of the reform of the packaging design curriculum for the collaborative education and valuable project accomplished perfectly

The packaging design was a key curriculum of the visual communication major, which aimed to cultivate the packaging designers with the comprehensive practical ability. In addition to the basic theoretical study and the multimedia case appreciation, the market field research, the packaging production and the marketing environment applications, etc. should also be added to the curriculum design. For the school, cooperative education with the enterprise, open the valuable project curriculum together, build a high-quality applied-type teacher troop, could create an application-oriented and targeted curriculum system, the students' practical ability and their ability to solve practical problems in the commercial market should be cultivated in the practical curriculum in experiments, training, internships, and the curriculum design, etc.; For the enterprise,

guided by the spirit of the collaborative education, the teacher troop was formed by the coalition of college and enterprise, opened the training subject for the students and carried out the training subject guide. Through the design performance of the student's valuable project innovation training, the enterprise absorbed more future and practical talents with fresh energy and the innovative thinking, which had the practical significance for the development and the promotion of competitiveness of the enterprise.

3. The “valuable project” of the curriculum was developed by the coalition of college and enterprise

The so-called “valuable project” meant the project with practical application value developed according to the demand of the market, industry, and enterprise. The project acceptance criteria were taken as the curriculum inspection standard in the curriculum, and the valuable project was accomplished perfectly.

3.1 The teacher troop with the practice quality was built by the coalition of college and enterprise

The teachers who had certain practical qualities were required to tutor students to accomplish the valuable project perfectly. It was one of the effective ways to build the teacher troop by the coalition of college and enterprise. The enterprise experts taught and guided the full-time teachers in the school through micro-courses, MOOCs and live online teaching. The two sides participated in the curriculum design, teaching and the practical project design. The enterprise elites gave special lectures to the college many times to bring fresh information and the industry trend to the students, and went into the classroom many times to explain the essentials of the hand writing and the application principles of the hand-drawn illustration in the packaging design.

3.2 The student’s practical experience in the enterprise was increased by the off-campus bases

It was an effective way to increase the students’ practical experience in the enterprises to build an off-campus training base to allow students to accomplish the valuable project perfectly in the real work situations. The practical talents were cultivated through a combination of the art and the technology, the design and the production, the classroom and the enterprise, and the school and the enterprise. According to the enterprise management model and the mechanism of division, the work scene in the enterprise was simulated, and the enterprise achievement evaluation system was added to allow the students to accomplish the project perfectly in practice.

3.3 Projects entered the school to develop students' comprehensive practical ability

The school was regarded as the packaging design undertaker, and the hand-painted design project of the Ming animation enterprise was introduced, and the teaching was driven by the project, which was a direct means to cultivate students' comprehensive practical ability. In the packaging design teaching, the hand-painted illustration was applied to the packaging visual design and the display design effect, and the real project was regarded as the core of the teaching and learning. The school and enterprise cooperated with each other, the group was divided and win-win was achieved by the cooperation. In the specific project teaching, the application of the hand-painted illustrations in the packaging design was the main line, the packaging design and planning for the enterprise which combined the art and technology, integrated the business and culture, and met the need of the modern market and the innovative aesthetic.

4. “Perfect accomplishment” in the packaging design curriculum

It was a new direction for the packaging design curriculum to cultivate the innovative and practical versatile talents who met the needs of the market and the industry by accomplishing the valuable project perfectly, implementing the enterprise management system into the classroom, integrating the enterprise training content and applying the hand-drawn illustrations to the

curriculum flexibly. In 2017, Guangzhou College of Technology and Business cooperated with the Ming animation to sign a school-enterprise cooperation agreement based on the principle of complementary advantages, resource sharing and common development, carried out the order training, and set up an “order class” in the school and accomplished the valuable project perfectly.

4.1 Establish a project division mechanism to simulate the work scene of the enterprise

In the design enterprise, the complete design process included the planning, creativity, and execution. By accomplishing the valuable project perfectly, the students could be deeply involved in the complete process of the packaging design. In the curriculum study, the work scene of the enterprise was simulated and the design project was undertaken in groups. The project leaders and the group members in the group undertook different design contents, such as the research, market analysis, design, pre-production output, packaging and the sample making and other process links, to complete the design, research and develop of the project collaboratively. Enterprise experts regularly shared the design experience, evaluated the student’s design, and selected the excellent projects, which could greatly arouse the enthusiasm of the students.

