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## Towards Good Practices in Visual Communication Design at Universities in Guangdong

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Zhou Qiao <sup>1,2</sup>, Mohd Mustafa Bin Mohd Ghazali <sup>1</sup>

<sup>1</sup> Faculty of Creative Industries, City University Malaysia, 46100 Petaling Jaya, Selangor, Malaysia.

<sup>2</sup> Guangdong Preschool Normal College in Maoming, 525000 Maoming, Guangdong, China

**Abstract:** *In recent years, there has been a growing emphasis on satisfying people's spiritual needs and catering to their evolving demands for visual experiences, driven by improved living standards. To meet these changing societal needs, many universities have established art and design programs to cultivate more design talents. A specialized field that has emerged within this context is visual communication design. This article aims to address the existing issues in the instruction of visual communication design in higher education institutions and explore new teaching approaches. Additionally, it seeks to discuss strategies for educational reform in this field, with the objective of nurturing a greater number of high-quality professionals. By incorporating qualitative and quantitative research methods, this exploration endeavors to meet the demands of society for professionals in visual communication design and contribute to the industry's development.*

**Keywords:** *universities in Guangdong Province; visual communication; Practice direction*

### 1. Introduction

With the rise of the information technology revolution, human society has witnessed tremendous multidisciplinary development and transformation. Traditional practices are facing significant changes, and information technology has brought new opportunities and challenges to the industry. In terms of talent cultivation, close integration with the industry is crucial for addressing the development issues within the field. Visual communication is a method of conveying and disseminating information to the outside world through planned design. As times have progressed, the means of visual communication have surpassed singular information transmission channels. It is no longer limited to the realm of graphic design but has gradually expanded into dynamic and interdisciplinary domains, extending from two-dimensional to three-dimensional formats, and venturing into the realm of multimedia to achieve the conveyance of virtual information. Present-day visual communication design exhibits a greater variety of expressive content. This poses new requirements for the definition and forms of design, making it necessary to reform talent cultivation models. In the reformation of talent cultivation models, attention needs to be given to the industry's

new demands and trends. Cultivating students' abilities in innovative thinking, multimedia design skills, and interdisciplinary collaboration is of paramount importance. Additionally, emphasis on practical training is crucial, providing students with practical opportunities closely aligned with the industry to cultivate their problem-solving abilities. It is also necessary to incorporate advanced educational technology and resources to create a more interactive and experiential learning environment.

## **2. Research background**

Industrial education of research on the study of good practices in visual communication programs in Guangdong universities are an important subjects in the current societal context. In recent years, as people's living standards have improved, there has been an increasing demand for satisfaction on the spiritual level, and visual communication has received more attention as a means of information transmission and expression. As a discipline, visual communication encompasses a wide range of fields and applications. It goes beyond advertising and publicity, extending into areas such as packaging design, brand image shaping, and media communication. Visual communication plays a significant role in society by helping businesses shape unique brand images and enhancing their market competitiveness [1]. It also improves the effectiveness of product and service communication, captures the attention of target audiences, and facilitates cultural and artistic exchange and expression, thereby driving social progress.

Firstly, researching good practices in visual communication programs helps understand the current development status of these programs in Guangdong universities. Through surveys and analysis, information on program offerings, curriculum content, teaching resources, and other aspects can be obtained, providing foundational data and reference for further improvement. Secondly, researching good practices enables the identification of issues within visual communication education and the proposal of corresponding improvement strategies. For instance, exploring areas such as teaching methods, faculty composition, and practical components can enhance students' design and practical abilities, fostering professionals with innovative thinking and problem-solving skills. Additionally, researching good practices promotes closer integration between visual communication programs in Guangdong universities and the industry[2]. Collaboration with the industry, practical projects, and similar approaches expose students to real industry demands and challenges, cultivating their ability to adapt to industry developments. Industry collaborations also facilitate knowledge and experience exchange, driving innovation and development in the field of visual communication. Lastly, researching good practices provides valuable guidance and reference for the development of visual communication programs in Guangdong universities. By summarizing and sharing successful experiences and case studies, it offers insights and benchmarks for other universities. This contributes to the overall elevation of the visual communication industry in the Guangdong region and the

cultivation of more outstanding professionals. In the process of researching good practices, attention should also be given to the influence of emerging technologies and trends on the visual communication field. With the rapid advancement of digitization and virtual reality technologies, the means and media of visual communication are undergoing revolutionary changes [3]. Universities should actively keep up with and integrate these new technologies and trends, providing students with education and training that are in line with the times, enabling them to adapt flexibly to industry changes and challenges.

