Dear ladies and gentleman, participants of International Academic Conference on Educational & Social Innovations, academics and scholars, presenters of research centers, educational institutes and business!

Today, in the era of global innovatization, spreading of modern forms of business and public administration, the social and economic role of education for increasing global management competitiveness and self-sufficiency becomes a most important determinant, an effectiveness of international collaboration in discussing on actual educational issues and challenges is timely increasing.

And I would like to express my deep gratitude to partnered journals, educational institutions of Thailand, Russia, Indonesia, Germany, Iran, India, China whose efforts made possible this meeting of scholars and educators, interested in effective solution of global and national economy challenges using powerful resources of social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research.

I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in fashion and design capital of the world.

Dr. Luedech Girdwichai, professor
President of Suan Sunandha Rajabhat University
Bangkok, Thailand

On behalf of the Organizational Committee, I welcome you to International Academic Conference on Educational & Social Innovations, in Milan!

AC-ESI-18 attracts researchers, educators and practitioners in all fields of modern education and education institutes management.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

AC-ESI – 2018 has been established on a global basis.

We have received more than 80 submissions from 12 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 51 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 5 big sessions.

We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of AC-ESI -2018 conferences for their precious time and expertise.

I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research.

It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Italy!
Grazie!

Dr. Preecha Pongpeng
Director of Office of General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University, Bangkok, Thailand
Dear friends and colleagues!

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national educational systems.

The characteristic of the education in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one’s country through offering individual expertise and point of view based on one’s individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

I would like to extend my sincere gratitude to the organizing committee and especially to my Thai colleagues for given abilities to be a co-organizer and member of organizational board of AC-ESI – 2018, to be involved in the process of new international tradition formation!

Dr. Elena Zolochevskaya
Russian Presidential Academy of National Economy and Public Administration,
South Russia Institute of Management, Rostov-on-Don, Russia

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Welcome to International Academic Conference on Educational & Social Innovations!

As a co-organizer of AC-ESI-2018 we tried to make a conference aimed to create a strong platform for academic and educational international collaboration.

Sustainable economical development always requires a breaking of any boundaries between scientists, an increasing of international informational and technological exchange, new forms of cross-cultural and transnational collaboration.

Due to this I am very glad to see here, in hospitable Italy, presenters of dozens countries from four continents. It proves that our activity in a direction of common, global study of patterns for effective, competitive and successful development of educational practices is important, is required by society, science and business.

Suan Sunandha Rajabhat University is strongly related with educational and science provision for progress of Thailand and AEC. Academics of our university conduct research in all areas of economical and social development of Thailand and ASEAN.

We are science partners with Thai Government, presenters of Thai and international business and non-governmental organizations. Active external collaboration of SSRU with educational and research centers of ASEAN, Europe, Australia and USA opens huge prospects of international science collaboration and science exchange.

Furthermore, for making our conference work more effective and memorable, we tried to provide maximum comfortable conditions for all our delegates.

Therefore, I hope that the AC-ESI-2018 will achieve all set objectives to provide our delegates with education, networking, leadership enhancement and sweet memories.

Dr. Nattapong Techarattanased
Deputy Director of Office of General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University, Bangkok, Thailand

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In the modern conditions world transfers from the multilevel system of national social systems with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose interests are actively interact, intersect, overlap and even conflict each other’s! Private sector is effectively using advantages of educational and cultural globalization, is mostly able to create multilevel markets and complex market strategies, to spread internal corporate network outside – to the directions of states, customers of educational products, institutes and competitors.

It shows how important and how significant is international science collaboration, international research and discussions on different issues of actual education and social development. Practical experience in economical stimulation, reformation of educational systems, regional integration, governmental support of educational and research institutes, increasing of national external competitiveness is very difficult to over-evaluate.

Being an educational and science leader of Thailand and ASEAN, an effective example of business-government-science collaboration, Office of General Education and Innovative Electronic Learning at Suan Sunandha Rajabhat University, is really appreciated to be a co-organizer and informational partner of Academic Conference on Educational & Social Innovations, to be involved in the processes of international science collaborations and innovative ideas’ transfer! Hope these collaborations will have bright and significant prospects.

Finally, I would like to welcome all participants of AC-ESI – 2018 and to wish new science results and findings, ideas and conclusions!

