On Teaching Reform and Innovation of Font Design Course in Colleges and Universities

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Abstract

Font design is a compulsory course for students majoring in visual communication design. Aiming at the problems existing in the font design in colleges and universities, to improve the current font design, font design curriculum teaching practice, develop a more reasonable teaching system, continuous reform font design teaching mode and to explore effective design method of creative thinking, improve font design course teaching quality, so as to truly meet the development of the digital age.

Keywords

Font Design; Teaching Reform and Innovation.

1. Introduction

Text is a record symbol of language and a direct and accurate visual carrier. It can not only convey information to the audience through the text itself, so as to lock the audience's eyes, but also the font design that pursues beauty can convey ideas, communicate emotions and show the charm of font design. Font design is widely used in the field of art design, especially in sign design, book design, packaging design, advertising design, web design and other professional direction has important significance, for environmental design, clothing design, industrial design is also a basic course with learning value [1]. Font design and its application play a new role in graphic design and play a revolutionary role in the development of graphic design. Character is the self-expression of information, but also can be a brief description of the graphics, playing a complementary role with the graphics. Good fonts can make certain audiences get consistent good impression, that is, they can receive the meaning and theme conveyed by the design works, and they are easy to be attracted and infected by the visual information. Only in this way can good interactive communication be formed. Readability and resonating with the audience are the two main goals and evaluation criteria of font design.

2. Current situation and deficiency of font design course teaching

Font design course is a professional compulsory course that starts after the completion of the three major components (plane composition, color composition and three-dimensional composition), which is one of the most basic and important design means in visual communication design. Although Chinese art and design colleges and universities still attach great importance to the basic course of font design, there are many shortcomings in it. At present, most of the font design courses of art design still adopt the traditional single teaching mode and stay on the surface of simple artistic characters for a long time without special course research and lack of sufficient attention to the course [2]. The curriculum setting of the stroke writing, often focused on the structure of Chinese characters and adornment gimmick, the content of the training are mostly basic font of writing ability or strokes, the deformation of copying and variation as the main body in the teaching content, the writing ideas, combination and arrangement of words and text of the cultivation of aesthetic feeling less stressed that most teachers in the classroom orderly arrangement students writing a blackbody, song typeface or variant calligraphy, etc. The teaching methods are monotonous and monotonous, with too much emphasis on skill training and lack of indoctrination and guidance of new ideas and new ideas. Students are also weak in induction, analysis and independent thinking, so they cannot effectively combine font design with design objects, let alone have any innovative ideas.

3.   Innovative ideas for the teaching reform of font design course

The course of font design needs to be infused with new teaching concepts to cultivate design talents needed in the digital era. How to make the font design course setting and teaching to adapt to the development of the modern information era, how to make the font design course teaching means and methods of the lively and energetic, how to reasonably and effectively in the process of teaching practice using the multimedia technology, cultivate students innovation ability type design, font design course teaching reform and innovation is imminent.

3.1 Create a good learning atmosphere

A good learning atmosphere has a subtle effect on students' professional learning and can stimulate students' enthusiasm and creativity. How to create a good atmosphere for font design? First of all, professional teachers who undertake font design courses should have certain professional qualities and have rich and solid theoretical knowledge. Teachers should make good use of students' curiosity in class, choose creative thinking mode in teaching, guide students with vivid and interesting language, improve students' interest and enthusiasm in learning, and fully mobilize the classroom atmosphere.

3.2 Strengthen the basic training of font structure

At present, the font design teaching in most universities follows the traditional teaching mode, often ignoring the role of font structure in font design, and simply asking students to copy a paragraph of square calligraphy, mainly training the writing ability of boldface, song style and related variant characters. This kind of teaching method is easy to make students feel boring, thus reducing the enthusiasm of students to learn. Teachers should strengthen the training practice of font structure deformation, guide students to master the design rules of font structure, and cultivate students' aesthetic feelings, so as to meet the application needs of modern font design.

3.3 Strengthen the training of innovative font design

The teaching innovation of font design course not only lies in the result of innovation, but also in the process that innovation enables students to acquire new knowledge. Creative font design training is the soul of the font design course, teachers should be on the basis of inheriting traditional, lay particular stress on the innovation of teaching idea, didn't work for some poor font design method give stoutly, bold break some restricted rules of students' creative thinking, so that students in to deepen their understanding on the basis of the font, into their personality and imagination, design personalized thinking font design, in order to improve the learning interest of the students in the font design course.

3.4 Strengthen the hand‑drawing practice of font design course

For the current field of art design, the arrival of the digital age is positive for its development, but too much reliance on the formation of computers and neglect of the practice of hand skills has become an important issue that needs to be paid attention to by teachers in the course of font design. For the process of font design, the sketch stage is a crucial link. In this process, teachers should emphasize hand drawing first and then computer. On the one hand, in order to exercise students' hands-on ability, and on the other hand, hand drawing can inspire students' design inspiration for font strokes and font structure.

3.5 Emphasizing the combination of font design lessons with practical projects

It is necessary to combine the teaching of font design course with some design competitions and practical projects. Through the combination of theoretical study and practical training of font design, students can deeply grasp the cutting-edge development trend of font design and have some practical experience outside the classroom, which can not only increase students' initiative and enthusiasm in classroom learning, but also improve their confidence and competitiveness in future employment.

In addition to the above methods, learning type design students, more needs to give full play to the imagination and creative thinking, and actively mobilize the senses, and grasp the basic characteristics of a variety of fonts, use of ingenious idea, unique idea, give full play to the expressive force of the

font, prominent spiritual meaning of the word, in order to achieve the unity of form and content. The emphasis of the course is to give students a basic understanding of different font styles (Chinese and English) and to solve practical problems.

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