

Research on the Dual-coordination Talent Cultivation Path Oriented by Enterprise Post Competencies: Taking Visual Communication Design Specialty as an Example

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Abstract

This paper deeply explores the dual-coordination talent cultivation path oriented by enterprise post competencies, with the visual communication design specialty as the research object. After meticulously analyzing the enterprise post requirements and the current status of talent cultivation in colleges and universities, it comprehensively elaborates on the construction and implementation strategies of the dual-coordination model, covering aspects such as in-depth research, innovative integration of curriculum and practice, and collaborative cultivation of employees and students. It also deeply studies its crucial significance in enhancing talent quality and promoting the in-depth integration of industry-university-research. It aims to provide a practical and effective reference example for talent cultivation in related specialties and contribute to the optimization and upgrading of the connection between education and industry talents.

Keywords

Enterprise Post Competencies; Dual-Coordination; Visual Communication Design; Employee-Student Collaboration; Industry-University-Research Integration.

1. Introduction

In the current era of rapid acceleration of the global economic integration process and the intense white-hot competition in the market, the visual communication design field is undergoing profound changes. The demand structure of enterprises for professional talents is continuously and rapidly evolving like a runaway horse. With the increasing segmentation of the consumer market and the rapid innovation of technology, the demand has been galloping towards diversification, refinement, and specialization in all directions. The traditional talent cultivation paradigm is mired in difficulties. The theory-dominated teaching model has led to a serious disconnect between classroom learning and practical application, and the lag in industry feedback has caused educational adjustments to lag behind the pace of market changes. As a result, the cultivated talents often differ significantly from the dynamic post requirements of enterprises in terms of skills and qualities, resulting in a serious mismatch between talent supply and demand. Therefore, exploring a dual-coordination talent cultivation path closely aligned with enterprise post competencies has become the core strategic choice for the visual communication design specialty to break through development bottlenecks and reshape talent competitiveness. The dual-coordination mechanism is like a bridge. By deeply integrating the rich resources of both schools and enterprises and coordinating and optimizing the entire talent cultivation process, it can effectively fill the long-existing gap between education and industry and continuously inject innovative vitality and solid practical skills that match the fast-changing rhythm of the market into professional talents, which has immeasurable far-reaching significance and critical value for promoting the innovation and upgrading process of the entire visual communication design industry.

2. Analysis of Enterprise Post Competency Requirements

(I) Design Skill Requirements

In the field of packaging design, enterprises have extremely high expectations and strict requirements. Designers not only need to proficiently master powerful 3D modeling software such as Blender and Maya, use their complex tools and fine parameter settings to construct highly realistic and detailed product virtual models, but also need to accurately grasp the unique physical and chemical properties of various packaging materials such as the texture, thickness, and toughness of paper materials, the transparency and plasticity of plastics, and the gloss and strength of metals, as well as the key details of the printing process such as color reproduction accuracy and ink adhesion effect, and the mold design and processing accuracy of the forming process. Only in this way can they ingeniously carve out packaging masterpieces that combine aesthetics and functionality based on the product's functional characteristics, the aesthetic preferences of the target audience, and the dynamic positioning of market competition, significantly enhance the visual attractiveness and physical protection performance of the product on the shelf, make it stand out among a dazzling array of products, and win the favor of consumers and market share. In the vast field of advertising creativity, designers must be proficient in operating Adobe software series (Photoshop, Illustrator, Premiere, etc.) as freely as a master wields a brush. They can keenly discern consumption trends and demand pain points from massive and complex market data, accurately capture inspiration sparks from diverse and splendid cultural trends, and rely on imaginative creative ideas and fascinating visual narrative techniques to meticulously create advertising masterpieces with strong visual impact and emotional appeal. Efficiently convey the core value and unique charm of the brand, strongly drive consumers' purchasing decisions, and in the era of surging digital marketing waves, lay a solid creative foundation for the brand to expand its market territory, enhance its brand awareness and reputation, and help enterprises seize the initiative and take the lead in the fierce market competition.

