

Research on the Teaching Methods of "Visual Marketing" Course with Product Photography and Image Processing as the Core and Serve Online Shop Management

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Abstract

With the rapid development of e-commerce, in order to meet e-commerce enterprises' demand for talents of product packaging and online shop art designers, a large number of colleges and universities opened specialties serving online shop management one after another, however, there are many limitations in the course teaching, the teaching contents do not match the real needs of the industry. This paper mainly studies the two directions: product photography and image processing, makes reasonable arrangements for the course design in combination with the current situation of online shop management in the teaching process, focuses on serving the online shop management, and studies the teaching methods of "Visual Marketing" which is conducive to the development of occupational abilities of students in higher vocational college.

Keywords

Online shop management; product photography; image processing.

1. Introduction

Visual marketing covers a very wide range, it focuses on online shop management and lays emphasis on the shooting of product image and image post-processing, this is also the compulsory course for engaging in the e-commerce art designing post, therefore, when developing this type of professional and skilled talents, in addition to stressing basic professionalism and professional theoretical knowledge, we also need to combine the real needs of online shop management in the teaching process, and prepare for college students to successfully link with the society and create professionalism.

2. Teaching Reform of "Visual Marketing" Course with Product Photography and Image Processing as the Core and Serve Online Shop Management

The real needs of the online retail industry will continue to change with the development of e-commerce; therefore, academics need always concern about industry trends, grasp the latest information, serving the practice of online shop management as the core to reform teaching. Through the above analysis and research summary, the teaching implementation of the reformed "Product Photography and Image Processing" course is arranged as follows.

2.1. 2.1 Optimization of Initial Cognitive Elements

The initial cognitive elements are mainly based on the cognition and understanding of product shooting, and the basic connotation of product shooting is divided into three parts for explanation.

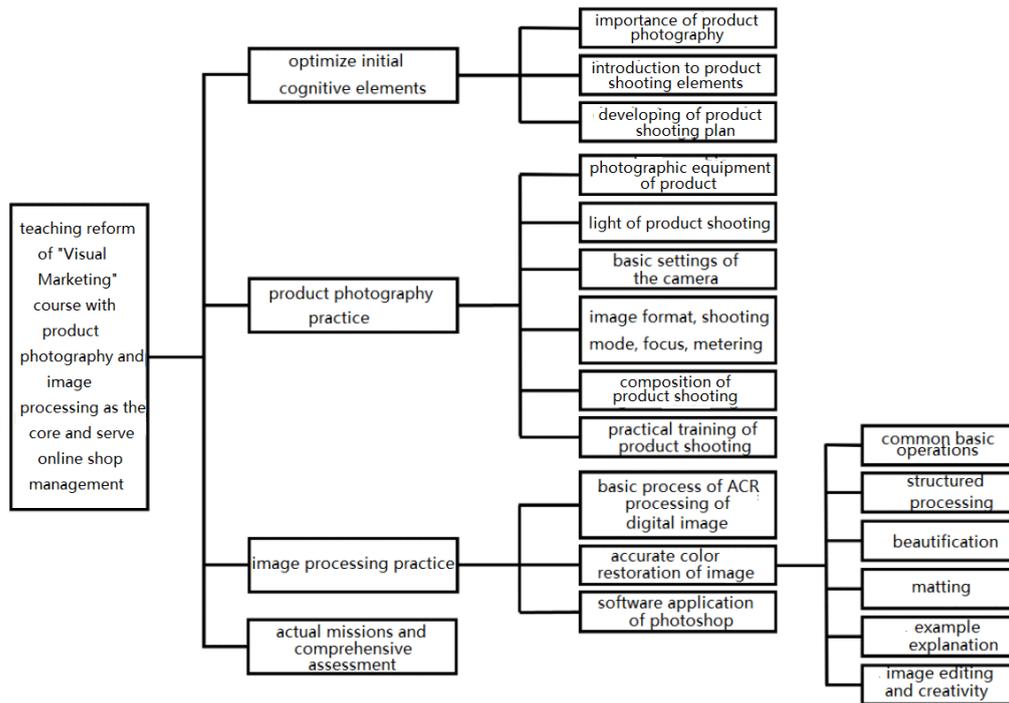


Fig.1 teaching reform of "Visual Marketing" course with product photography and image processing as the core and serve online shop management

2.1.1 Importance of Product Shooting

In the management of online shop, students are led to understand that product image need to be able to convey intuitive product information and influence customers' purchasing decisions, enhance brand competitiveness while improving the sales of product.

