

Application of SPOC Teaching Mode in the Teaching of Visual Communication Design Major

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Abstract

With the continuous improvement and development of my country's comprehensive national strength, education has undergone more in-depth reforms. Modern science and technology have been widely embodied in people's life, work and study. Various new teaching modes have been effectively applied in the professional teaching of visual communication design. SPOC teaching mode is one of them. As another way of teaching MOOC, SPOC can integrate all the value and potential of MOOC, its good application in the major of visual communication design can help students more freely control the time and space of learning, and stimulate their interest in learning. Let students' learning initiative can be effectively improved. This article makes a brief analysis of this, and puts forward some teaching strategies on the application of SPOC teaching mode under the background of current education informatization, hoping to provide effective reference for education workers.

Keywords

SPOC teaching mode; Visual communication design; Teaching application.

1. Introduction

With the advent of the Internet era, we have ushered in a stage of great development, and various new teaching models have emerged. In the visual communication design profession, the good application of SPOC teaching mode can provide teachers with more high-quality teaching resources. At the same time, it can also help students analyze their own academic performance and actual learning situation when they are learning knowledge, so as to adjust the teaching progress and teaching strategies at any time. This teaching mode is compared with the MOOC platform. The application object of this method is a single school or even a class, and a smaller user group. It can solve various communication problems faced by teachers and students in MOOC, organically combine MOOC and classroom teaching, and promote the improvement and development of students' academic performance.

2. Overview of SPOC

The essence of SPOC is a small-scale restricted online course, the concept of SPOC was formed on the basis of "MOOC", which was first proposed by American scholar Armando Fox. It can also be said that it is a teaching program that uses MOOC resources for small-scale and specific groups of people. Judging from the basic form of its application in campus, it mainly uses MOOC lecture videos or online teaching evaluation to assist the development of teaching. From the two characteristics of SPOC, it is based on inheriting the teaching philosophy and teaching design of MOOC. The scale of teaching objects has been reduced, and the free model of MOOC for global scholars has been converted to a fee model for students. Through the transformation of the MOOC education model, the online education of MOOC has gradually transformed into an education model that combines online and offline education. From the perspective of the development of SPOC in education at this stage, Professor Robert Lu pointed out that SPOC not only allows online teaching to escape the limitations of copying classroom courses, but also introduces more flexible and effective learning

methods. Compared with MOOC, SPOC has a real learning experience and a more effective learning experience.

3. SPOC teaching application mode

From the perspective of traditional online learning methods, it is not only obsolete, but also difficult to obtain effective teaching results. With the development of SPOC, it can present high-quality courses to students in the form of videos. This not only gives full play to the advantages of physical classrooms and online teaching, but also provides learners with online learning and self-testing methods through modular curriculum content, unit self-testing, online discussion and other learning forms. Teachers can also use the online discussion module to organize students to have group discussions and answer questions online, which comprehensively improves the in-class teaching effect of online teaching. From the perspective of the application of the SPOC teaching model, with the help of SPOC courses, teachers can use it to develop a flipped classroom teaching model to make the content of the visual communication design professional face-to-face lectures in the form of micro-videos and publish them on the online platform. Students can conduct online learning before class to gain a certain understanding of course content and complete targeted quizzes. In classroom teaching, teachers can explain to students the structure of knowledge, as well as the important and difficult points in teaching, and answer questions accordingly. At the same time, in the classroom, teachers can organize students to discuss and communicate in groups, and display learning results through group presentations. Teachers and students evaluate the results to achieve the completion of teaching tasks and goals. It can be seen that in the teaching of visual communication design major courses, teachers can make use of the advantages of SPOC teaching mode to change the roles of teachers and students, so that students can fully participate in learning and get more harvest.

4. Teaching design based on SPOC concept

4.1 Design of learning mode

Under the current knowledge teaching model, there are problems such as low learning ability and lack of concentration of students. Moreover, most students do not have more interest in the explanation of theoretical knowledge, and more students are pursuing a harmonious and free learning environment. Therefore, teachers need to do a good job in the teaching of visual communication design in the following aspects, so that students can learn and absorb the knowledge and difficult points of the course:

