

The Application of Totem Art Culture in Graphic Design Teaching

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Abstract: In the teaching of graphic design, students' learning state and learning effect are poor due to the lack of attractiveness of teaching materials. In order to fully display the graphic design knowledge contained in totem patterns, a model based on the pattern elements of totem patterns was constructed. Through Marvelous Designer software, the display of totem visual effects under different pattern element configurations was realized, providing a basis for the comparative explanation of graphic design teaching. When designing the teaching content, based on the totem art culture, it has constructed three parts of teaching methods of plane composition, teaching contents of plane composition and teaching concepts of plane composition, which correspond to the material selection, composition and freehand brushwork skills of totem patterns in modeling creativity and expression techniques, and the range of material selection, composition form and connotation of plane design teaching, the specific application is realized through knowledge transfer.

Keywords: Totem Art and Culture; Totem Pattern; Content of Courses; Knowledge Transfer

Introduction

For the field of modern graphic design, it is necessary to strengthen the application of patterns in the traditional cultural symbol system. It can greatly expand the content theme of modern graphic design^[1-2], it can also provide some help for the inheritance and development of traditional culture. As an indispensable part of the traditional cultural symbol system, totem art contains extremely strong cultural value^[3]. In the long-term historical development process, totem has also developed different meanings according to the specific regional culture. To some extent, it not only contains a strong flavor of social life, but also a concrete embodiment of the public aesthetic taste^[4]. However, it should be noted that in the specific application process, certain principles should be followed to maximize the application value and effect of traditional pattern symbols in graphic design on the basis of simplification^[5]. Therefore, the appropriate refinement and generalization of the more complex totem pattern elements is an important basis to ensure their full integration in graphic design teaching^[6]. In addition, with the help of totem art's own cultural attributes, it can also more fully display the artistic conception of graphic design. Under the reasonable guidance of teachers, it plays a very important role in promoting the full integration of students' design works with life and personal feelings^[7]. In combination with the current teaching situation of graphic design, it is one of the most important links to improve the concentration of students' attention from the perspective of the classroom in order to effectively achieve the purpose of improving the teaching effect.

On this basis, this paper puts forward the research on the application of totem art culture in graphic design teaching. On the basis of analyzing the characteristics of totem art culture, it is reasonably applied to graphic design teaching. Through the way of actual teaching test, the application effect of totem art culture in graphic design teaching is analyzed and verified.

1. The application of totem art culture in graphic design teaching

1.1 Totem pattern model editing design

In order to more comprehensively reflect the application value of totem art culture in graphic design teaching, and fully display the graphic design knowledge contained in totem patterns^[8], this paper first carried out the editing and design of totem pattern models. Considering that there are many actual totem pattern models, and the specific composition is more complex^[8], this paper focuses on

role models, scene models and the plant model is designed specifically.

Among them, in the production process of totem pattern model, the editing and design method of this paper can be expressed as

$$f(p) = \frac{s_p w_i \sum s_i k_i}{\lambda} \quad (1)$$

Among them, $f(p)$ represents the totem pattern model built, s_p represents the model making parameters, s_i represent the design elements that constitute the totem pattern, including clothing, jewelry, character bones, etc, k_i represents the editing parameters of totem pattern elements, w_i represents the editing weight of totem pattern elements, λ represents the calculation parameters of totem pattern elements.

Combine the graphic design knowledge contained in it to realize the corresponding teaching. According to the way shown above, realize the editing and design of totem pattern model, and provide a basis for its better integration in graphic design teaching.

1.2 Graphic design teaching content design based on totem art culture

In combination with the above classification of totem art and culture, when designing the teaching content of graphic design, it is necessary to fully combine the actual school running philosophy of relevant colleges and universities [9]. In view of this, the graphic design teaching content designed in this paper is divided into three main parts, namely, teaching of graphic composition, teaching of graphic composition content and teaching of graphic composition concept^[10]. According to the graphic design teaching content and corresponding teaching objectives, this paper combines the common points between totem art culture and graphic design teaching to achieve the integration and application of totem art culture through knowledge transfer^[10].

