

A Study on the “Dual Hybrid” Model Driving the Cultivation of Top Innovative Talents in Visual Communication Majors with Project Based Effects

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Received: 18 January 2024; **Accepted:** 12 February 2024; **Published:** 9 March 2024

Abstract:

The quality of top-notch innovative talents in the field of visual communication is not satisfactory. The reason is mainly due to their neglect of cultivating the innovative operational ability of project-based effects in the teaching process. Visual communication design has strong practicality and operability. But the development of social industries requires top-notch innovative talents. In the context of rapid development of the market economy, there is also a diverse demand for the quality of top-notch innovative talents in society, especially for top-notch professional talents. How to cope with this strictness and cultivate top-notch innovative talents is the problem one.

Keywords:

Dual Hybrid, Top Innovative Talents, Visual Communication Majors

1. Introduction

How to transform the professional mode of visual communication is currently the top priority for innovative talent employment. If the professional mode of visual communication has a lot of content and cannot be linked to practical project-based effects, student employment is a major difficulty in completing the transformation of the professional mode of visual communication. The traditional method is to classify the content to be completed based on the requirements of the project and the purpose of the course design. But this solution only categorizes the content at different levels. Research should start from how to drive the independent motivation of innovative talents and study the effects of hybrid projects. Then we will transform the training mode of visual communication majors, and promote the formation and employment of top-notch innovative talents.

The “dual hybrid” refers to the driving mode of building a dual hybrid platform that combines the operational effect of independent projects and the practical project effect of enterprises. Through the dual hybrid effect of the two, it drives top innovative

talents in the field of visual communication design to possess the ability of “internal driving” and “external driving”.

2. A Review of the Current Research Situation

In higher art institutions in the United States, visual communication courses are offered for designers such as the New York School of Visual Arts, the Chicago School of Arts, and the Massachusetts Institute of Technology Media Laboratory. Their visual communication courses include practical courses in the “Visual Communication Major” project. Foreign courses are mostly market-oriented in the field of visual communication. So in China, students also often do some interesting design assignments in the classroom of art and design talents. Their learning ability in grasping the market is getting stronger and stronger. Some higher art colleges in the United States have generally opened “project” platforms for the integration of art design and society for students majoring in design. At the same time, many higher art colleges have also offered similar courses in China. But the implementation speed needs to be improved

Some higher art colleges have attempted to reform by offering some art and design courses in China. However the overall system, practicality, and continuity of their courses cannot keep up with the rapid development of information technology in the era of mobile internet, which due to various limitations.

3. The Significance of Research

The significance of this research is to drive the cultivation of top-notch innovative talents. The second aspect is to promote the construction of a dual hybrid platform that promotes the operational effect of independent projects and the practical project effect of enterprises. The third significance is to establish courses suitable for higher art institutions in China.

3.1. Internally driven top-notch talent innovation capabilities driven by the “operational effect of independent projects”

A “boring” classroom is passive teaching. This research will study the actual project effects of the “Operational Effects of Autonomous Projects” course on professional talents through demand projects. Through research, cultivate students’ independent thinking ability and promote the deep integration of practical information technology and teaching.

3.2. External driven top-notch innovative talent docking for the “project-based effect of enterprise practical combat”

It is necessary to clarify market positioning in a timely manner, to achieve the “enterprise practical project effect” in educational content. Professional education should enable “elite college students” to engage in market development and product innovation. In the process of education, we can build an online platform for enterprise practical project-based effects to drive top-notch talents to connect with the market.

3.3. Dual hybrid project-based effect “internal and external driving” talent innovation

The operational effect of independent projects not only drives the cultivation of innovation ability, but also requires the activation of external enterprise practical

project effects to drive entrepreneurial motivation. The “dual hybrid project-based effect” enables top talents to not only have basic professional abilities, but also have the foundation for project-based collaboration and independent project-based innovation. The internal and external driving forces fully stimulate top-notch talents with their own advantages: they have both project-based innovative technology and can meet the market's requirements for the quality of top-notch innovative talents. Furthermore, internal and external driving ensures the maximum synergy of the innovative team of visual communication professionals.

