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# Research on Teaching Reform of New Media Design Under the Background of Media Convergence

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## Abstract

With the rapid development of the new media era, the media industry and the new media design industry have advanced significantly in recent years due to improvements in related science and technology. This progress has led to fundamental changes in the way expression is conveyed and in the criteria used to assess the quality of products. The focus of education and teaching in the new media design specialty should be adjusted accordingly. In order to fulfill the goal of nurturing versatile talents, the teaching reform of the new media design specialty has become an unavoidable necessity. In light of the current teaching situation in the field of new media design amidst media convergence, this paper elucidates the importance of reforming the teaching methods in new media design. It delves into the issues present in the teaching reform of new media design within the context of media convergence and proposes tailored strategies for enhancing the teaching methods in new media design. The aim is to offer insights and a foundation for the improvement of teaching practices in new media design.

## Keywords

Media integration, New media design, Reform in education

The so-called "media convergence" actually refers to the process that traditional media such as newspapers, television, and radio, which existed in an independent way in the past, realize mutual resource integration and sharing under certain technical conditions after they have developed to a certain stage (Lv, J. J., 2022). When this theory is put into the actual environment, it becomes a process of mutual sharing and combination of these print media under the impact and catalysis of Internet technology. When the new generation of media technology based on the Internet has developed to this day, anyone can see that media convergence with the Internet as the intermediary is an irreversible trend. Therefore, for the new media design closely related to the media, only by following this trend can we get more development space in the future. Therefore, related teaching activities and their ideas and methods should also be actively changed, reformed, and innovated, actively adapt to the new trend of the industry under the background of media integration, and provide excellent reserve talents for the future development of the new media design industry.

## 1. The significance of teaching reform of new media design under the background of media convergence

### 1.1 Conducive to the synchronization of talent supply and demand changes

Under the background of media integration, the teaching reform of new media design is conducive to keeping pace with the external demand in talent supply (Yu, X., 2022). Colleges and universities are the main "bases" for training social

talents. Under the model of supply and demand, changes in social demand for talent will also change the supply of talent in colleges and universities, and this change will eventually affect teaching practice. Domestic personnel training methods have undergone many adjustments, especially in the current economic and social development, and the comprehensive requirements for talent are constantly improving. As the main position of personnel training, colleges and universities need to carry out certain reforms in education and teaching activities (Zhou, R. X., 2022). Reform should not focus on the reform goal of leisure alone, but should be carried out in combination with the specific external industry development and changes and the industry environment.

### 1.2 External requirements of talent training objectives in the new period

With the deepening of educational reform, the goal of talent training has changed. The new curriculum reform clearly puts forward a new goal of talent training, which is to change the current situation that the curriculum content is difficult, complicated and biased, old, and pays too much attention to book knowledge, and strengthen the connection between the curriculum content and students' life, modern society, and scientific and technological development (Sun, Y., 2022). In the teaching of new media design in colleges and universities, the educational reform combined with the environment of media integration is not only a positive action corresponding to the new curriculum reform goal but also an external requirement of the domestic application-oriented talent training goal. In the whole education system, the teaching methods at all stages have changed, and the number of innovative teaching methods has gradually increased. This phenomenon also forces university education, which is the most critical for talent training, to carry out specific reforms to adapt to the adjustment of the whole education system.

### 1.3 Conform to the trend of education and teaching reform

Media integration has become an inevitable trend, which has an impact on the whole theory and content of new media design teaching. Theoretical theory essentially comes from concrete practice, and it is also to better guide practical activities. In addition, media integration has had an impact on the teaching activities of new media design in colleges and universities. For example, the current integration of various media has changed the way of talent training in new media design teaching. In this environment, the channels and forms of information dissemination have "crossed", and students of related majors need to dabble more extensively when learning knowledge. With the deepening of media integration, this influence has become more and more obvious. Under the irreversible trend of media integration, more and more colleges and universities have also paid attention to the necessity of education and teaching reform.