Dr. Jarumon Nookhong
Deputy Director of Office of
General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University,
Bangkok, Thailand

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As a Member of Editorial board of Academic Conference on Educational & Social Innovations - 2018 I am delighted to welcome all participants in Milan!

The aim of AC-ESI-2018 is to serve as a primary channel of knowledge sharing and the promotion of educational and social innovations internationally.

An important goal of the conference is to encourage learning from each other by exchanging ideas and views, and building networks.

A successful conference cannot be organized without the effort of many persons.

I would like to thank both working teams from the Office of General Education and Innovative Electronic Learning Suan Sunandha Rajabhat University and South Russia institute of management of Russian Presidential Academy of National Economy and Public Administration for their enormous contribution towards the detailed arrangement of this conference.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the AC-ESI 2018 as well as reviewers for their contributions and effort to an excellent conference proceeding.

Finally, I hope you will enjoy the conference and have a wonderful time during your stay in Italy.

Warmest Regards,
Mr. Apisit Rattanatranurak
Deputy director of office of
General Education and Innovative Electronic Learning
Suan Sunandha Rajabhat University,
Bangkok, Thailand
Warm greetings from AC-ESI – 2018 organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

We spent many hours for choosing venue; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of AC-ESI – 2018 participants is still high!

Geography of our conference is covered 9 countries from Asia, East Europe, Middle East and even Africa!

Enjoy Italian natural and cultural heritage, world most famous outlets and restaurants! Don’t forget to taste risotto with local wine, visit Da Vici museum and listen magic opera in La-Scala!

And to get new knowledge, new ideas and new friends from AC-ESI-2018!!!

Dr. Denis Ushakov, professor
AC-ESI – 2018 coordinator
International college
Suan Sunandha Rajabhat University,
Bangkok, Thailand
Day 1 07 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy

13.00 Registration open
Foyer
Participants arrival, registration

14.00 Organizational meeting
Meeting Room
Networking

15.00 Seminar “International publishing: guidelines to success”
By Ms. Darina Prokhorova
Editor-in-chief of Journal of International Studies, Poland

17.00 Welcoming dinner
Restaurant

Day 2 08 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy

09.40 University's Management And Students' Satisfaction: An Empirical Study Through Structural Equation Modelling
Key-note speech by Dr. Johan W de Jager
Tshwane University of Technology, Pretoria, South Africa

10.30 Group photo
Foyer

11.00 Formation of the Social Successfulness of Students with Disabilities in the System of Continuous Inclusive Education
Key-note speech by Dr. Preecha Phongpheng
Office of General Education and Innovative Electronic Learning Suan Sunandha Rajabhat University, Bangkok, Thailand

11.40 Human capital and decentralization of education (the case of Tlajomulco de Zuniga Jalisco, Mexico)
Key-note speech by Dr. José G. Vargas-Hernández
University Center for Economic and Managerial Sciences, University of Guadalajara, México

12.20 Educating Young People in Multicultural Environment of Higher Education Institution
Key-note speech by Dr. Nattapong Techarattanased
Office of General Education and Innovative Electronic Learning Suan Sunandha Rajabhat University, Bangkok, Thailand

13.00 Lunch
Restaurant
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<tr>
<th>Time</th>
<th>Session 1 - Environmental education: ways and challenges of implementation</th>
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<tr>
<td>14.00</td>
<td>Session 1 - Environmental education: ways and challenges of implementation</td>
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<td>14.00</td>
<td>Sinchai Pooiklai &amp; Adisak Chuchat</td>
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<td>14.20</td>
<td>Jürgen Drissner</td>
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<td>14.40</td>
<td>Pattamaporn Kaewkongka &amp; Apirati Trityawat</td>
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<td>15.00</td>
<td>Wipada Chaichan &amp; Kittipat Bunlek</td>
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<td>15.20</td>
<td>Kvotoslava Rešetová</td>
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<td>15.45</td>
<td>Coffee break</td>
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<td>16.00</td>
<td>Pawinee Ratabakorn &amp; Uraiwan Tunnukul</td>
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<td>16.20</td>
<td>Anosha Rojanapanich &amp; Prem Thanatripop</td>
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<td>16.40</td>
<td>Pachara Wangmee &amp; Worakarn Jantarasingham</td>
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<td>17.00</td>
<td>Unnop Panpuang &amp; Saysunee Sangphueak</td>
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<td>18.00</td>
<td>Dinner</td>
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<td>Restaurant</td>
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**Session 2 - Human capital: educational and managerial issues of formation and development**

