

Practice and Exploration of “Competitive Teaching Method” in the Teaching of Advertising Design and Production in Colleges and Universities

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ABSTRACT

Discipline competition plays an important role in practical teaching in colleges and universities. For students, discipline competition is not only an effective test of the learning effect of theoretical knowledge course, but also can exercise their practical nature. For teachers, they can have a better understanding of advertising industry rules and market conditions in the process of guiding the competition, thus forming a new practical teaching mode of "promoting teaching and learning by competition". This work made full use of the characteristics of the course and the close combination of discipline competition to explore a new competitive practice teaching method, so as to form a better teaching method and achieve better teaching effects. This work adopted the method of research and analysis. Starting with the characteristics of the course Advertising Design and Production and combining with the characteristics of the current discipline competition, this work conducted targeted analysis and research, and it was verified step by step in practice teaching and has achieved good teaching effect.

Keywords: *Competition teaching method; Practice teaching; Promoting teaching by competition*

1. INTRODUCTION

The so-called practical teaching is an effective way to consolidate theoretical knowledge and deepen theoretical understanding through various means and methods. It is an important link to cultivate high-quality talents with innovative consciousness and an important platform to integrate theory with practice, cultivate students to master scientific methods and improve practical ability. Encouraging students to participate in discipline competitions has become a very important teaching method in undergraduate practical teaching, especially in the current advertising industry, which is the most active factor in the contemporary cultural industry with the biggest market demand. Therefore, the purpose of construction and development of advertising specialty is to train comprehensive advanced applied talents [1].

In the traditional teaching mode of advertising in colleges and universities, teachers prefer the cramming teaching method which emphasizes theory over practice, resulting in the relatively low market adaptability of advertising undergraduate graduates. After entering the workplace, graduates often need a long period of time to adapt to the development of the industry, and understand the rules and methods of industrial design and production; therefore, it seriously deviates from the ultimate goal of "cultivating comprehensive senior applied talents" in advertising. Therefore, the cultivation of advertising talents should be based on the needs of industry development and pay

attention to theoretical practice teaching. Practice teaching is the foundation of undergraduate education in colleges and universities. Through practice education, students can consolidate the theoretical knowledge they have learned in class and enhance their creativity, teamwork and office working ability.

Therefore, in the course teaching of *Advertising Design and Production*, it is necessary to combine the characteristics of this course, integrate professional discipline competition with theoretical knowledge teaching closely, and form "promote teaching through competition". Moreover, it is also necessary to closely link discipline competition with curriculum practice to form "promote learning through competition". Professional education should be combined with good creative thinking methods to form the overall structural framework of "promoting students to open their creative thinking by competition".

2. OBVIOUS PRACTICAL TEACHING ADVANTAGES OF DISCIPLINE COMPETITION

Discipline competition plays a very important role in practical teaching of undergraduate students in colleges and universities. It is the practice of theoretical knowledge in textbooks, which closely combines theory with practice, so that students can master the main points of the course skillfully in practice. To a certain extent, it can make up

for the current situation that the proportion of practical teaching in advertising major is too low [2].

In the advertising discipline competition, enterprises take part in the competition with different propositions according to their own needs. Enterprises provide strategy sheets, consumer group information, and market share, so that students can fully understand the enterprise and its needs. Students can analyze, create, design and produce according to the real information and data provided by the enterprise, so that they can fully understand the situation of the industry and can accumulate certain practical experience. After nearly 30 years of development and practice, the practical teaching with subject competition as the carrier has achieved remarkable results, forming the operation mode of "promoting teaching by competition" and "win-win situation between school and enterprise".

2.1. Close to the practical commanding heights of the proposition

Participating companies come to the competition with their own different needs, such as the Yon Ho, the prestigious brand cooperating with the Young Creative Awards, hopes to expand the impact of brand image among young people; Want Want Company hopes to design a more fashionable and more popular brand image for young people; Sipsongpanna hopes to push itself further through the influence of the Young Creative Awards in the world of Chinese.

Each competition proposition is formulated by the enterprise according to its own actual situation. Some enterprises also set up their own WeChat group to solve the problems encountered by the students in the process of designing their works. Therefore, the competition is based on the actual requirements for creation and evaluation. In the competition work review, the competition organizers will invite the advertising industry elite to review. The process of the whole discipline competition is close to the market and the actual needs of the enterprise. It increases the actual combat experience of the participating students, and helps them understand the operating rules of the current industry.