### **3. Problems existing in visual communication education in Guangdong colleges and universities**

#### **3.1 Students' visual design skills are low**

The rapid development of digital technology has led to the ever-changing nature of visual communication methods. Traditional graphic design is gradually evolving into forms such as multimedia design, interactive design, and virtual reality, demanding a shift in visual communication from static two-dimensional design to dynamic three-dimensional and cross-media design. This places higher demands on the learning and practice of traditional visual communication, requiring constant adaptation to the development of new technologies and learning their applications. With the prevalence of social media and mobile devices, as well as the problem of information overload, people have diversified and accelerated their ways of accessing information. In this environment of information saturation, visual communication needs to stand out amidst the flood of information. The challenge lies in conveying clear, concise, and attractive information within limited time and space. Furthermore, technological changes have also sparked a series of copyright and ethical issues [4]. The convenience and replicability of digital technology have made information theft and infringement easier, posing challenges to the originality and rights protection of visual communication works.

#### **3.2 Students are weak in cross-cultural visual communication**

In a diverse society, audiences vary in terms of their backgrounds, interests, values, and cultural habits. This implies that visual communication must be able to adapt to different viewers and convey clear messages. For instance, when designing advertisements, consideration needs to be given to how individuals of different ages, genders, races, and cultural backgrounds perceive colors, shapes, and images differently. This may require in-depth research and investigation to ensure that visual elements have a positive impact on diverse audiences. Moreover, different cultures possess distinct symbols, meanings, and connotations, which can influence the effectiveness of visual communication. For example, certain colors may carry positive meanings in one culture while bearing negative associations in another. Therefore, when engaging in cross-cultural visual communication, it is necessary to understand and adhere to the

guidelines and sensitivities of different cultures. This may involve seeking the assistance of cultural experts or conducting thorough research to ensure that the designed visual elements are not misinterpreted or offensive to any specific cultural group. Additionally, visual communication relies primarily on non-verbal elements such as images, icons, and symbols to convey information [5]. However, for audiences unfamiliar with the meanings of these non-verbal elements, comprehension and interpretation can become challenging. This is particularly significant in international markets or multilingual societies. Therefore, when designing visual communication, considerations should be given to multilingual scenarios, and efforts should be made to incorporate universal symbols and images to ensure information transmission can overcome language barriers.

### 3.3 Weak creative thinking

Some visual communication practitioners lack unique and innovative design concepts, possibly relying too heavily on traditional design paradigms and patterns, and lacking the courage and creativity to break through traditional boundaries. This results in design works that lack novelty and attractiveness, making it difficult to stand out in a highly competitive market. Creative thinking requires a willingness to experiment and accept failure, but some visual communication practitioners may choose conservative and safe design approaches due to concerns about taking responsibility or a reluctance to take risks [6]. They may tend to rely on design elements and techniques that have already been proven effective, rather than being willing to explore new ideas and concepts, thus limiting their ability to unleash creativity in the field of visual communication. At the same time, external constraints and pressures, such as client demands for specific requirements and templates, limit the freedom and creative expression of designers. Time and budget constraints may also prevent practitioners from fully exercising their creative thinking as they need to complete tasks within limited time frames and adapt to clients' budgets. However, some visual communication practitioners may lack opportunities to cultivate creative thinking, such as limited access to resources for attending relevant training and workshops, or a lack of platforms for interacting and collaborating with other creative individuals [7].

Based on the above research questions, the research objective of this study is to improve the visual design skills of students and teachers; Cultivate students' ability of cross-cultural visual communication; Improve students' creative thinking ability.

## 4. Methodology

This study adopts the qualitative research method of case study. Four universities in Guangdong are selected as research objects, which have certain popularity and influence in visual communication. Through literature review and field investigation, case data related to visual communication majors in universities were collected. This data can include information on curriculum, teaching methods, practical opportunities,

faculty, etc. At the same time, students' and teachers' evaluations and opinions on educational models and practices can also be collected.

**Data analysis:** Organize and analyze the collected case data. By comparing the differences and common points among different universities, the advantages and disadvantages of visual communication major in each university are found out.