(II) Professional Quality Requirements

In the complex and diverse enterprise operation project system, visual communication designers, as the key hub nodes connecting all links, must possess excellent teamwork ability. When collaborating with marketing personnel, they need to quickly understand their marketing strategies and target audience positioning and integrate creativity precisely into the marketing framework. When cooperating with engineering technicians, they can clearly understand the product structure and technical parameter limitations to ensure the technical feasibility of the design. When communicating with product R & D personnel, they can deeply understand the product innovation points and core functions and endow the design with unique connotations. In multi-disciplinary collaboration, they can effectively resolve differences and condense a powerful joint force. The ability to strictly adhere to the project schedule is like a precision clock for project progress. Designers must carefully plan tasks according to project milestones, allocate time scientifically and reasonably, and flexibly respond to unexpected variables with keen adaptability to ensure the efficient and orderly progress of the design process and the timely delivery of results, thus ensuring the stable overall rhythm of the project. Given the rapid iteration of industry technology and the rapid changes in aesthetic trends, designers must maintain a proactive learning attitude and a spirit of being brave in innovation exploration. They should constantly track the development of cutting-edge design concepts such as minimalism and parametric design and deeply study the application techniques of emerging technologies such as AR/VR interactive design and dynamic graphic design. Continuously expand the creative vision and improve practical skills, and continuously inject new vitality and momentum into the innovation and development of

enterprises, becoming the innovation engine and power source for enterprises to continue to move forward in market competition.

3. Construction of the Dual-coordination Talent Cultivation Model

(I) School-enterprise Cooperation Mechanism

Schools have established close and diverse cooperative relationships with enterprises such as Wenzhou Jingyi Culture and Media, which can be described as a deep alliance. The internship and training bases built by enterprises for schools have complete hardware facilities and simulate real workplace scenarios. Students can fully immerse themselves in experiencing the workplace ecology and complex project processes here. For example, they can participate in the visual design preparation for enterprise seasonal promotional activities. The real project cases provided by enterprises cover rich fields such as brand remodeling, advertising campaigns, and packaging upgrades. Their complexity and market forefront nature fully drive teaching to closely follow the rhythm of industrial practice. The senior designers and creative directors dispatched form an elite enterprise mentor team. They not only deeply participate in daily teaching guidance and provide professional comments at key points of the curriculum but also regularly hold wonderful lectures to share practical experience and industry trend insights. Schools customize systematic and comprehensive training packages according to the needs of enterprise employees. The content includes the deepening of design theory, such as explaining the new application of modernist design theory in contemporary brand building; the analysis of cutting-edge technologies, such as analyzing the operation points of 3D printing technology in packaging prototype production; and the expansion of creative thinking, such as introducing cross-border creativity to inspire design inspiration. Relying on strong academic resources, schools cooperate with enterprises to carry out in-depth research on topics such as the visual preferences and design trends of young consumer groups and the user experience research of online shopping. With the normalized school-enterprise cooperation meetings and fine collaborative planning mechanisms as solid bonds, the talent cultivation direction is accurately calibrated, realizing the deep sharing of resources, the efficient superimposition of advantages, and the collaborative innovation and development of both sides.

(II) Curriculum System Optimization

After deeply analyzing the enterprise post competency requirements, the curriculum system of the visual communication design specialty has undergone a comprehensive and systematic remodeling. The professional basic courses and core courses are deeply integrated. Practical cases such as enterprise logo design and poster creation are ingeniously implanted into basic courses such as plane composition and color composition. For example, in the teaching of plane composition, taking enterprise brand logo design as the task driver, students are guided to use point, line, and plane elements to construct unique visual symbols and understand the application skills of formal beauty principles in commercial design. The core courses closely follow the industry technology trends and creative trends. The packaging design course updates the cutting-edge knowledge of intelligent packaging and environmentally friendly materials in real-time, such as explaining the sensing technology principle of intelligent packaging and the sustainability assessment standard of environmentally friendly materials; the advertising design course introduces the precise creative strategy driven by big data, positions the creative direction based on user behavior data, and the creative strategy of social media marketing, such as planning interactive advertisements for hot topics. The enterprise design process specifications and project management standards are fully embedded. With the help of rich and diverse case teaching, project-driven teaching, and simulated studio teaching methods, students' post adaptability is deeply tempered, the problem of the disconnection

between theory and practice is effectively solved, and the industry adaptability and teaching effectiveness of the courses are significantly improved.

(III) Strengthening of Practical Teaching

A multi-level practical teaching system is comprehensively constructed. In the curriculum practice link, teams are formed according to enterprise project task books, simulating the efficient operation mode of a real design studio. Starting from the brainstorming stage of creative conception, students express their opinions freely and collide with creative sparks; in the process of scheme deepening, they repeatedly discuss and optimize details; and in the stage of product output, they execute precisely. The whole process is a practical exercise, which effectively sharpens design skills and teamwork skills. In the professional internship stage, students penetrate into the core of the enterprise design department and fully and deeply participate in the entire project cycle operation. From the customer demand research and market competitor analysis in the early stage of the project, to the design scheme creation and modification in the middle stage, and to the project delivery and feedback summary in the later stage, they gain a deep understanding of industry frontiers, corporate culture connotations, and diverse customer needs and accumulate rich practical experience in the workplace. The graduation design closely focuses on enterprise actual projects. School and enterprise tutors jointly guide and evaluate the results according to enterprise strict standards to ensure that the design works have both innovation and market feasibility, effectively enhancing students' practical hands-on ability and career adaptability and laying a solid foundation for students to seamlessly connect with the workplace.