2.2. Broaden horizons and improve learning enthusiasm

In the competition of advertising science, the competition proposition all comes from the actual running enterprise. Only when students fully understand the cultural concept, market orientation and consumer situation of the enterprise, can they formulate the planning scheme and creative idea that match the market demand. Therefore, the discipline competition can test the theoretical knowledge that students have learned in class in the process of practical homework and exercise their habit of independent thinking. In the process of soliciting and evaluating the competition works, college students' volunteers are recruited from

various colleges and universities to collect and code their works. Many college students are willing to participate in the competition process, since they can browse tens of thousands or even hundreds of thousands of different creative works through sorting and classifying the entries [3]. During the review, students can hear the comments from the industry's top judges, which can enhance their understanding and broaden their horizons.

2.3. Test the teaching effect and make up for the deficiency of practical teaching

The comprehensive intersection of the advertising determines that the competition works will involve marketing, creative design, network media, copywriter planning and other courses. Many subjects of advertising competitions require students to have comprehensive ability, including planning and creative skills, design and execution. Through the creative design and production process of the competition, it can effectively test the students' grasp of the professional courses, timely find the deficiencies, and then give targeted practice and guidance. At present, colleges and universities integrate discipline competition into the classroom, which can change the current situation of valuing theory over practice to a certain extent. Furthermore, teachers and students can get effective exercise in the process of "promoting teaching by competition" and "promoting learning by competition".

3. HOW TO IMPLEMENT THE COMPETITION TEACHING METHOD IN THE COURSE OF ADVERTISING DESIGN AND PRODUCTION

Integrating discipline competition into practical teaching in colleges and universities has achieved good results. Through the design and production of competition works, students can exercise their ability of planning, creating, designing and producing, and they also can find out the shortcomings of their homework in time, so that they can carry on the necessary supplement. Its results are increasingly visible and widely recognized.

3.1. Focus on guidance and inspiration based on teaching theoretical knowledge

In the course of *Advertising Design and Production*, teachers should make specific explanations according to the special comprehensive intersections of advertisement major and the requirements of competition topic selection. In addition, teachers should provide appropriate guidance on the process of the works from market survey to planning, creativity, design and production, and fully inspire students' creativity and innovation on the basis of mastering the basic knowledge of the subject. The classic

advertising works and the award-winning works of the past years should be introduced into the classroom, and the case teaching method should be used to lead students to analyze the classic advertising works and improve their horizons and creative skills [4].

3.2. Give targeted guidance based on the competition topic selection of students

Teachers should set up project teams in the participating teaching classes, and let each student fully participate in the whole activity in the form of teamwork. According to the characteristics of *Advertising Design and Production*, teachers should let students submit the project completion schedule within the specified time, and promote the implementation progress of the competition works in an orderly manner according to the project schedule. For example: in this year's Young Creative Awards competition, teachers divided students into seven groups according to the different categories of students' topics: public service advertising group, Sipsongpanna group, and Want Want group. Group students discuss, share data, and brainstorm to create ideas. In the process of organizing and arranging practical creative activities, teachers can cooperate with the different needs of each group and stimulate students to think in combination with the enlightening questions raised by competition topics. These flexible and diverse teaching methods put forward higher requirements for teachers and students.

3.3. Conduct self-evaluation and simulation evaluation of students' works according to the content of their works

After completing the competition, the project team students should first conduct self-evaluation and mutual evaluation, so that they can find their own problems from an objective point of view, correct themselves, and then highlight their self-individual consciousness. Students can learn from each other and make up for each other, so that the work can achieve the best effect. Second, teachers should also review each competition work, point out problems, and give some suggestions for improvement and modification [5].

3.4. Improve teachers' effective supervision and evaluation system of students' creative process

Teachers should control the whole process of the competition without missing any link. Problems in the process of homework should be corrected and guided in a timely manner, and excellent works and students should be affirmed and encouraged in a timely manner. Teachers should make an objective and fair evaluation of the

students. The performance of students in the competition should be scored and evaluated, and the homework process evaluation system should be used to encourage students to stimulate their learning initiative and enthusiasm, so that teachers and students can promote each other.