**Extract key factors:** Through the analysis of case data, extract the key factors affecting the development of visual communication in universities in Guangdong. These factors can involve various aspects such as education mode, curriculum setting, practical opportunities, teachers and so on.

**Case comparison and contrastive analysis:** Compare and contrastive analysis of cases from different universities to identify best practices and successful experiences. Through the analysis of these cases, we can understand the advantages and innovations of different universities in the development of visual communication.

**Put forward improvement strategies:** According to the research results, put forward improvement strategies for the visual communication major in Guangdong universities. These strategies can include suggestions for optimizing curriculum, improving teaching methods, increasing practical opportunities, and improving teachers.

**Result verification and promotion:** The proposed improvement strategy will be verified in actual educational practice, and adjustments and improvements will be made according to the feedback results. At the same time, the research results and improvement strategies will be promoted to other universities and related industries through academic papers and seminars, so as to promote the overall development of visual communication in Guangdong.

## **5. Case study on the teaching practice path of visual communication in Guangdong universities**

This study uses the method of case study to investigate the universities that have

successfully implemented visual communication in detail.

Table 2 This study chooses four universities as the case study

NAME OF UNIVERSITY	The reason for choosing it
1.GuangZhou Academy Fine Arts	It is one of the eight major art academies in China. It is the only higher art institution in southern China approved by the Ministry of education.Bing Dwen Dwen design team is from the university.
2.Shenzhen University	It is located in Shenzhen, which has the capital of art. It is an early institution in China that has established disciplines related to art and design. The major of VC aims to establish a scientific and systematic curriculum system according to the characteristics of art design, and cultivate VC professionals with innovative thinking and entrepreneurial skills.
3.South China Normal University	It is one of the best normal universities in Guangdong. The major of visual communication has established cooperative relations with relevant colleges and universities in foreign countries, Hong Kong, Macao and Taiwan, and evaluated and adjusted the current curriculum design, so as to broaden the horizons of teachers and students and adapt to the development trend of international related disciplines.
4.South China Agricultural University	It has set up student innovation studios and tutor studios, and has established cooperation with many enterprises to become an off campus teaching practice base.

First of all, by observing and analyzing the curriculum and syllabus of the major, we can understand the content related to social issues and cultural values that students are exposed to in the course. As for the teaching methods of the course, through observation and student interviews, we can understand how students participate in social research and cultural observation activities, and how they use visual language and symbols to express social consciousness and values. Secondly, the development of students' creative thinking ability can be understood through the presentation and evaluation of students' portfolios, as well as the investigation of internship reports and competition awards. The performance of observation, imagination and critical thinking in students' work can be observed and assessed, as well as their participation in international design competitions and exhibitions. Then, through student questionnaire survey and interview, we can understand students' feelings and evaluation of teaching evaluation system. It is possible to understand students' acceptance of diverse assessment methods and their views on practice-oriented teaching and teamwork development. Finally, observations

and interviews of the major's work with industry partners can provide insight into opportunities and experiences for students to participate in internships and work practices. Students can learn about their performance and problem-solving skills in real projects, as well as how they interact and collaborate with industry experts and designers. Through the collection and analysis of these data and information, it can be concluded that the visual communication major in Guangdong colleges and universities can cultivate students' social consciousness, critical thinking ability, creative thinking ability and digital and information-based teaching.

### 5.1 Enhance visual design skills for students and faculty members

In the case study, a total of 14 people were interviewed about how to improve the visual design skills of students and teachers. Among them, there are 11 people engaged in professional design.

12 people believe that a comprehensive curriculum should be established that includes the fundamental theory of visual communication and practical skills such as color theory, layout design, and graphic design. Through systematic teaching, students and teachers can gradually master all aspects of design skills and apply them to real-world projects. These courses should emphasize the combination of theory and practice, allowing students to deepen their understanding and application of knowledge through practical hands-on experience.

11 people believe that Guangdong University should work with companies to provide practical training programs and internships so that students and faculty can participate in real design projects. Practical experience enables them to apply what they have learned to real life situations, enhancing their practical ability and problem-solving ability. In addition, design competitions and exhibitions are organized to encourage students and teachers to showcase their work and creativity. Such activities can stimulate their creativity, improve their design skills, and promote peer-to-peer communication and learning [8].

