

Interactive Design of Three-Dimensional Training Cloud Platform for Visual Communication Design of New Media Data Optimization-Oriented Application-Oriented Undergraduate Colleges

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Abstract: New media data optimization oriented reform and innovation is the general trend of the development of the visual communication design profession. Through the discussion of the innovation of practical course content and the non-unit teaching mode, three types of practical projects, such as basic practice, comprehensive design practice, and research and exploration practice, are expounded. innovation. Based on the analysis and research of the "student achievement-oriented" course evaluation of the computer-aided design Photoshop course in applied undergraduate colleges, the corresponding educational methods are obtained. Improve the ability of private undergraduate colleges to cultivate applied, skilled and entrepreneurial talents, so as to realize the sustainable development of private undergraduate colleges.

Keywords: Three-Dimensional Training Cloud Platform, Visual Communication Design, New Media Data Optimization, Optimization-Oriented Application-Oriented Undergraduate

1. INTRODUCTION

With the development of the market economy and higher education in China, art and design education pays more and more attention to the cultivation of compound and innovative talents [1], and the reform and development of practical teaching is imperative. The practical teaching system of the reform concept [2]. The ten-year plan clearly stated that "my country will build a national public service platform for digital education resources, bringing together excellent resources developed by hundreds of enterprises and institutions, and 10,000 teachers and students" [3].

Build a number of high-quality educational resource application exchanges and teaching and research communities, and generate high-quality resources with unique characteristics [4], colorful content and diverse styles. The integration of production and education is the basic requirement for the healthy development of application-oriented universities [5]. With technological innovation and industrial upgrading, the demand for talents in various fields of society continues to increase, requiring application-oriented talents. Implementing the deep integration of production and teaching can greatly improve the employment adaptability of college students [6]. Book binding design belongs to a kind of visual communication design direction. It can present the design inspiration and comprehensive quality of output personnel in an all-round and multi-level manner. A key course in the art and design category [7].

In order to follow the trend of the times and improve students' application ability with more forward-looking teaching standards, the reform of practical teaching is more urgent [8]. Since China's visual communication design education began to be established in the 1980s, compared with developed countries Later, coupled with the constraints of a series of school-running [9] requirements, the proportion of theoretical courses in teaching is too large. The concept of output-based

education (Outcome Based Education, OBE) was first proposed by Spady in 1981 [10]. The Agreement fully embraces this educational philosophy as the right direction to pursue educational excellence.

In March 2006, the Ministry of Education formally established the Engineering Education Professional Accreditation Expert Committee [11], the Secretariat and the Undergraduate Professional Accreditation Pilot Working Group. Through efforts, my country finally became a full member of the Washington Accord in June 2016. In terms of teaching concept, the original [12] curriculum system has lagged behind the actual teaching practice and does not meet the needs of society. At present, the visual communication design majors of some colleges [13] still remain in the original visual skills education and decoration design, and many colleges have always maintained the tradition of plane and decoration majors, although some colleges have carried out some experiments in curriculum reform [14].

First, the order of the classes is unreasonable. Often students have not been exposed to the basic theory of design, they are arranged [15] to study the course of design application. For example, some third-year students are arranged to take the book binding class before taking the layout design course [16]. As a result, problems arise one after another, and they cannot mobilize the enthusiasm, creativity, and practicality of the students, and cannot make the professional [17] students truly apply their professional skills. Transforming it into one's own skills makes it easy for this educational model to be out of touch with society. Students will not be able to carry [18] out design without learning the basic theory of layout design, so they need to take up the class time of book binding design to study layout design courses [19].

Compared with the reform and research of practical teaching content, there is less content involved. This situation has deviates from the development needs of art and design

education at this stage [20], and it also greatly affects the development of innovative countries, and ultimately lead to the failure to achieve the goal of cultivating innovative talents in art and design [21]. The education cloud platform uses its own advantages to summarize and organize digital education information resources into a unified platform. Teachers and students in all provinces and cities across the country can use these resources on the platform [22]. After realizing the matching of digital teaching resources and textbooks. Under the current situation, enterprises and colleges lack the intrinsic motivation for cooperation [23].

2. THE PROPOSED METHODOLOGY

2.1 The New Media Data Optimization Oriented Application Type

Shanghai Institute of Visual Arts is a new type of art undergraduate college approved by the Ministry of Education. It is jointly established by Fudan University and Shanghai Culture, Radio [24], Film and Television Group. Taking visual communication design as an example, it is not only necessary to combine market demand, but also to create theoretical Combined professional talents [25] with equal emphasis on practice, promote the progress of national education development and curriculum reform, and cultivate high-quality talents with good moral literacy and solid professional skills, so as to be able to adapt to occupational needs and better serve the society.