4. INNOVATION OF PRACTICAL TEACHING MODE OF ADVERTISING DESIGN AND PRODUCTION COURSE WITH THE TASK OF PROFESSIONAL COMPETITION

"Promoting teaching by competition" is an effective practical teaching mode for advertising majors in colleges and universities. The practical teaching mode of advertising competition is to promote the development of practical teaching under scientific organization and guidance with competition as the carrier, so as to improve the comprehensive quality and innovation ability of advertising students.

4.1. Creative activities with multiple functions and intersections

The discipline competition for college students is a multi-functional, multi-disciplinary and all-round creative activity. The competition organizers will invite the industry and creative elite to give a series of academic lectures. They will also invite the participating merchants to preach the enterprise strategy at the seminar, and strengthen the interactive link of the seminar, therefore, students and industry elite, advertisers, and business leaders can carry out a series of on-site interaction. In a lively and cheerful atmosphere, students can learn about the development status of enterprises, markets and industries, which is a good way of teaching and learning that is difficult for both teachers and students to achieve in the classroom. Some colleges and universities interact with competition units and invite the seminar to campus, so as to attract more students to participate. Being volunteers, students can communicate directly with the industry elite and advertising designers face-to-face, so that they can enhance their understanding of the industry, improve their enthusiasm for professional learning, consciously and voluntarily participate in the competition practice, and form a positive learning style [6].

4.2. Competition management mechanism can be gradually improved by the interaction between teaching and learning

It is aimed at the new practical teaching of "promoting teaching by competition". In order to better guide students to participate in all aspects of the competition, teachers

need to help students understand the concept of corporate culture and the law of market operation, including the real enterprise, the real proposition, the real data and the marketing objectives that are directly clear to the merchant. Therefore, competition teaching has realized the interaction between teaching and learning. It is necessary for colleges and universities to form special departments to control the improvement of competition management mechanism supervise and control from the quality level of subject competition, the process of teacher guidance, and the progress of competition time. It is necessary to form a good competition mechanism of "promoting teaching by competition and promoting learning by competition", so that students can test their theoretical knowledge in all directions through the practice of participating in the competition.

4.3. Deep integration of professional courses and discipline competitions

In the course of *Advertising Design and Production*, it is necessary to deeply integrate courses and discipline competition and select appropriate projects according to the characteristics of the course, so as to form the practice teaching mode of "promoting teaching by competition and promoting learning by competition", and truly realize the deep fusion of professional curriculum theoretical knowledge and discipline competition practice.

5. SUMMARY

It has been more than 30 years since the competition was introduced into practical teaching. It has become a front of practical teaching in colleges and universities, an effective way to train the creative and practical ability of college students, and the most effective platform to show the comprehensive strength of various design colleges and universities. Advertising major is to train senior applied talents, so participating in international and national advertising events is an excellent platform to exercise and improve students' practical ability [6]. In the discipline competition, the first is to provide a strategy list of business brands, obtain smart and fresh ideas through the discipline competition, and collect fresh and creative ideas and inspiration for the enterprise's advertising planning. Therefore, merchants can let their brands take root and sprout in the minds of young people and cultivate young consumer groups. Second, the merchants are always very enthusiastic to participate in the meeting with the students, since they can bring with their own products, enterprise needs, ideas, market prices, and market needs to inform students, let students create according to the enterprise and market needs, therefore, participating in the discipline competition, students can improve their overall planning ability, creative ability, practical operation ability and teamwork ability. Furthermore, when recruiting employees, many enterprise units will pay more attention to the

students' social practice ability and the situation of winning awards. Therefore, participating in the event can also enable students to understand the ideas of enterprise marketing creativity, understand the industry process, and train new recruits for the advertising session [7].

Therefore, in the course system of *Advertising Design and Production*, it is necessary to closely combine the theoretical curriculum with the practical competition, form a team of competition guidance teachers, give play to teachers' strengths, learn from each other, and give students all-round guidance from a multi-disciplinary perspective in the process of competition. College Students' Advertising Contest, Young Creative Awards and International Public Service Advertising Competition can provide a new teaching idea for advertising education and teaching, and improve students' creative consciousness and practical ability in the face of the market.

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