7 people believe that it is essential to establish an enabling learning environment and provide resources to support it. Universities in Guangdong can set up design laboratories and studios, equipped with advanced design software and equipment, to create a good learning and practice environment for students and teachers. In addition, it would be beneficial to establish an art library and digital resource library with a wealth of design books, journals, and online resources for reference and study. Inviting professional designers and industry experts to campus for lectures and seminars will also broaden their horizons.

8 people believe that Guangdong University can organize team projects and design workshops, allowing students and faculty to collaborate on design tasks. Such cooperation promotes teamwork and innovative thinking, and cultivates their ability to leverage their individual strengths in a collective environment. In addition, the school can organize design lectures, seminars and exhibitions, invite well-known designers and scholars to campus exchanges and speeches, motivate students and teachers, and

broaden their design horizons.

## 5.2 Cultivate the ability of cross-cultural visual communication

Guangdong universities emphasize students' understanding and appreciation of different cultural backgrounds. Students actively participate in various cross-cultural exchange activities, such as international exchange programs and cultural exhibitions, to cultivate their cultural sensitivity and intercultural communication skills through firsthand experiences and interactions with diverse cultures. They learn to analyze and interpret different cultural symbols, meanings, and representations, enabling them to accurately express and convey cultural information in visual communication works. Guangdong universities encourage students to engage in practical projects that provide opportunities for them to apply their acquired knowledge to real-world scenarios. Students can participate in practical internships within the cultural and creative industries, such as advertising design and brand planning, collaborating with domestic and international clients and teams to understand diverse cultural needs and audience psychology, thereby cultivating their cross-cultural design abilities. Participation in such practical projects not only enhances students' skill levels but also nurtures their teamwork spirit and project management capabilities[9].

Furthermore, Guangdong universities also emphasize students' awareness and critical thinking regarding contemporary social issues. Students engage in social research and cultural observation activities to gain in-depth understanding of societal phenomena and cultural transformations, enabling them to convey information about social issues and cultural values in visual communication works. They learn how to use visual language and symbols to communicate social awareness and values, stimulating audience reflection and resonance. Additionally, students are encouraged to participate in international design competitions and exhibitions, providing platforms for showcasing and exchanging ideas. Students have the opportunity to interact and collaborate with designers from different countries and regions, broadening their perspectives and modes of thinking. Participation in international design competitions and exhibitions allows students to understand global design trends and innovative thinking within different cultural contexts, enhancing their international competitiveness and creative abilities. By cultivating students' understanding and appreciation of different cultures, involving them in practical projects, addressing social issues, and engaging in international design competitions, their cross-cultural visual communication capabilities are comprehensively enhanced. These practical approaches not only help students master professional knowledge and skills but also develop their innovative thinking, teamwork, and international communication abilities, laying a solid foundation for their future career development[10].

## 5.3 Improve your creative thinking ability

Guangdong universities' visual communication programs should prioritize the cultivation of students' observational skills. Observation is a cornerstone of creative thinking. By observing their surroundings, people, and objects, students can capture subtle details and unique perspectives. Teaching methods employed by Guangdong universities include field trips and life drawing, through which students develop



sensitivity to the details of objects and learn to observe and contemplate from different angles. Stimulating students' imagination is another focus. Imagination is a key element of creative thinking as it helps students think independently and generate novel ideas. In their teaching approach, Guangdong universities organize creative discussions and brainstorming activities to encourage students to freely unleash their imagination. Additionally, the universities provide abundant artistic resources and reference materials, offering students ample creative space and opportunities for inspiration. Emphasizing the development of students' critical thinking is also crucial. Critical thinking is an integral part of creative thinking as it enables students to analyze and evaluate their own and others' works. Teaching methods employed by Guangdong universities include student work reviews and professional lectures, providing students with opportunities to objectively examine their works and gain insights for reflection and improvement. Cultivating this critical thinking ability promotes a more comprehensive and mature approach to creative thinking. Moreover, Guangdong universities' visual communication programs emphasize interdisciplinary integration. Creative thinking thrives on the cross-pollination of knowledge and skills from different fields. To this end, Guangdong universities encourage students to actively engage in learning and practice in related disciplines such as art, design, and psychology.