4.2 The enterprise’s training content was integrated and the hand-painted illustration was applied flexibly

Ming animation focused on the cultivation of talents in the direction of CG digital entertainment and business illustrations. The hand-painted illustrations had the function of conveying the aesthetic feelings of commercial products and satisfying people's psychological needs in the modern packaging design. The application of the training content of Ming animation hand-painted illustrations in the curriculum reform of the packaging design could greatly enhance the design thinking of students and increase the innovative performance space of students in the packaging design.

5. Display and application of education results

From the perspective of the collaborative education, combination of science and education, the curriculum reform of the packaging design was carried out. After the hand-painted illustrations were innovated and applied in the packaging design project for one semester, the remarkable results were achieved.

5.1 The curriculum achievements were exhibited and the school-enterprise docking platform was built

The packaging design curriculum covered a wide range of content and had strong practicality. The achievement exhibition was held at the end of the curriculum to test the effect of valuable project accomplished perfectly. In 2019, the department and Ming animation developed the project of “Village Revitalization, Cultural and Creative Industries in Wisdom”, with the theme of the rural revitalization as a practical teaching project. The teachers and students were very interested and devoted to the creation. After the curriculum, the results exhibition was held. Through the curriculum, the students fully studied the creation methods of the illustrations and practiced the application and innovative ideas of the illustrations in the packaging of the cultural and creative products. Through the results exhibition, the school-enterprise docking platform was built, and the enterprises were invited to the school to serve as judges to make the students gain a lot again.



Figure 1: The achievement exhibition of the packaging design curriculum--Li Xiaosi majoring in the visual communication design in 2016



Figure 2: The achievement exhibition of the packaging design curriculum--Li Jiayi majoring in the visual communication design in 2016

5.2 Off-campus design competition to expand the creative thinking

The packaging creative design competition in China was the only competition which was

stamped with “China Packaging Federation” by the China Packaging Federation. This competition is an authoritative competition in the Chinese packaging industry, and it is also a high-profile professional competition in the current Chinese education industry. It could help test the students’ design level to apply the competition topic to the packaging design curriculum and participate the competition instead of training to make them understand the current packaging design trends.

5.3 Adopted by the enterprise to generate benefits

In addition to completing the teaching tasks, the practice results of the curriculum were to transform the design into the enterprise productivity, which was the ultimate goal of the collaborative education. Through the reform of the packaging design curriculum, the introduction of the project into the school, the promotion of the teaching by the competition and the perfect accomplishment of the valuable project, the design concept of the students was implemented according to the needs of the enterprise, and the result was adopted by the enterprise to produce benefits. For example, the illustration work “Good Night” made by the teacher and the student was adopted by the wine packaging design sponsored by “Bi Cui Yuan” (a real estate brand). This work expressed that the girl was with flagging interest after her wine-tasting in the form of the art illustration, which got approval from the customer.

6. Conclusion

In the current curriculum system of the packaging design, it was the focus of the curriculum reform on how to meet the academic and social needs. The school-enterprise cooperation, the collaborative education and allowing the students to accomplish the valuable project perfectly in the curriculum could implement the students’ design to arouse the students’ enthusiasm for learning, which could provide enterprises with multiple programs, solve design lacks, and reserve the innovative and compound practical talents for the enterprises and society.

Acknowledgement

The fund project: The collaborative education project of the industry-academy cooperation of the education department of Guangzhou Mingdong Education Consulting Co., Ltd. in 2018, Project No.: 201801187025.

References

- [1] Li Ting, “Curriculum project-based teaching design of ‘packaging structure design’ in higher vocational colleges”, *Innovation in Mechanical and Electrical Education*, April 2019
- [2] Liu Huadi, “Study on the education curriculum and teaching development of the Chinese graphic design in the new era”, PhD paper of Nanjing Art College, May 2016
- [3] Ma Kun, Han Shiyuan, Zhou Jin, Dong Guwen, Yang Bo, “Results-oriented multi-win, school-enterprise collaborative innovation and entrepreneurship practice methods and curriculum system construction”, *Computer Education*, July 2019
- [4] Zhou Xiao, Luo Yinan, “Application of the project-driven method in the packaging design teaching”, *Art Science and Technology*, 2019