With the help of skills of drawing materials, composition and freehand brushwork displayed in the modeling creativity and expression of totem art and culture specific patterns and patterns, it is consistent with the range of materials, composition form and connotation of graphic design teaching to achieve the transfer and construction of specific teaching content. It should be noted that the degree of knowledge transfer is very high, so. In order to strengthen the value of totem art culture, this paper constructs a teaching model of comparative explanation when it is applied to the teaching of graphic design.

2. Teaching practice analysis

2.1 Test environment

This paper carried out a semester long teaching practice based on the graphic design major of a college. Among them, there are nine classes in the graphic design specialty of the college. This paper is based on two classes. On this basis, by comparing the learning situation and learning effect of the two classes, the value of applying totem art culture in the basic teaching of graphic design is evaluated. Among them, the students' learning situation is counted with the help of structured observation method, and the students' learning effect is counted with the help of the assessment results of the completion of design tasks.

2.2 Test results and analysis

In the test environment shown in 2.1, the students' inattentive behavior in class in two classes was observed at the frequency of once a week. After the teaching of one class was completed, the data results of the two classes are shown in Table 1.

Table 1 Comparison of students' classroom learning/person time

Not paying attention in class	class A	class B	Difference
Playing with mobile phones in class	33	12	21
Sleeping in class	26	9	17
Talking recklessly in class	12	4	8
Eating in class	10	2	8
Reading extracurricular books in class	9	2	7

According to the test results, through the application of totem art culture in the basic teaching of graphic design, students' classroom learning has significantly improved compared with the traditional basic teaching of graphic design. Among them, the overall number of non focused behaviors in the classroom has decreased by 61 person times, of which, the behavior of playing mobile phones in class has decreased by 21 person times. Based on the above test results, it can be concluded that the application of totem art culture in the basic teaching of graphic design can effectively improve students' attention in the classroom.

On the basis of the above, the value of applying totem art culture in basic graphic design teaching was analyzed from the perspective of teaching effect. In the specific test process, different graphic design tasks were designed in two classes. Based on six professional teachers, the corresponding design results were scored under the condition of blind evaluation (hundred point system), and the average score was taken as the final evaluation result.

According to the test results, under the traditional basic teaching mode of graphic design, the completion results of graphic design tasks are mainly concentrated in the range of 65.0 to 75.0, among which some graphic design scores are lower than 60, indicating that the corresponding design effects cannot meet the basic requirements. In contrast, after the application of totem art culture in the basic teaching of graphic design, the completion effect of the corresponding graphic design task has significantly improved, and there is no case where the score is lower than 60 points, indicating that the corresponding design effect has met the basic design requirements. Moreover, from the overall perspective, the proportion of students whose evaluation results are above 80 points has obviously reached 30%, which has increased by 15% compared with the traditional basic teaching mode of graphic design. The average value of the overall evaluation results is 75.03 points, which has increased by 5.46 points compared with the traditional basic teaching mode of graphic design. Based on the above test results, it can be concluded that the application of totem art culture in the basic teaching of graphic design can effectively improve students' learning effect and design ability.

Conclusion

Influenced by the trend of globalization, for students majoring in graphic design, their reception and acquisition of different cultural essences are more diversified. In order to enable them to properly re interpret the pattern system in traditional cultural symbols, it is very necessary to introduce traditional cultural symbols in the specific process of graphic teaching. This paper puts forward the research on the application of totem art culture in graphic design teaching, and helps students improve the artistic conception of graphic design works by reasonably applying totem pattern symbols in the basic teaching of graphic design. With the help of the design and research in this paper, I also hope to bring some reference value to the development of totem art and culture, as well as the improvement of the teaching effect of graphic design.

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