#### 5.4 Perfect the teaching evaluation system, and make clear the practice direction

Firstly, Guangdong universities emphasize the establishment of a sound teaching evaluation system. To ensure accurate assessment of students' learning outcomes and skills development, diverse evaluation methods are employed, including classroom performance, portfolio presentations, internship reports, etc. The use of diverse evaluation approaches allows for a comprehensive understanding of students' knowledge acquisition, skill application, and creative abilities, facilitating a more accurate assessment of their overall qualities and competency levels. Secondly, Guangdong universities have a clear focus on practical orientation and emphasize the cultivation of students' practical abilities. Visual communication is a highly practical field, and the integration of theory and practice is crucial for enhancing students' comprehensive abilities. The universities encourage students to participate in various practical projects and competitions, such as advertising design and brand planning, providing them with tangible practical opportunities. Additionally, the universities establish partnerships with companies and institutions, enabling students to engage in real-world projects, gain in-depth understanding of industry demands, and develop problem-solving abilities and innovative thinking. Furthermore, Guangdong universities emphasize the development of students' teamwork skills. In real work environments, visual communication design often requires close collaboration with team members. The universities organize team projects for students to cultivate their communication and collaboration skills, teamwork spirit, and project management abilities. Through collaboration with classmates from different backgrounds, students can learn diverse perspectives and approaches, thereby enhancing their overall qualities and problem-solving abilities[11]. Lastly, the universities should maintain close connections with relevant industries, regularly inviting industry experts to deliver lectures and conduct training sessions, introducing students to the latest industry trends

and development directions. The universities also encourage students to participate in internships and work placements, enabling them to experience real work environments, understand market demands and industry requirements, and cultivate the ability to adapt to industry developments.

### 5.5 Enhance digital and information mode teaching

Guangdong universities are actively promoting the construction and application of digital teaching resources. The specific applications are shown in Table 1. The universities have invested in advanced digital classrooms and laboratories, providing high-quality teaching equipment and software tools. Teachers utilize digital textbooks, multimedia presentations, and online resources to enrich teaching content and enhance teaching effectiveness. Through the use of an e-learning platform, students can access teaching materials and course information anytime, engage in self-directed learning and interactive feedback, and enhance the flexibility and efficiency of their learning. The universities also emphasize the cultivation of students' digital creativity and design abilities. They offer relevant courses in digital design, including computer-aided design and graphic design software applications, to equip students with proficiency in digital tools and technologies. Through practical projects and case studies, students learn about digital creativity and design concepts, fostering creative thinking and problem-solving skills. Additionally, the universities encourage students to participate in digital media arts exhibitions and competitions, providing platforms for showcasing their work and facilitating learning through exchange, thereby stimulating students' innovative potential and competitive awareness. It is crucial for universities to focus on cultivating students' information literacy and lifelong learning abilities. The universities offer courses in information literacy to develop students' abilities to effectively acquire, evaluate, and apply information. Students learn information search and filtering techniques, understand information ethics and copyright awareness, and enhance their information processing and expression capabilities. Furthermore, the universities encourage students to engage in academic research and lifelong learning, nurturing their awareness of self-directed learning and continuous innovation to adapt to the ever-changing demands of information technology. Through the enhancement of digital and information-oriented teaching approaches in the field of visual communication, Guangdong universities aim to improve teaching effectiveness and foster students' comprehensive abilities. These strategies not only enrich teaching methods and resources but also provide broader platforms for development, cultivating students' abilities to adapt to the demands and challenges of the digital era.

Table 2 Enhancing Teaching Capacity through Information Technology Projects

Table

Respect	Measure	proportion	Circumstances
Enhance visual design skills for students and faculty members	Professional curriculum	Percent thirty	The school provides a complete curriculum system of visual communication specialty, including basic, intermediate and advanced courses.
	practice opportunity	Percent twenty	Students have the opportunity to participate in practical projects and improve their practical operation skills.
	Design the software and the equipment	Percent ten	The school is equipped with advanced design software and equipment for students to study and practice.
Cultivate the ability of cross-cultural visual communication	International design concepts and cases	Percent twenty-five	The school has introduced design concepts and cases from different cultural backgrounds to carry out relevant courses.
	Academic exchanges and practical activities at home and abroad	Percent thirty	Students have the opportunity to participate in academic exchanges and practical activities at home and abroad to broaden their horizons and experience.
	Cross-cultural sensitivity in culture	Percent fifteen	The school focuses on cultivating students' sensitivity to visual communication needs in different cultural backgrounds.
Improve your creative thinking ability	Innovative design practices	Percent forty	Students are encouraged to pursue innovative design practices to improve their creativity and problem-solving skills.
	Open learning environment and diverse learning resources	Percent twenty	The school provides an open learning environment and diverse learning resources to inspire students and creativity.