2.1.2. Introduction to Product Shooting Elements

It is emphasized that the main image of the product displayed on the online shop needs to meet clear image quality, accurate shape, reasonable composition, distinction between the important and the secondary one, accurate color, true restoration, outstanding characteristics and texture of product, and the relevant requirements.

2.1.3. Developing of Product Shooting Plan

The product shooting plan teaches how to classify product and analyze the basic selling points and characteristics of product in the early stage of shooting, determine different shooting themes and prepare corresponding photographic equipment according to different product.

Through the courses in the in earlier preparatory stage, students need to master the significance of product shooting, understand the impact of product shooting on business activities, moreover, master the shooting points of image quality, composition, color and product feature in the process of product shooting, these make students understand how to develop a complete set of shooting plan and implement them smoothly in the real commercial model of online shop management, as well as the link and delivery process of the finished image after the image post-processing and the merchants.

2.2. Practical Training of Product Photography

In order to train students' comprehensive vocational skills and improve teaching efficiency, The product photography stage is divided into two parts for teaching: "basic theoretical knowledge of photography" and " practice of product shooting".

2.2.1. Photographic equipment of product

All the photographic equipment needed in the process of product shooting is uniformly introduced, among which the commonly used core photographic equipment is featured, students are required to can master the functions and usage of different photographic equipment.

2.2.2 Light Used in Product Shooting

The effects of light position design, light pattern setting, light quality processing, and light ratio control on shooting effects are taught in detail.

2.2.3 Basic Settings of the Camera

The functions of aperture and shutter are taught, how to set light sensitivity, exposure compensation and white balance, and use histogram accurately judge the exposure of photos.

2.2.4 Image format, shooting mode, focus, metering

The different requirements of different formats of images in actual commercial use are introduced, the different shooting effects presented by the camera in different shooting modes are understood, and stress that correct focus is the key factor for taking clear images.

2.2.5 Composition of Product Shooting

The principles of product composition should be concise, complete and balanced, the factors that affect the composition are taught based on the composition principles, and the composition methods of product shooting is introduced with points, lines and masks as composition elements. Finally, the influence of product shooting angle and arrangement skills on product image will be taught.

2.2.6 Practical Training of Product Shooting

When carrying out the practical training of online shop product shooting, first, according to the intention to be expressed, and then according to the different reactions of the product to the light, the shooting is carried out according to the scene layout requirements of the light-absorbing body, the reflecting body, and the light-transmitting body. The practical training is task-driven and requires students to carry out shooting training in groups.

2.3. Practice of Image Processing

In order to improve the post matching degree of the course, the course in the image processing stage is divided into three parts for teaching: "basic process of ACR processing of digital image", "accurate color restoration of image", and "software application of Photoshop".

2.3.1. The basic process of ACR processing of digital image

ACR belongs to plug-in embedded in PS software and it is mainly used to edit images of RAW format. First, students need to be guided to use the white balance setting in ACR to restore the true color of the product image, and then proceed the camera calibration and lens correction. The basic ACR processing that student need to master also includes black and white field, contrast, saturation, definition, hue, tone, and image sharpening etc. The theoretical study and practical training of ACR courses can make students master the ability to realize the ideal state of digital images.

2.3.2. Accurate color restoration of image

This part of the course is based on the basic knowledge of colors related to colored light and pigments, and introduces mixing three primary colors with additive process of colored light, red (R), green (G), blue (B), and mixing three primary colors with subtractive process of pigments, cyan (C), magenta (M), yellow (Y), it teaches the relationship between RGB and CMY in color through the image demonstration of color filter and multiply. Finally, this part of the course guide students to use the tone curve channel in the ACR to adjust the color restoration of the image, and makes the image square with the true color of the product to the greatest extent through repeated debugging.

2.3.3. Software Application of Photoshop

Guiding students to master and proficiently use Photoshop software is the most important part of this course in the teaching stage of image processing. According to the different functions and use skills of PS tools, the course arrangement is divided into the following 6 sub-tasks.