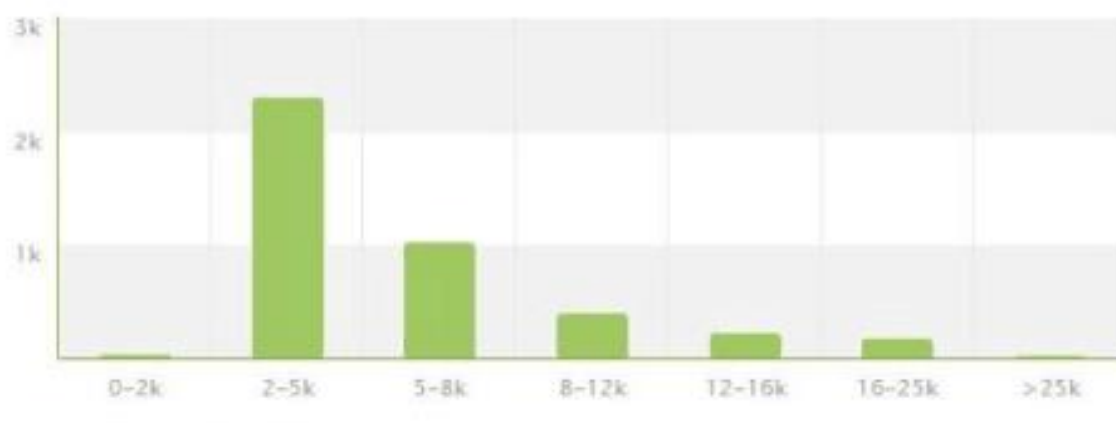


Fig 1. Visual communication design professional salary distribution

The average salary of visual communication design major: ¥6544

First of all, teachers can arrange a free time to teach online courses, so that students can learn knowledge freely, record and analyze the problems and difficulties in the learning process at any time, secondly, in the offline classroom, teachers should do a good job of supplementing the curriculum

knowledge, so that students can combine the questions generated in online knowledge learning to ask questions, consolidate and improve their professional knowledge and skills, after learning the online knowledge course, consolidate the content and knowledge points of the course, launch the training and practice of the course in a targeted manner. This blended learning method can provide more guidance to students, enable students to learn more in-depth knowledge content through the SPOC platform, and broaden students' horizons. (Fig 1 shows the salary of the visual communication design major, for reference only)

4.2 Design of teaching mode

When carrying out knowledge teaching, teachers should pay attention to the good application of mixed teaching methods, which can effectively solve the various problems of traditional knowledge teaching mode, maximize teaching problems, and increase the speed of students learning knowledge. The blended teaching method mainly relies on the reasonable selection of online teaching resources, the improvement of knowledge supplement through targeted teaching strategy design and offline classroom teaching, so that students can get more effective help when learning professional knowledge of visual communication design. In the teaching of visual communication professional knowledge, teachers should pay attention to the cultivation of students' innovative thinking, improve their own innovative ability, and enable students to have more practical ability. The online teaching and offline teaching are divided by combining the training goals and the nature of the courses, and online course teaching is carried out with the help of major social tools such as WeChat and QQ. Offline teaching is carried out face-to-face to supplement and improve knowledge that students cannot grasp or miss. The assessment of knowledge courses can stimulate students' learning enthusiasm, improve their ability and interest in knowledge learning.

4.3 Design of Teaching Evaluation

In view of the particularity of the SPOC model, teachers should do a good job of online and offline evaluations when evaluating teaching. Online evaluation refers to the comprehensive evaluation of the number of students participating in online knowledge learning, the average playing time of each class and the interaction of students. Offline evaluation is to conduct evaluation by combining offline and the situation shown by students when they are studying. It can be conducted by auditing or questionnaire survey. Through the determination of these two evaluation methods, teachers can find problems in teaching at any time. Then combine the feedback of students to carry out the restoration design of the teaching model, adjust the teaching strategy, Let your own teaching work achieve the prescribed goals and improve students' own knowledge mastery. The teaching evaluation of the SPOC model mainly takes formative evaluation as the main content, and summarizes the evaluation as the auxiliary content, so that students can get more effective help in the professional knowledge of visual communication design. The study of professional knowledge generates interest, learns and absorbs more actively, and constantly improves the knowledge and skills mastered by oneself, so as to promote students' future learning and growth.

5. Conclusion

All in all, with the advent of the global information age, the Internet and computer technology have achieved rapid development, and a large number of new teaching models have emerged under this background. Among them, the application of SPOC in education is not only a major innovation in teaching mode, but also an opportunity for the transformation of students' learning methods. With the application of SPOC teaching mode in education, it not only has a huge impact on traditional classroom teaching, but also has a huge challenge to the teaching of visual communication design in colleges and universities. Therefore, under the current educational background, teachers need to be good at using the advantages of the SPOC teaching model to flexibly apply it to the teaching of visual communication design. Provide students with personalized teaching guidance to help students at different levels achieve further improvement, this has positive significance for improving the teaching of visual communication design.

References

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