

# Exploration of Commercial Illustration Teaching Mode for Art Majors in Colleges and Universities in the Internet Era

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**Abstract:** The arrival of the "Internet plus" era has put forward new requirements for the theoretical courses of art design majors in colleges and universities. This paper analyzes the teaching mode of theoretical courses of art design specialty in the era of "Internet plus" and puts forward new reform strategies. Systematically summarize the problems existing in the teaching of commercial illustration, improve and optimize the teaching methods based on Internet information technology, and explore the teaching reform mainly from four aspects: national art, information teaching, two-dimensional code, and self-packaging, so as to improve the quality of teaching and obtain the best teaching effect.

**Keywords:** Commercial illustration teaching; art majors; Internet era

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## 1. INTRODUCTION

Since the concept of "Internet plus" was put forward, a series of economic and educational forms related to it have been quietly formed. Colleges and universities have also gradually implemented the "Internet plus" teaching model, such as "Internet plus education", "Internet plus teaching", "Internet plus courses", "Internet plus learning", etc. The author discusses and studies the current theoretical course of art design major in colleges and universities, analyzes the current actual situation and existing problems of the course, absorbs advanced foreign teaching models and combines them with the actual situation of Chinese colleges and universities, and puts forward a reasonable reform plan. Illustration plays a certain role in the information dissemination on the Internet, and can be said to be an indispensable part, which requires the help of the commercial illustration discipline.

Illustration is widely used in many fields. There is an inseparable relationship between illustration design and book design, advertising, and modern media. Books need vivid and rich illustrations, and advertising also needs persuasive illustrations. It can be said that traditional industry media cannot do without illustration. Today, the use of digital media illustration is even more indispensable, even countless. The development and evolution of foreign illustration art is tortuous and long, which can be calculated from the earliest Spanish Altamira cave murals and the French Lascaux cave murals found today. Although the art of illustration in China has a long history, so far, the market of illustration in China is relatively chaotic, and it is relatively late to take illustration as a professional skill occupation.

Illustration design itself has no fixed pattern. Through continuous intertextuality experiments on ideas, forms, colors, structures, painting scenes and contents, it can help illustrators rethink, innovate and discover unique personalized visual language. "Constant changes can affect all forms of visual communication: the flexibility of method application, the emphasis on critical thinking, the brewing and generation of ideas, and basic painting skills are all crucial.

## 2. THE PROPOSED METHODOLOGY

### 2.1 Research on the Teaching Reform of "Internet plus" Commercial Illustration

The author not only serves as the teaching of professional practice courses, but also as the teaching of design introduction, and has found some problems in his work for several years. For example, in the syllabus, whether the semester setting for theoretical courses can meet the teaching needs of practical courses to the maximum extent, Whether the compilation of theoretical course textbooks and practical courses complement each other.

Whether the proportion of theoretical content and practical ability set in the final examination paper is reasonable, and what is the emphasis.

(1) From the market point of view, today's publishing houses, media organizations, animation design companies, etc. are in urgent need of professional illustrators. They have high requirements on the level of designers. Designers are required to have high professional quality, professional painting, software application ability and a certain degree of aesthetic insight. The course of commercial illustration design in colleges and universities should improve students' painting ability and familiarity with software application and should be carefully cultivated in aesthetic teaching. The study of illustration course aims to promote students to understand and master the basic concepts, basic knowledge, basic principles and basic design methods of illustration design, and cultivate students to master the basic characteristics, performance techniques and performance styles of illustration design. Transmit new design concepts and new thinking and improve students' ability to engage in design independently and appreciate illustration design works.

(2) The course structure design of project-based teaching mode. Project based teaching must give students considerable space to explore and create freely, and only freedom can truly arouse students' internal drive for learning. The internal drive

of students' learning comes from their desire to solve problems, that is, their interest in unknown things, or their ability to solve problems through gradual improvement to achieve self-worth. Most of the teachers in the theoretical courses of art design major in colleges and universities are also practical teachers, but most of the teachers in the art design major are good at creating works and have less time to study teaching methods, so the teaching level of most of the teachers in the art design major in theoretical courses is lower than that of other professional teachers.

## 2.2 The University Students' Career Education

The author feels that during the teaching of practical courses, the course can be carried out with ease, and the expected teaching effect can also be achieved in the era of "Internet plus", commercial illustration is combined with national art, and national art is integrated into illustration to reflect their real value. The industry of commercial illustration will go further and wider, open the door to big countries and go to the world. Each country has its own cultural forms and art forms. China also has countless excellent traditional cultures and art forms. The teaching of commercial illustration should introduce these two aspects and cultivate students' cognitive ability of traditional culture and art, make it learn from the traditional cultural and artistic forms in the design process. The illustration curriculum cannot simply learn the textbook content, nor can students only master the basic knowledge of illustration and simply learn the relevant operating tools.

In the era of rapid development of the Internet and We Media, illustration has various forms of expression and presentation. Due to the development of AI, many skills have been replaced, including simple painting (AI painting). Project design in project-based teaching can be divided into two categories: one is virtual projects, which focus on cultivating students' innovation and self-exploration ability; the other is practical projects, which are completed according to actual customer needs. In the design of virtual topics based on non-commercial goals, we should focus on combining current hot spots, guide students to conduct multi-dimensional traceability analysis on hot spots and encourage students to give full play to their personal free imagination and expression in an open form by exploring the deep relationship between objects and images.

## 3. CONCLUSION

Through the above description, we can understand some problems in commercial illustration. The preset goal of the degree is not completely aligned with the market, and the teaching content has not been updated in real time. These are not conducive to the development of current commercial illustration teaching. Illustrations should be combined with market society, digital media, cultural and creative industries through information technology. A very important module in the iteration of illustration teaching mode is to establish an illustration art exchange platform, not only to provide students with learning and exchange opportunities, but also to provide graduates with a display opportunity, to integrate with the market on a broader basis, that is, to maintain the continuity of teaching and receive feedback on teaching effects.

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