4. The Key and Difficult Points of Dual Hybrid Mode

4.1. Project research objectives

The research on the dual hybrid model utilizes the operational effect of independent projects, internal driving, and external driving of enterprise practical project effects to achieve a “internal and external driving” visual communication of the innovative ability of top-notch professionals in the project effect. The dual hybrid project-based model directly drives and stimulates students’ sense of innovation. Students can turn passive into active. The dual hybrid project-based model is timely guided by the market’s “project-based effect”, enabling universities to cultivate talents with art and design knowledge in line with market demands. The dual hybrid project-based model uses the “project-based effect” as a channel to cultivate the ability of college students to independently start businesses and the experience of forming teams.

4.2. Research content

The research mainly focuses on the following three aspects:

4.2.1. The transformation of teaching content is driven by the “operational effect of independent projects” and the innovative ability of top talents.

Curriculum research can study the actual project effects of top professional talents through the course content of “autonomous project operation effect”, based on professional skills and comprehensive knowledge, combined with new practical operation cases as the project.

(1) The first part is an analysis of the situation of top talents. The research content includes selecting top talents, forming advantageous teams, analyzing professional abilities, and focusing on the level of autonomy and practical skills. It is necessary to clarify the market position in time in order to realize “market-oriented”. The direct way to capture the market orientation is to enter the market platform. The content of the reform course is guided by the market demand. On the project bidding platform, students can not only see their own bidding works, but also appreciate the design works of front-line designers. Students can see the gap between themselves and excellent designers. In this way, we set a market-oriented goal for students to pursue.

(2) The second part is the research on the operation content of independent projects. The research mainly focuses on professional skills and how to adopt design techniques to adapt to changing markets. The market is the necessary window to test the ability of students. The market competition has such crises as cruel elimination, unemployment and bankruptcy. The course allows students to train their practical ability before entering the market and cultivate the mentality to deal with the market competition. The course can satisfy the desire of students who are eager to make

profits. The course also can make students who are not interested have the passion to participate in learning and competition. Secondly, we will study and impart students' professional knowledge of traditional art and design, multi-level software development techniques and personality development.

(3) The third aspect is the research on operational methods for autonomous projects. The research focuses on how to revolve the course content around the concept of "project-based operations". Then we can study how to combine the course model of "project-based case studies". Further research focuses on how to focus on business projects through virtual and real mergers.

4.2.2. The teaching method is driven by the "project-based effect of enterprise practical operations" to connect top-notch innovative talents

The dual hybrid mode mainly studies how to build an online teaching platform under the training mode of enterprise practical projects. We also study how to cultivate students' independent thinking ability, engage in practical training in enterprises, and meet the employment needs of enterprises.

(1) The first research content includes how to cater to the needs of Party A's project-based design. Secondly, the dual hybrid model is used to study practical enterprise projects. We will study how this project drives students to innovate their design thinking, project based design thinking and market-oriented practical thinking.

(2) The second part is to study how to complete multiple combinations of enterprise practical projects. We need to study how to leverage the advantages of a top-notch talent team to achieve the goal of driving professional design capabilities. At the same time, we also need to study how to use participatory teaching methods such as "project-based assessment" and "project-based meetings" to involve student teams in the design of enterprise projects.

4.2.3. Innovation of top-notch talents driven by dual hybrid project-based effects, both internally and externally

We will research the mixed approach of autonomous project operation effect and offline enterprise practical project effect. Then we should study the coordination method driven by internal and external factors and analyze the effect of project-based professional top talents.

(1) The first part is to study the method of completing projects together in and out of class with dual mixing. Next, we will study how to "mix inside and outside" to improve the ability of top talents. We hope to jointly complete the dual hybrid project and significantly increase the participation of the dual hybrid project in teaching activities through research.