In the process of visual communication design practice teaching content reform and innovation, it is necessary to continuously study the setting of practical teaching courses and the relationship between courses, update practical course equipment and project courses that meet students' practical needs, and design course materials that are consistent with practical courses. The education cloud platform is an important digital platform for information-based education activities, and its humanized interaction design is of great importance for the efficient use of the platform. In the vocational education system, industry associations are representatives of industries and enterprises, and have a unique and profound understanding of industry needs and business development trends. Industry associations lead the organization of cooperation between schools and enterprises, which makes up for the lack of market role in the government-led model. Industry, enterprises and schools play an important role in resource allocation.

However, the proposition of the humanized interaction design of the education cloud platform is very broad, and it is very necessary and important to select a representative case to study the humanized interaction design of the education cloud platform. Colleges and universities are the cradle of cultivating professional talents, carrying the expectations of the whole society and families. Therefore, schools should always implement the "people-oriented" educational concept, keep up with the pace of the development of the times, learn from the teaching experience of other undergraduate colleges, and constantly adjust the teaching mode to adapt to the changes in students' learning needs.

2.2 The Visual Communication Design for Applied Undergraduate Universities

This kind of course design is based on the working process of design orientation conception, design effect performance, program implementation and construction management through practical project training as the starting point, and constructs a "work process-based" curriculum system. The

curriculum system mainly reflects courses that highlight professional abilities. Standard. The training of visual communication design professionals needs to change traditional concepts and adapt to the development of teaching reform in the new era. As a new undergraduate college, the development goal should be aimed at the cultivation of applied talents, and actively connect with local economic and social development. The characteristic of running a school is to break the stereotyped textbook compilation mode, update textbooks, knowledge, and teaching ideas in a timely manner, so that students can accept the most cutting-edge design theories.

The learning outcomes of college students are the main standard to measure the entire education model, and also an effective form to reflect the learning effect of students. Moreover, by allowing professional students to participate in the competition, not only can they contribute to their own honor, but also become a stepping stone for professional students to enter the society. In addition, it also creates opportunities for improving the students' language communication level.

2.3 The Interactive Design of Three-Dimensional Training Cloud Platform for Visual Communication Design

At the same time, students can also Conduct market research, collect data, prepare materials until the completion of coursework in spare time. Introduce more introductions to practical methods and means, experimental techniques, and materials in the preparation of syllabus and teaching content. The main purpose of education and teaching is to train students Healthy psychological quality enables them to master solid theoretical knowledge and professional skills, so that they can be handy in future career development, better serve the society, and realize personal value.

In order to cultivate market-oriented applied talents and effectively serve the development of local society, the major of visual communication design must emphasize applying what they have learned, combining learning with application, and establishing a curriculum system that closely integrates production, education and research. Through the analysis, it is concluded that the existing teaching mode can only cultivate "exam-oriented" students, but it is difficult to develop into "application-oriented" talents.

More attention should be paid to the research on the practical principles of visual communication design, and the basic methods of researching and dealing with problems should be put forward. Some scientific research results can be applied in practice, and at the same time, it can be combined with the professional. It serves as the basis for testing and summarizing the preliminary stage. At the same time, it also plays a role in strengthening practical skills and design thinking methods, which has important guiding significance for students' choice of employment direction. Taking this course as an example, the reform of course positioning, design, implementation, evaluation and other aspects will be explained based on the OBE concept.

However, most students only enter the workplace. Course materials play an important role in the teaching content, which is of great help to the improvement of teaching ability and quality. At the same time, it can also effectively demonstrate the innovative significance of teaching content and the content of the curriculum system. Since practical teaching and

theoretical teaching are inseparable, they occupy a key position in teaching.

3. CONCLUSIONS

By studying the technical characteristics and service capabilities of various new elements of campus cloud integration, the node snapshot mechanism is proposed as the presentation layer technology of user experience. Then, take the data flow characteristics in the campus cloud as another main line, and then put forward the worst response time rule based on QoS guarantee. And from the four aspects of teaching resources, teaching design, teaching implementation, and teaching evaluation, an "online" is constructed. The guarantee system for the implementation of the blended teaching model.

4. REFERENCES

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