4. Implementation Process and Results of Talent Cultivation

(I) Collaborative Cultivation of Employees and Students

During the project implementation process, in order to fully assist enterprise employees in promoting to packaging design engineers, schools comprehensively integrate high-quality teaching resources and deeply and meticulously analyze the declaration policies and requirement details. They carefully guide employees to sort out past project experiences, dig out highlights and innovation points; optimize the display logic and visual effect of the portfolio to highlight professional abilities and unique styles; improve the technical and professional qualification certificate system, plan the certification path and learning plan; and carry out systematic professional knowledge special training, covering core contents such as packaging engineering, design regulations, and innovative design methods, significantly improving the success rate of employees' declarations and their comprehensive professional qualities. At the same time, schools accurately analyze the enterprise talent structure levels and business strategic plans and customize personalized talent cultivation blueprints. They construct curriculum modules that meet specific enterprise needs, such as enterprise brand design special courses for enterprise brand upgrading needs, deeply discussing brand gene inheritance and innovative expression; specific product packaging design practice courses, focusing on product characteristics and market positioning for design practice. They carefully design practical projects, advance the talent reserve process, realize the parallel and complementary development of employee career growth and student professional growth, inject strong and lasting power into enterprise innovation development and school talent cultivation, and comprehensively improve the overall quality and core competitiveness of the school-enterprise talent team.

(II) Patent and Textbook Results

In the innovative ecological environment of deep integration of schools and enterprises, the joint patent application work has been carried out vigorously and achieved fruitful results. Teachers, students, and enterprise employees work closely together to deeply explore the rich

mine of design innovation. In terms of packaging structure innovation, a new type of easy-to-assemble and environmentally friendly packaging structure has been developed, effectively reducing costs and transportation space; in the innovation of advertising interaction experience, an interactive advertising form based on augmented reality technology has been created, enhancing user participation and brand communication effects; in the optimization of the brand visual identity system, a dynamic and personalized brand visual system has been constructed, enhancing brand recognition and memory. From these key dimensions, a number of patent results have been successfully hatched, effectively strengthening the intellectual property reserve of schools and enterprises and their industry discourse power. In terms of textbook construction, the practical wisdom crystallization and theoretical essence of schools and enterprises are deeply integrated. The self-compiled textbooks focus on the in-depth review of enterprise actual cases, analyzing the key factors of successful and failed cases; detailed disassembly of the project process, from the project start to the completion of each link's key points and techniques; accurate analysis of technical standards, such as printing process and digital design software parameter settings; sharing of innovation experience, covering design thinking breakthroughs, technology application innovation, etc., presenting fresh and practical teaching materials for teaching, reshaping the professional knowledge inheritance paradigm, significantly improving the quality of teaching resources and industry adaptability, and laying a solid foundation for talent cultivation.

5. Conclusion and Prospects

Through the practical test of the dual-coordination talent cultivation path oriented by enterprise post competencies in the visual communication design specialty, remarkable results have been achieved. In terms of the alignment between talent cultivation goals and enterprise needs, it is like a precisely navigated satellite, highly calibrated, which has significantly narrowed the gap between school-enterprise talent supply and demand and successfully activated the surging power of industry-university-research collaborative innovation. Looking ahead to future development, the potential for school-enterprise cooperation is huge. In the integration of emerging technologies and design, for example, artificial intelligence-assisted design can transform the design process, and blockchain copyright protection can stabilize the rights and interests of design results. It is necessary to deeply explore the possibilities of cooperation. In terms of innovation of cooperation models, building an industry college can integrate education and industry resources, and a joint R & D and design center can focus on cutting-edge innovation, which is worthy of vigorous promotion. When continuously optimizing the entire process of talent cultivation, introducing international cutting-edge design education concepts and standards, such as the user-centered design education concept in Northern Europe, can broaden the vision. Strengthening the empowerment of teachers' industrial practice and cultivating a "double-qualified" teaching team can improve teaching and practical guidance abilities. Upgrading the functions of practical teaching bases and creating a multi-functional platform integrating teaching, service, and incubation can cultivate innovative elites for the industry, lead the visual communication design industry to the innovation peak of intelligence and internationalization, reshape the pattern of talent competition advantages, and promote the continuous prosperity and development of the industry.

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