(1) Commonly used basic operations

Before operating PS software, first, students must understand the corresponding working interface and basic operations in PS. Here we mainly introduce the "menu bar", "property bar", "toolbar", "workspace", "status bar" and "control panel", and explains the functions and use directions corresponding to different work areas in detail. Then the basic operations and shortcuts commonly used in PS are Introduced, for example, new image, open image, close image, save image, adjust image display, and basic layer operations, after the students have learned the basic operations above, they can basically edit and process images.

(2) Structured processing

The product images uploaded to the online shop generally have requirements for dimension and file size, first, students need to master PS software to adjust the size and resolution of the image. In addition, the ratio of image taken by digital single lens reflex camera is about 3:2, and sometimes the ratio requirement for product image is 1:1, moreover, considering that the angle of holding the camera during shooting may cause the product image in the picture to be tilted, therefore, students need to be guided to use PS software to clip, rotate, deform, and correct images, etc.

(3) Beautify

The principle of image color adjustment in PS software is similar to that in ACR, it is mainly adjusted in three ways: levels, curves and selective color. Then students are guided to use the stain repair pen to quickly deal with image noise and stains caused by various factors such as the shooting environment, the product itself, and the camera lens. Finally, students are guided to make the effect of image watermark, stress that watermark can play a publicity role for the owner of the image, and can prevent others from misusing the image at will.

(4) Matting

Matting is one of the most used functions of PS in commercial use, which can be achieved by various PS tools. Regular shape matting can choose the "rectangular marquee tool" or ellipse marquee tool, irregular shape matting can choose "lasso tool", "polygonal lasso tool" and "magnetic lasso tool". In addition, through "object selection tool", "quick selection tool" and "magic wand tool", we can also use the color difference of the image cut out the image, and the channel option in the control panel is another matting way.

(5) Example explanation

The use of practical training cases needs to be combined with the practical operation of the online shop, the main image of the product display of the real shop is taken as an example for comparative training, after mastering the use skills of PS tools, students can design visual marketing elements such as selling points, emotions and scenes of products in combination with product characteristics and the actual needs of merchants in online shop management, and lay a solid foundation for students to go to work in the future. .

(6) Image editing and creativity

PS is not only a powerful software for processing and modifying digital images, but also an image design software for drawing and editing images. After mastering the basic use skills of PS tools, students are guided to use PS tools create and edit images, design product display images that meet the actual needs of enterprises, and meet the image requirements of businesses to display basic appearance information and functional characteristics of products in online shop.

2.4. Practical tasks and comprehensive assessment

The practical task stage is to test the students' learning outcome in one semester, which is made through task assessment. The task assessment is mainly to modify and process "main image of product" and "detail image of product" these two contents through PS software, students are required to work in groups as a unit, make the positioning of the online shop clear in advance, decide the product need to be displayed according to the positioning of the online shop, and then modify and process the main image and detail image of the product, and finally make it meet the practical requirements of online shop management.

The assessment of students is divided into two parts, there are "basic quality assessment" and "final practical tasks", respectively. The basic quality assessment includes classroom attendance, classroom performance and usual results, the usual results are determined by the students' usual classroom practical training works, after each practical training class ended, the students' works are collected, comment on students' practical training achievements and give feedback to students in time, at the end of the term, the students' learning outcomes of a semester are counted, and an objective evaluation of the students' usual classroom performance is formed in quantity and quality. The emphasis of the assessment is on the scoring of the "main image of product" and "detail image of product" in the practical task stage at the end of the term.

3. Summary

In the learning process of this course, students must not only consider the focus of product shooting and the beauty of the image production, but also consider the sales conversion brought about by visual marketing, naturally integrate marketing concept into computer image processing, and master the core work skills of online shop management positions. The goal of this course reform is to make students not only master operational skills, but also understand marketing thinking, mobilize students' learning enthusiasm, make the teaching process more efficient, and the students' vocational and technical abilities more meet the needs of the enterprise.

The construction and development of course cannot be divorced from the support of the school and the cooperation of students; moreover, teachers should also improve their all-round teaching ability, use limited resources to implement unlimited teaching possibilities, can flexibly adapt the teaching contents, teaching methods and teaching evaluation, thereby improving teaching efficiency and training students' comprehensive professional ability.

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