

# *Exploration and Research on Teaching Methods of Commercial Space Design*

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**Abstract:** Commercial space design is a large-scale special course for interior design majors. It is different from the teaching of leisure and entertainment or cultural display, and mainly focuses on the design of commercial store space. The course of commercial space design is one of the professional core courses of environmental art design, and it is a comprehensive subject closely combining theory with practice. In order to meet the needs of today's teaching development and highlight the differences of different types of running schools, under the mode of cultivating innovative talents, the teaching method of commercial space design course in undergraduate colleges needs to be constantly innovated and improved on the original teaching mode, so as to achieve the teaching oriented to the needs of the commercial market. In view of the present situation of commercial space design teaching, this article explores the teaching ideas and methods of thematic design course, gives full play to the interaction between students and teachers and students, and advocates the consolidation through improving and reasonable performance evaluation system, aiming at seeking common discussion of commercial space design teaching.

## **1. Introduction**

Commercial space design is the bridge and link between contacts, environment and commodities. The first essence of commercial space design is to become a strong representation of satisfying commodities and displaying environment through spatial images, bringing new experiences to consumers [1]. As the core course of environmental art design, commercial space design requires students to master the functional division of commercial space environment, the organization of people flow, the creation of indoor environment atmosphere, color matching, lighting design, and the application of decorative materials [2]. Nowadays, the course of commercial space design is the major course of interior design in most undergraduate colleges. This course aims to make students fully understand the specific attributes of commercial space and its close relationship with marketing, brand strategy and other related fields through strict phased promotion, master the correct thinking and design methods, and deepen the scheme and make it more feasible under the guidance of scientific and reasonable teaching ideas [3]. Commercial space design is a highly comprehensive design course with outstanding commercial value, rich content and diversified design, which requires the intersection of knowledge and scientific design [4]. In the classroom, students can learn the design methods and procedures of commercial space and master relevant

design skills through case explanations, aiming at helping students gain a competitive advantage in employment, so as to adapt to the increasing demand of talent market.

To achieve innovation in the teaching of commercial space design is to enable students to truly integrate classroom knowledge with actual commercial projects, which is the focus of teaching reform [5]. Most undergraduate and junior colleges have little difference in teaching methods, which are basically divided into two parts: theoretical teaching and practical teaching. Teachers usually use virtual projects to make propositions, so that students can think and design the simulated business space [6]. With the rapid growth of national economic construction and the vigorous growth of commercial space design, the demand for art design professionals is increasing, and higher requirements are also put forward for the cultivation of art design professionals in higher vocational colleges [7]. According to the present situation of commercial space design teaching, this article explores the teaching ideas and methods of thematic design course, and gives full play to the interaction between students and teachers and students.

## **2. Nature of commercial space design course**

The course of commercial space design is one of the important courses of environmental art design, which covers a wide range of knowledge and covers many intersections. This course is a systematic subject which is scientific, artistic, logical, creative and experimental. Under the current trend of educational reform and educational transformation in universities, this highly practical course should be reformed in line with the growth of the times to adapt it to the actual creative process and methods, so that students can achieve a good connection from school to work. The teaching goal of this course is: through the study of this course, relying on real design practice projects, let students master the design principles of different commercial spaces, think comprehensively from the aspects of function, form, technology and environment, and make reasonable and feasible designs for common commercial spaces and express them correctly.

## **3. Current situation and existing problems of undergraduate course of commercial space design**

### **3.1. Traditional conceptual teaching**

The design of commercial space is a big subject, involving a wide range of disciplines, rich space composition and complex node requirements, which has certain teaching difficulties. Traditional teaching is taught in accordance with the syllabus and teaching materials, and the knowledge accepted by students only comes from textbooks and related knowledge taught by teachers [8]. Without practical process, students can only stay at the surface of knowledge in the instructional process, but they can't deeply understand and apply design knowledge, and they have no practice of knowledge application [9]. The relevant regulations of the Ministry of Education point out that undergraduate colleges focus on cultivating students' scientific thinking ability, creativity and innovative spirit, and require students to have a reasonable knowledge structure and master the general methods of scientific work. The traditional teaching mode is based on theoretical teaching, supplemented by practical teaching. Although the practice of environmental art design major has been increasing in recent years, there are still some problems, such as not paying attention to investigation and research, and creating virtual topics.

### **3.2. Students' thinking limitations**

The course of commercial space design has a wide range of knowledge, that is, it integrates

social science, business operation, engineering technology and art design, etc. Because it needs to understand and communicate with the owners' needs, it has the nature of service. This requires designers not only to have a high design level and the ability to solve practical problems in the construction process, but also to have a strong sense of service [10]. The course of commercial space design mainly cultivates students' comprehensive space design and space shaping ability. In the process of learning, it is necessary to summarize and refine the knowledge points of previous basic courses, and to apply them into practical programs, which requires students to have extensive knowledge and experience in participating in practical projects. The growth of any subject must be based on full information integration and digestion. Market research is the most direct channel of information integration, and it is the textual research and speculation of theoretical knowledge. The neglect or formalization of this link will lose its essential significance, which will make the previous investigation and design out of line and make the scheme difficult to fit the reality.