(2) The second part is to study and analyze the dual mixed itemization effect. The order of research includes project-based cases, project-based discussions, project-based analysis and project-based assessments. Finally, we need to study and summarize the experience of the dual hybrid project-based effect.

5. Research Focus and Innovation

5.1. Research aimed at "internal and external driving" aims

The innovation of the dual hybrid model research is aimed at “internal and external driving”. The second innovation point is to cultivate the ability of top-notch talents to transform into “dual hybrid” projects. Furthermore, students can be driven to break through the constraints of “boring” design. Model research can meet the needs of dual hybrid courses. The preliminary setting of the study is to apply the “operational effect of independent projects” and drive innovation capabilities within top talents. At the same time, we will study the docking of top-notch innovative talents driven by the “project-based effect of enterprise practical operations” and cultivate professional top-notch talents through a dual hybrid construction.

5.2. Research Innovation

This model research adopts a mixed approach of autonomous project operation effect and offline enterprise practical project effect. The study of patterns is a coordinated approach driven by internal and external factors. We need to analyze the effects of projectization of top professional talents after the research.

5.3. Research ideas

Firstly, we need to position top-notch talents, innovate, and establish a project-based concept.

In this research model, we regard top talents in the field of visual communication as innovative training targets. Firstly, we need to promote top-notch talents from among students. The process of promotion can be divided into professional ability and comprehensive practical ability assessment. These two parts are the foundation of internal and external practical models. The second step is these top talents will in a mixed mode of in class practice and out of class learning to complete their research. We will conduct a detailed analysis of the feasibility of in class practice and the post class effects of off class mixing.

The scope of benefits of the dual hybrid model research is as follows: through the cultivation of top-notch talents through a period of time, visual communication of top-notch talents can have the basic ability to cope with market competition. This study enables top talents in the field of visual communication to learn project-based marketing and project based skills before employment, in order to cope with the rapid advancement of science and technology and the complex and ever-changing market environment. Professional top talents need to achieve the goals pursued by enterprises in practical work. Only then can they be considered successful in achieving innovation. Although there may be many difficulties in the research of hybrid models, only by continuously modifying and deepening practical methods during the research process can the majority of talents cultivated by this model be successful. Second, model research can promote successful cases to other art design colleges. This achieves profitability for most art schools in central China.

6. Conclusions

The internal and external mixed reform of visual communication courses is in response to changes in market demand. Through internal driving and enterprise practical project effects, the dual hybrid project effect can achieve the professional innovation ability of top talents in visual communication through internal and external driving. The dual hybrid project model directly drives and stimulates students' sense of innovation. It will change students' passive design to actively seek innovation. The

reform model can be timely guided by the market's "project-based effect". At the same time, the model can also enable university art and design knowledge to cultivate talents in line with market demand. In the study of "project effects", the model cultivates the ability of college students to start their own businesses and the experience of forming teams.

The implementation scope of the internal and external mixed reform of visual communication curriculum reform mainly focuses on the reform of visual communication courses. It can exert its effects in courses such as visual communication packaging design, advertising media practice and corporate IP image design. It works together to create top-notch talents that these courses are with a mixed internal and external model.

There will be a certain range of beneficiary groups through research. The study of internal and external mixed practice mode will make visual communication course project-based content. Teachers assign project-based practical projects as assignments in different courses. During the project completion process, students adopt new project-based methods and analyze the project-based needs of the extracurricular market. Only by implementing the reform of the dual hybrid model in project-based practice can students truly adapt to the market.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

Acknowledgments

The author would like to acknowledge all those who helped me during the writing of this thesis. The supervisor, Ms. Wu who has offered the author's valuable suggestions in the academic studies. In the preparation of this thesis, she has spent much time reading through each draft and provided the author with inspiring advice. Without her patient instruction, insightful criticism and expert guidance, the completion of this thesis would not have been possible. Second, the author also owe a special debt of gratitude to all the professors in the work unit, from whose devoted teaching and enlightening lectures the author has benefited a lot and academically prepared for the thesis.

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