09.00 | Pramsuk Huanprapai & Sasinan Prajongjai |
10.00 | Ria Mardiana Yusuf |
10.40 | Nattaporn Srichana & Warawut Chuenkrut |
10.40 | Pordee Sukpun & Paweeza Sribunrueng |
10.40 | Aekkaphob Intarapoo & Pattya Traiteepung |
10.45 | Coffee - break |
11.00 | Bundit Pungnirund |
11.20 | Sarawut Yamdee & Supas Amornchantanakorn |
11.40 | Mahir Pradana |
12.00 | Pimporn Thongmuang |
12.20 | Larisa Nevskaia & Svetlana Akhmetova |
12.40 | Lunch |

**Session 3 - Modern teaching: modern technologies and practical methods**

13.30 | Nuntiya Noichun & Narasak Phunaploy |
13.50 | Zhang Li-Ping |
14.10 | Watchara Sungkobol & Sasiwimon Maneewong |
14.30 | Awad Soliman Keshta |
14.50 | Kanpetch Saranomtawat & Pimporn Thongmuang |
15.10 | Toratane Munegumi |
15.30 | Coffee - break |
15.50 | Arias Sinthu & Aknarin Piyaphanyamongkol |
16.10 | Nutcha Phasuk & Natwalun Wangnil |
16.30 | Krit Chaisaengduean, Tospon Pimpa |
16.50 | Farangis Saeedi |
17.10 | Arunroong Wongkungwan & Sathiya Phunaploy |
18.00 | Dinner |

**International Academic Conference on Educational & Social Innovations**

Day 3

09 May 2018

Venue: Sheraton Milan Malpensa Airport Hotel, Italy

08.30 | Registration open |
09.00 | Session 2 - Human capital: educational and managerial issues of formation and development |
09.40 | Nattaporn Srichana & Warawut Chuenkrut |
10.00 | Pordee Sukpun & Paweeza Sribunrueng |
10.20 | Aekkaphob Intarapoo & Pattya Traiteepung |
10.45 | Coffee - break |
11.00 | Bundit Pungnirund |
11.20 | Sarawut Yamdee & Supas Amornchantanakorn |
11.40 | Mahir Pradana |
12.00 | Pimporn Thongmuang |
12.20 | Larisa Nevskaia & Svetlana Akhmetova |
12.40 | Lunch |
13.30 | Session 3 - Modern teaching: modern technologies and practical methods |
13.50 | Zhang Li-Ping |
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16.30 | Krit Chaisaengduean, Tospon Pimpa |
16.50 | Farangis Saeedi |
17.10 | Arunroong Wongkungwan & Sathiya Phunaploy |
18.00 | Dinner |
Day 4 10 May 2018
Venue: Sheraton Milan Malpensa Airport Hotel, Italy

08.30 Registration open
09.00 Session 4 – Management in educational institutes: modern issues and future prospects
09.00 Pennapha Meeto & Raweewan Khankham
09.15 Amber Osman & Muhammad Imtiaz Subhani
09.30 Bundit Phrapratanporn & Kulnidawan Dumkum
09.45 Vera Gnevasheva
10.00 Yuttana Rattanasuwan & Piyanun Thanchai
10.15 ratanaporn Sukserm & Thidarat Choknakawaro
10.30 Juan Francisco Aguirre Chavez
10.45 Coffee-break
11.00 Supaporn Wimonchailerk & Rutschianew Panbu
11.15 Rungtikarn Rodkam & Paphitaya Silpaksa
11.30 Vanhangpui Khobung
11.45 Aina Jacob Kola
12.00 Paapoom Klaythong & Patcharinda Wisaiket
12.15 Arun Sundee & Anutsara Chanprapas
12.30 Lunch
13.30 Session 5 – Usage of ICT and social networking in educational process
13.30 Kiattiphoom Phachuen
13.50 Chun-Pei Lin
14.10 Piched Girdwichai
14.30 Siriporn Meenan & Naruecha Narapong
14.50 Atef Abuhmaid
15.10 Pirawat Chaiyapoomksuk, Sawitree Charamporn & Apisit Ratanatranurak
15.30 Coffee-break
16.50 Nuttiya Neichun
16.10 Nuntine Nakdonte & Patompong Punnabhum
16.30 Sudarat Sirima & Krisana Aree
16.50 Vasyuta Eugenia
17.10 Grigoryeva Natalya & Kolycheva Zhanna