	Team work and project management	Percent fifteen	Students are encouraged to engage in teamwork and project management to develop their collaborative and organizational skills.
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## 6. The practical method of visual communication in Guangdong universities

### 6.1 Visual communication practice on the multimedia platform

Guangdong universities should prioritize design practice and innovation on multimedia platforms. The universities encourage students to engage in visual communication practice activities on various multimedia platforms, such as web design, mobile application interface design, social media, etc. Students participate in projects and competitions to design and create creative and appealing multimedia works. These practical projects not only provide opportunities for students to enhance their design skills but also help them understand the design requirements and user experiences on different platforms, cultivating their ability to adapt to multimedia environments. Attention is paid to the information dissemination effectiveness and user experience on multimedia platforms. The universities explore how visual communication can achieve precise information delivery and effective communication on multimedia platforms through practical projects and research. Students learn to analyze and evaluate visual communication works on different multimedia platforms, understanding user feedback and experiences towards design. Through data analysis and user research, they can optimize design proposals to enhance the effectiveness of information dissemination and user satisfaction. Furthermore, emphasis is placed on interactive and innovative design. The universities encourage students to design interactive elements and user participation mechanisms to improve interactivity and user experience on multimedia platforms. For example, in mobile application interface design, students can study user behavior and psychology to design interfaces that are simple, user-friendly, interesting, and personalized. Such innovative design not only increases user engagement and retention but also brings new possibilities for information dissemination on multimedia platforms. In the field of visual communication research and practice, Guangdong universities focus on visual communication practice on multimedia platforms[12]. Through design practice and innovation on multimedia platforms, attention to information dissemination effectiveness and user experience, and emphasis on interactive and innovative design, the universities cultivate students' design abilities and creative thinking in multimedia environments to meet the visual communication demands of the rapidly evolving digital era.

### 6.2 Digital image production practice

Universities in Guangdong that offer visual communication programs can organize practical exercises for students in digital image production, including video production, animation creation, and image editing. Students can gain hands-on experience in mastering image production tools and techniques and apply their creative and design

abilities to visual communication practice.

Digital image production practice plays a significant role in the visual communication programs at universities in Guangdong. Through this practice, students gain proficiency in digital image production techniques and tools, and apply their creative and design skills to visual communication projects. The following will further explore the importance of digital image production practice and the experiences and skills students acquire through it.

Digital image production practice encompasses various aspects such as video production, animation creation, and image editing. Students learn and utilize a range of digital tools and software, including video editing software, animation production software, and special effects processing software. Through hands-on experience and creative projects, students become familiar with the use of these tools and gain in-depth understanding of the processes and techniques involved in digital image production.

In digital image production practice, students have the opportunity to showcase their creativity and design skills. They can express their ideas and emotions through storytelling, cinematography, and composition. By creating digital image works, students can explore different modes of expression and styles, cultivating their unique visual language and creative thinking.

Digital image production practice also provides students with opportunities for teamwork and collaboration. During the image production process, students may need to collaborate with others to complete a project. This necessitates effective communication and teamwork skills, enabling them to cooperate, delegate tasks, and achieve project goals together. Such collaborative experiences are invaluable for their future professional development, as teamwork is vital in the visual communication industry.

Digital image production practice also helps students develop problem-solving abilities and technical skills. Throughout the practice, students may encounter various technical and creative challenges. They need to analyze problems, seek solutions, and adapt their acquired techniques and tools flexibly to overcome obstacles. This problem-solving capability is crucial for their future endeavors in the industry, where they will face diverse challenges[13].

Moreover, digital image production practice assists students in building their portfolios. By creating and refining digital image works, students can form a comprehensive portfolio that showcases their talents and skills. This portfolio holds significant value for their job search or further academic pursuits.