## 2. The current situation of new media design teaching reform under the background of media integration

### 2.1 The contradiction between students' foundation and the nature of the course

As we all know, the new media design course is an interdisciplinary professional course combining art and technology. This major has taught a lot of software, the content is difficult, and the student's level is uneven (Lin, H, Y & Zheng, H., 2023). After mastering the basic software, students are required to use the software comprehensively to design and pay more attention to design thinking and innovative thinking to design works or solutions. However, most of the students who study this major are art majors. When they are in high school, they don't have a solid grasp of the cultural theory foundation, and they don't develop good study habits. When they are applied to mathematics and English, they will have resistance, which will lead to no interest in learning software and no confidence. At the same time, there is a lack of self-management awareness in the learning process, and there is no initiative to learn after class, especially for some difficult learning tasks.

### 2.2 Teachers' professional practice ability lags behind

At present, China is in the era of new media development, which can not be separated from the support of new technologies and methods. Therefore, on the basis of professional theory, teachers are also required to have rich professional practice ability to adapt to the current social background (Mao, Y. Y., 2020). However, through a lot of investigation and analysis, most professional teachers lack practical experience in participating in projects in professional positions in enterprises. Therefore, in the classroom, we can only rely on the contents of the previous textbooks, and we can't guide students according to our own experience in the project, so as to better complete the project practice: the teaching contents are often divorced from the reality of social life, derailed from the times, and the teaching materials are not updated. There

is a generation gap between teachers and students, and students are not interested in learning, which makes it difficult for teachers to impart knowledge, students want to learn but have no knowledge points that can stimulate students' interest. Finally, a vicious circle of classroom teaching is formed, and the teaching effect cannot meet the requirements.

### 2.3 Less practice after class, low learning efficiency

As we all know, the course of new media design needs not only a solid theoretical foundation but also practical operation and design experience. However, for some practical reasons, the current new media design course often does not give students enough opportunities for after-school practice innovation and improvement after teaching. These students can't get the opportunity to operate by themselves in time to consolidate their skills, and they can't see their own learning results for a long time. After a long time, you will lose enough interest in the course, resulting in a decline in learning efficiency and loss of results.

### 2.4 New media design teaching system needs to be improved

The teaching of new media design courses at this stage has a direct impact on the concrete quality and effect of educational work to realize the comprehensive innovation and reform of educational activities by using diversified methods. How to make students use diversified learning means and methods in today's society is the focus of current education and teaching. There are obvious problems in the teaching of new media design, mainly reflected in the lagging teaching methods. Most teachers still carry out educational activities in the traditional way. If the class hours are increased, it will be difficult to improve the quality and effectiveness of education and teaching.

## 3. New media design teaching reform strategy under the background of media integration

### 3.1 Student-oriented, hierarchical, and classified teaching

In teaching, the application of multimedia teaching mode, based on the complex and diverse differences of students' cultural foundation and study habits, colleges and universities must innovate talent training mode, reconstruct curriculum standards, conduct teaching at different levels, pay attention to individual differences, innovate curriculum system and improve the quality of talent training. At the same time, we should constantly encourage students to increase their self-confidence in learning and pay attention to the cultivation of students' ideology and morality on the basis of learning professional knowledge. By using modern means in line with the times, the complicated knowledge structure can be more easily accepted by students and their interest in learning can be improved. Independently develop the mobile resource APP for the course of new media design in colleges and universities, and achieve a substantial breakthrough in teaching methods. First of all, using the characteristics of mobile apps, such as convenience, timeliness, and widespread, to break through the traditional time and space of information dissemination. Secondly, using the two-way and efficient interactivity of mobile apps, the traditional one-way indoctrination has changed into two-way or multi-way communication in the new era, and the interaction between teachers and students and students has been fully reflected, changing the traditional single teaching mode. Finally, teachers can transmit the guidance information of knowledge points and skills points to students more quickly and accurately through the mobile APP. Students can also feed back the problems they have mastered and unsolved to teachers, so that teachers can grasp the students' learning situation the first time, so as to better design the teaching difficulties, improve the classroom learning efficiency, and enable each student to receive more suitable knowledge and skills, thus cultivating high-quality talents for the industry.