17.30 Dinner
Awards and closing ceremony
Day 3  
09.00-12.30  
Session 2  
Meeting room  

Human capital: educational and managerial issues of formation and development  
Chairman: Dr. José G. Vargas-Hernández  

1 Praeekphob Putinapai  
Sasinchai Pramongjai  
Swan Sunandha Rajabhat University,  
Bangkok, Thailand  

Social capital and knowledge management in the context of staff empowerment  

2 Ria Mardiana Yusuf  
Nassauklit University,  
Makassar, Indonesia  

The practice of human resource strategic roles by “ulrich” model  

3 Nattapon Srichana  
Warawut Chuenkruit  
Swan Sunandha Rajabhat University,  
Bangkok, Thailand  

Student’s research work as the condition of professional education  

4 Pordee Sukpan  
Paweeuna Sribunrueng  
Swan Sunandha Rajabhat University,  
Bangkok, Thailand  

University students’ entrepreneurial intentions: ways for in-study implementation  

5 Akkaphob Intarapao  
Pattiya Traiteepung  
Swan Sunandha Rajabhat University,  
Bangkok, Thailand  

Strengthening the basic competence of sciences for master students  

6 Bundit Pungnirund  
Swan Sunandha Rajabhat University,  
Bangkok, Thailand  

Interpersonal intelligence: how gender difference impacts egocentric and development of students identity  

7 Sarawut Yammed  
Supas Amornchiantakorn  
Swan Sunandha Rajabhat University,  
Bangkok, Thailand  

Do employees’ performances depend on their motivations? (case study at Indonesian National bureau of plantation)  

8 Mair Pradana  
Telkomsel University, Bandung  
Indonesia  

Self-health care behaviors of elderly  

9 Pimporn Thongmuang  
Swan Sunandha Rajabhat University,  
Bangkok, Thailand  

Current trends in the development of innovative activeness of enterprise personnel  

10 Larisa Nevskaia  
Svetlana Akhmetova  
Penza National Research Polytechnic University,  
Russia  

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<td><strong>09.00-12.30</strong></td>
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<tr>
<td>1. <strong>Management in educational institutes: modern issues and future prospects</strong></td>
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<tr>
<td>- <strong>Chairman:</strong> Dr. Muhammad Imtiaz Subhani</td>
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<td>- <strong>Muhammad Imtiaz Subhani</strong></td>
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<td>- <strong>Iqra University, Karachi, Pakistan</strong></td>
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<td>2. <strong>Amber Osman</strong></td>
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<td>3. <strong>Bundit Phraptaranporn</strong></td>
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<td>- <strong>Kulhidavan Dumkum</strong></td>
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<td>- <strong>Suwan Sunandha Rajabhat University, Bangkok, Thailand</strong></td>
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<td>4. <strong>Vera Gnevasheva</strong></td>
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<td>- <strong>Moscow University for the Humanities, Moscow, Russia</strong></td>
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<td>5. <strong>Yuttana Ratnasawwan</strong></td>
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<td>6. <strong>Ratanaporn Suksumr</strong></td>
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<td>7. <strong>Juan Francisco Aguirre Chavez</strong></td>
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<td>10. <strong>Vanbhangui Khobung</strong></td>
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<td>- <strong>Bhopal, India</strong></td>
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<td>11. <strong>Aina Jacob Kola</strong></td>
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<td>- <strong>College of Agriculture, Igbora, Oyo State, Nigeria</strong></td>
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<td>12. <strong>Paekpoon Klaythong</strong></td>
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From the theoretical evolution and practical development, the theoretical framework, development status and characteristics of the teaching reform of visual communication design are studied. The results show, cultural and creative industries are the important factors that affect the development of visual communication design education, in order to meet the needs of modern society for visual communication design talents, need to change the teaching concept, and reform the curriculum, teaching methods and personnel training mode, emphasis on "experiment" and "practical". This research provides a full range of theoretical guidance and practical path for the educational development of visual communication design.

