The Teaching Website Design Based on Visual Communication

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ABSTRACT

At present, the study of teaching websites are mainly concentrated in the aspect of teaching design and technology to solve, to the humanized design of the page is not enough attention. From the visual communication design theory as a guide, combined with the specific teaching content, resulting in creative design and intuitive demonstrated, it makes teaching the content of the website has rich connotations, also has high aesthetic value. In this paper, from the angle of visual communication, elaborates the teaching website design and analysis. An example was given and the theory of visual communication design and penetration into the idea of teaching website design, Aims to fundamentally change the people in the past the one-sided understanding of teaching web site design, architecture is a comprehensive, integrated teaching website design concept.

INTRODUCTION

Essence of teaching website is to transfer teaching information, providing teaching services. If teaching site teaching information only stay in a simple list level, the teaching content will lose their appeal, so that teaching cannot be effectively disseminate information. Visual communication design in teaching websites is the art of a two-dimensional space, Based on principles of teaching information effectively convey, on the basis of network and multimedia technology, integrating teaching spirit and aesthetic value at an organic whole, To realize the teaching information and visual elements integration, comprehensive coordination, integrity and systemic.

THE DESIGN OF VISUAL COMMUNICATION

The visual communication design is based on expression of information and communication transmission as the research object, for the purpose of accurate expression and efficient information communication, to visual design and processing of information, so as to meet the needs of the people communication [1]. Visual communication design of the main function is to convey information; it is different from abstract concepts express by language, but through visual symbols to convey. The process of visual communication is used between people "see" form of communication;
it is through the visual symbolic language expression and transmit [2]. With the deepening of the information age, visual communication design will be completed by a single media to multimedia combination process, shows people various personalized needs, add vitality of science and technology to the human development of the information age. Visual communication design will be through a variety of content and form of the attractive penetrated into every corner of life, in the process of information play a bigger role.

VISUAL COMMUNICATION DESIGN PRINCIPLES AND METHODS IN TEACHING WEBSITE

With the coming of network era, the teaching website as a new form of teaching resources will become a hotspot of research on the future; the visual communication design in teaching websites also should follow certain ideas. Website design should take the education as the starting point, for visitors to provide the most comfortable visual environment, and improve the effect of teaching information effectively.

Visual Communication Design Principles

Teaching website of visual communication design is the integration of technology and art, the unity of content and form. Web page is text, graphics; color these the clever combination of multimedia elements, to provide visitors with the most direct visual feeling, Page can attract visitors, make the teaching better information communication is the key to the teaching website design [3]. Designers in the visual communication design concept are applied to the teaching website should grasp the following three principles:

**Layout Reasonable.** Page layout is the designer of all design elements for the reasonable arrangement, it is not follow one's inclinations dreamt up, but designers cleverly use fabric and layout principle, Follow the rules of certain visual, will have different size, different shape, different color, and texture of design elements, give person with a unique visual art feeling, Create the aesthetic forms of information, In the design page, should put the most important content in the screen to the left or top area. The focus content of the rest in page can through the text arrangement, the collocation of color or through other means, the visitor's attention to it.

**Coloring Accurate.** Color and hue is the most emotional, the most appealing visual elements, color is the most cultural elements. Main color selection and design not only reflects the topic of the page, and dominate the entire page design. Color design should be based on the content of the needs and different browsers color, choose the color psychological characteristics and deal with the color contrast and harmony. Different disciplines, different content of the same subject to the requirement of color is not the same, should be based on the performance of the content need to select and match.

Visual Communication Design Method in the Teaching Website

**Clear Target Audience.** Teaching Web page visual design success is directly related to the viewer's first impression of the site is related to the viewer of the site an overall rating. When making the page design designers must clarify the main users of web site is what kind of people, and the users are classified, analyzed what they want from the site, They have what kind of aesthetic tendency, have what kind of Internet psychology, etc. For different user groups, the need for different design, page design and the performance theme changes with the change of the main users.

**Clear Site Purpose.** A website to the visitor what to propaganda, what to introduce , what to promote, must get clearly show in the page design, That is to say, the design
should achieve the purpose of this page, your visitors through the web page to browse, basically can to grasp and understanding of website content and characteristics.

THE VISUAL COMMUNICATION DESIGN IN TEACHING WEBSITES

Teaching website page is mainly consists of text, graphics, color, format, such as visual elements, these elements not only convey information, but also express emotions, cause emotional feelings rich psychological activity. In order to make the web page of obtaining maximum visual information ability, web design must adapt to the visual psychological and physiological characteristics. This article mainly from the text, color, graphics, layout format four aspects is to carry on the design [4].

The Design of Text

In teaching websites, the text is the core of the page, also is the most direct way of visual communication, we gain knowledge mainly through the text, and site is mainly through the text to improve the thought. Text itself has much potential expression, such as different font, font size; layout will produce different psychological induction. A good web design without the choice of font, if the font in the design no good choice, then may affect the overall effect of a web page. The page size proportion is an important aesthetics principle of visual aesthetic, directly affects the visitor's learning efficiency. The choice of font size according to the functional needs, the larger the word to the audience the visual impact of the strong, the longer the time of memory, The fine print is appear delicate and exquisite attractive, small precision higher and higher, and the word is easy to form, the stronger the integrity, But the word is too small, too much content, and easy to make the page into multiple centers, cause page fuzzy, lack of sense of beauty, influence visitors visual aesthetic space. Different font size, font will show different rendering force, as shown in figure 1.

Design of Graphic Visual Communication

Graphics is a feature of the website; it has the function of the smart, attractive, and conveys information. Good, moderate and clear graphic can make the page grace, the opposite to them. Otherwise it will be attracted Viewer antipathy. Closely integrated with the theme of graphics can provide rich contextual information, graphics and related text location near that can quickly search relevant to the correct character, so as not to
increase your reading difficulties [5]. Leiden University web page as shown in figure 2. Each paragraph and related graphics arranged in parallel, and dotted line between each part apart, so convenient for visitors, and beautifies the page.

![Figure 2. Words and related graphic arrangement. From: http://www.hortus.leidenuniv.nl/](image)

**CONCLUSION**

Teaching Web page designed to co-ordinate the planning, the overall style of uniform. In order to make the site each page there is a whole, we should around a visual center to build an overall visual convey teaching information, Designers to comprehensively consider the various visual elements, especially the page in prominent characteristics at the same time pay attention to the harmony with the whole. From the perspective of visual communication and analyzed in some, For each specific page, based on the principle of overall design, the assurance of primary and secondary, the arrangement of colors, text, graphics processing and page layout discretion should be overall planning, This paper discusses the general requirements of visual communication design in teaching websites and the specific design method.

**REFERENCES**

2. Cao, F. *Visual communication design principle*. Jiangsu fine arts publishing house, 2005 (2).