### 3.2 Improve the comprehensive quality of new media design teachers

Teachers majoring in new media design should carry out all-round reform from the previous "spoon-feeding" teaching mode. In the past teaching, teachers paid attention to instilling knowledge and practical operation ability but often neglected the cultivation of moral education for students. In the new era and under the background of media integration, teachers majoring in new media design are required to actively improve their humanistic quality and ideological and political teaching concept, and better integrate ideological and political education into professional teaching through advancing with the times, rich industry experience and unique perspective, so as to subtly educate students, so that students can invisibly change their world outlook, outlook on life and values, and plan their careers based on industry standards. Strive to pay more attention to the core concept of teaching and educating people while paying attention to the cultivation of students' professional skills, so as to ensure that students can cultivate high-quality and skilled talents with all-round development of morality, intelligence, physique, and aesthetics and meet the needs of society on the basis of mastering

the latest skills and knowledge. The practical characteristics of new media design are very obvious. Under such circumstances, in order to improve the teaching level and effectiveness, and improve students' design ability and quality, teachers should guide them to learn in many aspects and make them master more knowledge. On the other hand, it should be involved in a variety of practical activities, so that it can accumulate more experience in new media design and apply what it has learned. In the current teaching of new media design courses, teachers need to infiltrate competition methods, so that students can understand their own actual situation, learn more theoretical knowledge and professional skills, find out their own shortcomings, and then take corresponding solutions.

### 3.3 Diversified after-school training and practical opportunities

The problem with traditional new media design teaching is that there is little after-class training, and students can't consolidate what they have learned the first time. This situation is actually closely related to the two problems mentioned above. Therefore, when the above two suggestions are put forward, the third improvement suggestion will naturally be drawn out. The implementation forms of this suggestion are diversified, but at present, the most effective ones are "training by competition" and "actual combat deduction". Specifically, it is to hold more activities such as a new media design competition or "Oscar in school" after class, so that students have the opportunity to give full play to their skills and outstanding ideas and achieve the role of mutual learning and communication during the competition. In addition, teachers can also hand over some new media design or product design tasks they have received outside the school to students, and let students play roles and divide responsibilities according to the structure and workflow of the future design company so that students can feel the real ecology of their future industry in advance in actual operation, cultivate and consolidate their practical operation ability, improve their creative level and team ability, and lay a solid technical and psychological foundation for entering the workplace in the future.

### 3.4 Pay attention to the guidance and demonstration of new media design

With the advent of the new media era, in the teaching of new media design, teachers should strengthen teaching guidance and demonstration in order to ensure their own educational level and teaching quality. In practice, on the one hand, teachers should give full play to their exemplary role, on the other hand, they need to play a guiding role. At the same time, teachers also need to choose the dominant material content, realize the reasonable optimization of the curriculum system, and ensure the reliability and pertinence of the course teaching, to achieve their personalized goals, meet the specific learning needs of students in many aspects, and gradually improve the overall quality and level of teaching. Only in this way can we give full play to the unique leading role of educational activities, let students feel the charm of the course activities better, improve their new media design level and gradually improve their practical ability. In addition, students need to be aware of the increasingly fierce competition in the field of new media design under the background of media integration in event activities. Still, it also leads to a huge learning burden and pressure to some extent, which makes it difficult to improve their creativity and innovation level, which is not conducive to the development of team spirit and cooperation ability. Teachers need to guide students to participate in a variety of practical curriculum activities to improve their design level and ability. On this basis, teachers should group all students, take their learning habits and achievements as an important basis, let them take the initiative to select topics related to new media design, and then put forward corresponding ideas and plans. Teachers need to guide students to clarify their own division of labor and specific responsibilities in the group, ensure the smooth development of the division of labor and cooperation, and then improve their team cooperation level and ability.

## 4. Conclusion

Under the background of media convergence, the demand for talent in today's society is also growing rapidly. At present, the teaching content of new media design specialty lags behind the applied technology in the new media era, and there are many problems such as "favoring technology over art", and a lack of cooperation with enterprises, which weakens the quality of personnel training. In view of many problems, colleges and universities should realize the collaborative education of technology and art, carry out the talent training mode of two-way communication, continuously introduce the most cutting-edge teaching content and resources, and carry out all-round teaching reform with the goal of improving students' comprehensive quality and practical ability, so as to provide more professional talents of new media design for China's socialist modernization.

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