Keywords: visual communication design; cultural and creative industries; educational development trend; research methodology

Introduction

With the rapid development and transformation of the global economy and industry, "cultural and creative industries" not only bring about the changes in the form and pattern of culture, but also lead to the commercialization and consumption of culture, its development scale and level have become an important symbol to measure the level of comprehensive competitiveness of a country [1, 2].

Visual communication design is an important part of cultural and creative industries, meaning and nature are also changing quietly, from the traditional arts and crafts, decoration, decoration and gradually develop, the formation of a more inclusive and rich content of the new category of subjects, extends to film and television, animation, advertising, video news, digital, network, games and other emerging areas [3-5]. In essence, visual communication design is a kind of cultural practice mode relying on the modern high technology and media, has become an important support force for the development and selection of creative industries. The development of cultural and creative industries put forward higher request to

TREND OF VISUAL COMMUNICATION DESIGN EDUCATION IN THE CULTURAL AND CREATIVE INDUSTRIES

Sudarat Srima
Krisana Aree

Suan Sunandha Rajabhat University,
Bangkok, Thailand

At present, from the perspective of economics, the research of art creative industry is still relatively lacking, analysis of the existing problems in the art and creative industries, to cultivate the creative awareness of the society technology talents [6, 7].

Analysis And Practice Of Research Contents

The idea of visual communication design and the rise of subjects, is accompanied by the development of commercial economy, media technology innovation and progress, as well as social science, communication, semiotics and psychology and so on, it is a new emerging discipline, with a variety of professional division, have comprehensive and common characteristics. Diversified visual art concept, reveals a new way of visual communication, breaking the limits of traditional design categories, let visual communication design become a kind of subject carrier, it is free to merge with other disciplines, highlight the comprehensive, cross-disciplinary background, in the development of visual culture and creative culture industry, has important significance and value.

The appearance and popularization of visual communication design, challenge the form of contemporary art design, enrich the extension of contemporary art and design, and to determine the division of traditional art design layout, showing the unique form and connotation, expand the application field and category of traditional art design. Visual communication innovation design education is based on the form, aesthetic and expressive ability, the overall promotion of creative thinking and comprehensive quality, it is the study of visual and symbolic communication environment as the main body, and the comprehensive practice and exploration of visual language. We need to liberate the design education from the creative thinking training in the form of innovation, research on the education and training method of creative talent.

A. Deepen the Understanding of Art and Creative Industries. Deepen the understanding of art and creative industries, need to sort out the theoretical framework of the development of creative industries, the analysis of the history of the creation of the creative industries of objectivity and inevitability, and analysis of the nature of the art and creative industries and functional role. The author put forward a more comprehensive definition of the concept and category of creative industries, to deepen understanding of the essence on the art of creative industry, understanding of the necessity and urgency on development, this study has an important significance for the development of creative industries.

B. Provide Basis In Order to Improve the Policy System of the Development of Art Creative Industry A comprehensive review of the present situation of the development of art creative industry from the aspects of the development stage and the achievement, based on the industry itself, the market environment, government support and other perspectives, a profound analysis of the existing problems in the art and creative industries, based on the industry itself, the market environment, government support and other perspectives, a profound analysis of the existing problems in the art and creative industries, analyze and
compare the development practice and successful experience of art creative industry in the world, to provide reference for the legislation, planning, management system, intellectual property protection, personnel training and other public policies of art and creative industries.

C. Put Forward a New Thinking for the Development of Visual Communication Design Subject and Visual Culture Creative Industry Professional colleges and universities in the education of visual communication design, not only to explore the teaching methods, but also to change the teaching concept, the combination of visual communication design teaching and cultural industry market. Industry market is an important measure to test the success of instructional design; emphasis on "experimental" and "practical" should be the focus of the teaching of visual communication design. Instill cultural and creative industries in the school; it is beneficial to cultivate students' sense of competition and the ability of social adaptation. Effectively will be the traditional teaching classroom, from the plane of the three-dimensional teaching mode, pay more attention to the teaching process of market practice, make visual communication design teaching more perfect, for the development of cultural and creative industries continue to inject new vitality, to cultivate comprehensive talents with innovative ability.