#### 4. Reform countermeasures of commercial space design course teaching

##### 4.1. Practice teaching and market interaction

Nowadays, the market competition is becoming more and more fierce. In addition to comparing brand awareness and product pricing, customers will also compare the shopping environment of stores, and the requirements for space experience are getting higher and higher. School-enterprise cooperation is one of the important ways to improve students' practical ability. Teachers must make rational use of the school-enterprise cooperation base to improve students' basic skills and comprehensive ability. In the instructional process of commercial space design, the practical class hours will be focused on design, and students will be led to the school-enterprise cooperation base for field teaching. Teachers should always give priority to the growth of the commercial market, and teach students to design based on customer demand and customer line of sight, and deeply understand the real needs of customers. Figure 1 is a scenario simulation teaching mode of commercial space design.

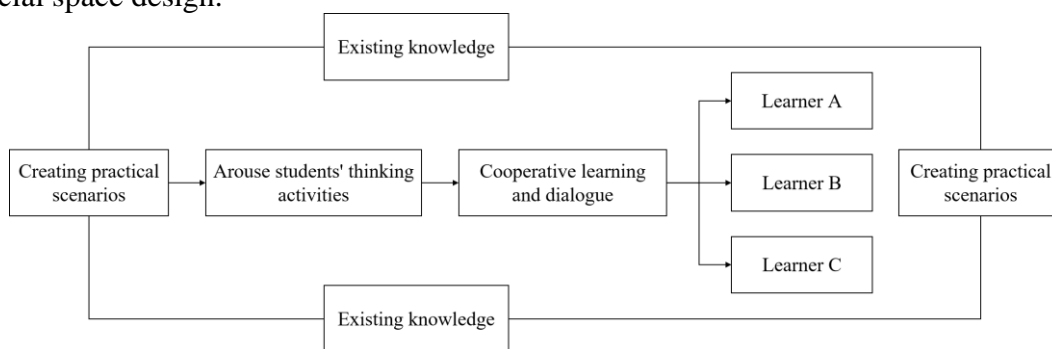


Figure 1: Situational simulation teaching mode

Traditional classes are held in the classroom. Teachers tell students the basic knowledge of design, key points of design, and appreciation of excellent works. They don't go to the real business design environment to visit and study on the spot, and they don't do pre-field visits for real design projects. In terms of teaching methods, we should guide practical teaching in an innovative way, transfer the teaching site from the classroom to the design company and the market, and teach through the actual situation in the project, so that students can have an intuitive experience and have a deeper understanding of design, making up for the shortcomings of classroom teaching. In the instructional process, teachers should combine design theory with practical operation, arrange students to visit and study at the first site, and flexibly use the flip classroom in the campus

classroom through on-site observation, recording and investigation, so that students can learn and explore independently.

#### 4.2. Diversification of practical teaching methods

Teachers can bring the excellent thinking of enterprise operation into the classroom, induce collective wisdom through brainstorming in the form of group meetings, so that students can feel the professionalism of teamwork and stimulate their enthusiasm for learning and deepen their design, and then organize teams to evaluate each other to determine the best scheme. A good commercial space design can enhance the added value of goods and promote sales, which is embodied in the combination of lighting, color, modeling, material and product display, and transmits the latest trends of goods through specific modeling elements, plane information, text and graphic display. After each design project is completed, students can express their design ideas by making multimedia presentation files, and communicate with customers in real time (see Figure 2).



Figure 2: Multimedia design presentation

Schools should actively cooperate with design companies, introduce practical projects, and equip the studio with corresponding hardware facilities, so that students can complete relevant learning tasks and work in the studio, create a good learning environment for students, and facilitate timely communication between teachers and students. In the course content structure, before the reform, the theoretical teaching content and practical teaching links crossed; After the reform, it is an integrated curriculum structure of teaching, learning and doing based on the working process. In order to achieve good art exhibition effect, designers need to deeply understand the characteristics of goods and the information spread by brands, so as to combine art and management in design and gain ideal results.

#### 5. Conclusions

The improvement of the teaching method of the undergraduate course of commercial space design is carried out according to the talent training goal of undergraduate colleges, with the aim of enabling students to better master the thinking method and design skills of commercial space design. The teaching goal of commercial space design course in application-oriented universities is to cultivate skilled talents with strong practical ability. In the teaching of commercial space design,

theoretical knowledge and practical skills are combined to stimulate students' interest in learning commercial space design course. As a creative and sexual activity, the thinking process of commercial space design theme is a process of constantly asking, analyzing and solving problems, and the thinking process of design should run through the whole process from the generation of design goals to the delivery of finished space products to consumers. As a creative activity, the thinking process of commercial space design theme is a process of constantly asking questions, analyzing problems and solving problems. The thinking process of design should run through the whole process from the generation of design goals to the delivery of finished space products to consumers. Combine the construction of new liberal arts with the course of commercial space design, and break the traditional teaching concept and discipline limitation. Only by emphasizing the combination of commercial space design with society, culture and economy can we cultivate design talents who can think strategically and make decisions in the face of modern challenges.

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