In conclusion, digital image production practice holds great significance in the visual communication programs at universities in Guangdong. Through this practice, students gain proficiency in image production techniques, apply their creative and design skills to real projects, build their portfolios, and establish a solid foundation for their future professional development. It is essential for the universities to continuously strengthen the teaching and cultivation of digital image production practice in the visual

communication programs, to foster more professionals with exceptional skills and creative abilities.

### 6.3 Interaction Design and User Experience Practice

Visual communication programs in Guangdong universities can incorporate interaction design and user experience practice, allowing students to engage in activities such as designing and developing user interfaces and conducting user experience testing. This practice aims to cultivate students' ability to prioritize user needs and experiences throughout the design process, enhancing their skills in interaction design and user experience design.

The integration of interaction design and user experience practice in the curriculum provides students with valuable opportunities to understand and address the evolving needs and expectations of users. By immersing themselves in user-centric design activities, students learn to empathize with users, identify their requirements, and create intuitive and engaging interfaces that meet their needs effectively.

Through hands-on projects and assignments, students explore various techniques and methodologies used in interaction design and user experience research. They learn to conduct user research, gather insights, and analyze data to inform their design decisions. This enables them to develop a deep understanding of users' behaviors, preferences, and pain points, which in turn facilitates the creation of more user-friendly and impactful visual communication designs.

In addition, students are exposed to the principles of information architecture and usability, learning how to structure and organize content in a logical and intuitive manner. They acquire skills in wireframing, prototyping, and usability testing, enabling them to iteratively refine their designs based on user feedback and evaluation. This iterative design process fosters continuous improvement and ensures that the final visual communication products meet both user expectations and project objectives. Collaborative projects and group activities are often incorporated into interaction design and user experience practice, simulating real-world design scenarios. Students learn to work in multidisciplinary teams, collaborating with individuals from different backgrounds, such as developers, marketers, and content creators. This collaborative approach encourages cross-functional communication, problem-solving, and teamwork skills, mirroring the collaborative nature of the industry. Moreover, the integration of interaction design and user experience practice prepares students for the increasing demand for digital experiences in various fields, such as web design, mobile applications, and interactive media. It equips them with the skills and knowledge necessary to create visually appealing and engaging interfaces, seamless interactions, and intuitive user flows. By engaging in interaction design and user experience practice, students develop a holistic perspective on visual communication design. They learn to view design not only as an aesthetic endeavor but also as a means to facilitate meaningful and enjoyable user experiences. This broadens their understanding of the impact of design on users and society, fostering a human-centered approach in their

future professional endeavors.

In conclusion, the incorporation of interaction design and user experience practice in visual communication programs in Guangdong universities is crucial in preparing students for the evolving design landscape. Through practical experiences and project-based learning, students develop skills in user-centered design, information architecture, usability, and collaboration. This enables them to create visually compelling, user-friendly, and impactful visual communication designs that resonate with audiences in diverse contexts.

## **7. Conclusion**

In conclusion, the incorporation of interaction design and user experience practice in visual communication programs in Guangdong universities is crucial for preparing students for the evolving design landscape. This study has highlighted the importance of these practices in equipping students with the necessary skills and knowledge to create visually compelling and impactful designs. Through practical experiences and project-based learning, students are able to develop skills in user-centered design, information architecture, usability, and collaboration. This enables them to not only create visually appealing designs but also to ensure that these designs are user-friendly and resonate with audiences in diverse contexts. Furthermore, by engaging in interaction design and user experience practice, students develop a holistic perspective on visual communication design. They learn to view design not only as an aesthetic endeavor but also as a means to facilitate meaningful and enjoyable user experiences. This broadens their understanding of the impact of design on users and society, fostering a human-centered approach in their future professional endeavors. By emphasizing the significance of this study, it contributes to the existing knowledge in the research field by highlighting the need for multidisciplinary collaboration and the integration of interaction design and user experience principles. The study also emphasizes the importance of practical experiences and project-based learning in preparing students for the demands of the industry.

In conclusion, the incorporation of interaction design and user experience practice in visual communication programs in Guangdong universities is essential for equipping students with the skills and knowledge necessary to create visually appealing, user-friendly, and impactful designs that resonate with audiences in diverse contexts. This study serves as a valuable contribution to the field by emphasizing the importance of multidisciplinary collaboration, practical experiences, and a human-centered approach in visual communication design. As the design landscape continues to evolve, it is crucial for universities to adapt their programs to ensure that students are well-prepared



for the demands of the industry.

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