Value And Significance Of Research

Art design can extend the value chain of cultural and creative industries, through the development of derivative products, the industry chain has been expanded and extended, on the one hand derived products rely on native creativity, on the other hand, the production of derivative, creative product sales also need to be creative, art creative design is conducive to the formation of the industrial agglomeration effect. Art design to guide the cultural and creative industries of the industrial trend, has the characteristics of virtual, advanced, unique and fashion, this allows the creation of virtual creative products by artistic design, can guide people's consumption trend, once consumers have recognized the product, it is a kind of high grade; the new brand products are popular in the market, to guide the development of all industries including cultural and creative industries, including the trend. Art design can achieve the symbol of goods, differentiation, diversification, with the development of symbol consumption, fashion consumption and differentiated consumption, art design will guide the development of cultural and creative industries.

A. Research of the Definition on Art Creative Industry and Its Role in Economic and Social Development Definition and classification of cultural and creative industries are analyzed, from the cultural industries, creative industries, cultural and creative industries to gradually transform the evolution of ideas and perspectives; an analysis of the characteristics and laws of the development of artistic creative industries, from the creativity oriented, talent, oriented, high income and high risk, the protection of intellectual property rights and anti economic depression characteristics and other aspects. This paper expounds the main functions and important functions of the development of artistic creative industries, from the economic, cultural, social and ideological functions of art and creative industries. The idea of visual communication design and the way of thinking, there has been a fundamental shift, that is, from the traditional graphic design based expression, developed into a multi angle and full range of visual language. From the performance practices, by the previous emphasis on the performance of the art form, development to now begin to pay attention to business marketing, pay attention to the design and expression of consumer psychology and product

Feasibility Study And Multi-Objective Analysis Research

A. News Analysis: The Concept and Classification of Artistic Creativity Industry. Drawing lessons from domestic and foreign scholars on the research experience of art creative industry, the development and practice of art creative industry is studied. New definition of art and creative industries design concept, highlighting the humanities, creative, high-end and other elements; scientific definition of the scope of the creative arts industry, laid the theoretical foundation for the development of cultural and creative industries policy. Research focuses: on the transformation of the traditional art industry to the modern art and creative industries; the impact of the emerging art creative industries on the surrounding
industries and the economy, combined with the development of artistic creative industries, from the industrial scale, cultural environment, science and technology research, human resources, consumer groups and capital investment and other aspects of the art creative industry development index to sort out.

B. To Sum Up the Experience and Lessons of Art Creative Industry, and Strategically Improving Proposals are Put Forward. In the creative economy and the cultural industry to flourish today, visual communication design is faced with great opportunities for development, new society represented by digital civilization, it is urgent to innovate the concept of art design. People hope the visual communication design to obtain the unprecedented development of new spirit, new art, new tools, new space, new media, to show the magic of the scene, meet the needs of all aspects. For designers, the diversified development of the cultural field of vision and the knowledge structure is an irreversible reality, this will also make the whole creative industry has a more broad space for development.

C. Reflections on the Development of Visual Communication Design and the Creative Industries of Visual Culture Culture is the soul of the development of visual communication design creative products. Cultural industry is the capital of cultural resources, market demand as the guide, through the use of cultural creativity and artistic wisdom, and ultimately to cultural products and services to the community, and to win economic and social benefits. Chinese history and culture is extensive and profound, the folk culture has a long history, the red cultural characteristic is bright, and the modern culture is rich and colorful. We develop visual communication design to rely on the excellent culture of the nation, giving the traditional culture with a new soul, so that the real meaning of traditional culture to obtain vitality, it is the important research topic of today's visual communication design. Science and technology is the support of the development of creative industries in visual communication design. Visual communication design creative product is the product of technological civilization. The development of creative industries, we must closely rely on science and technology. The rapid development of science and technology has brought great impetus to the development of visual communication design. From the invention of photography, film and television, to the emergence of computer multimedia, with the continuous innovation of communication technology, the fields of visual communication design and the way of expression has been expanded. We want to speed up the application of digital, network and other modern information technology in the creation, production, communication and other aspects of art products, Strengthen the development of visual communication design content products.

Conclusion

Visual communication design education must pay close attention to market trends, explore the social culture and industry services, emphasis on "experiment" and "practical", instill cultural and creative industries in the school, it is beneficial to cultivate students' sense of competition and the ability of social adaptation. Effectively will be the traditional teaching classroom, from the plane of the three-dimensional teaching mode, pay more attention to the teaching process of

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