Exploration of the Ideological and Political Education in the "Web Design and Website Construction" Course

Yiyong Ye*

School of Economics and Management, Wuyi University, Jiangmen 529020, Guangdong Province, China

Corresponding author: Yiyong Ye, yyyong2022@163.com

Abstract: "Web Design and Website Construction" is a core professional course for e-commerce majors. This article explores how to integrate ideological and political education into the curriculum teaching of the course from three aspects: the necessity of ideological and political education construction, the construction goals, and the implementation paths. It not only improves students' professional and technical skills, but also guides students to establish a correct outlook on life and values, and cultivates students' comprehensive development of comprehensive literacy

Keywords: Web page design; Curriculum ideology and politics; Teaching reform

1. Introduction

With the rapid development of internet technology, web design and website construction have become essential skills for students majoring in e-commerce. As a core course for e-commerce majors, it significantly influences students' subsequent academic studies and employment prospects. Therefore, it is imperative to not only equip students with professional technical skills but also integrate ideological and political education content to guide them in establishing correct values and worldviews. This approach aims to cultivate high-quality talents with comprehensive development of morality, intelligence, physique, aesthetics, labor, and ideology [1].

2. Basic information of course teaching

The core teaching content of the "Web Design and Website Construction" course encompasses fundamental aspects of web design, including HTML language basics, CSS style application, box model and layout principles, as well as lists, hyperlinks, tables, and forms. The course aims to equip students with a comprehensive understanding of HTML syntax structure and the ability to proficiently utilize Dreamweaver and related software for web design and production. Additionally, students are expected to develop independent capabilities in creating static websites while gaining expertise in the foundational processes of website design and development. This will establish a robust groundwork for subsequent advanced coursework.

This course emphasizes practical application, spanning a total of 48 hours, with half dedicated to theoretical instruction and the remaining half focused on hands-on experimentation. It primarily employs a

project-based teaching methodology, centering on website interface design and the implementation of website function modules as its primary objectives. The course aims to facilitate students in integrating their knowledge of various aspects of website design and development into practical applications, thereby enhancing their practical and professional competencies.

The original teaching content primarily focuses on the development of professional technical skills, with minimal inclusion of elements and content related to ideological and political education in the curriculum. This creates a certain disparity with the latest requirements for curriculum teaching reform at the school. Therefore, taking into account the current teaching situation, the course team has systematically considered how to integrate theoretical knowledge points with relevant ideological and political content, in order to enhance the effectiveness of ideological and political education within the course.

3. The necessity of ideological and political education construction in the curriculum

The Guidelines for Course Ideological and Political Education in Higher Education, issued by the Ministry of Education, emphasize the prioritization of moral and character education in higher education as a central focus, integrating ideological and political work throughout all aspects of education and teaching. Course ideological and political education serves as a crucial means to fulfill this requirement by infusing ideological and political education into course teaching to assist students in developing accurate worldviews, life perspectives, and values [2]. Consequently, the establishment of course ideological and political education holds critical significance. The course team believes that the necessity of conducting course ideological and political education primarily manifests in the following four aspects.

3.1. Conducive to fostering the comprehensive development of talents

Today's society not only demands individuals with professional expertise but also necessitates those with exemplary moral rectitude and a robust personality. In many respects, the significance of moral education supersedes that of intellectual education. The ideological and political construction of the curriculum is tailored to cultivate students' social responsibility, innovative acumen, and practical proficiencies, thereby nurturing well-rounded individuals equipped with both professional knowledge and ethical values.

3.2. Promoting national consciousness and pride

Through the deliberate ideological and political construction of the curriculum, it can effectively bolster the inculcation of students' national consciousness and pride, socialist core values, and cultural confidence. This strategic approach facilitates a deeper comprehension and appreciation of the country's rich historical and cultural heritage, its intricate social system, as well as its dynamic developmental trajectory among students. Consequently, this serves to fortify their sense of identity and allegiance to the nation [3].

3.3. Enhancing its ideological and educational nature

The integration of ideological and political education elements into professional courses serves to enrich the depth and breadth of the course content, thereby enhancing its ideological and educational essence. This not only stimulates students' learning interest and motivation but also enables them to concurrently acquire professional knowledge while being exposed to subtle ideological and political education.

3.4. Helping to cultivate multiple values

In the context of globalization, characterized by the ubiquity and accessibility of the Internet platform, students

are increasingly susceptible to the pervasive influence of foreign cultures and exposed to a multitude of conflicting values. This phenomenon presents formidable challenges in student management within higher education institutions. The incorporation of ideological and political elements into the curriculum serves as a pivotal tool in guiding students toward establishing a sound value orientation, refining their capacity for ethical discernment, and actively fortifying themselves against the encroachment of detrimental ideologies and cultural influences. Such measures are essential in equipping students with the resilience necessary to navigate through this complex landscape while upholding their principles and beliefs [4].

4. Objectives of curriculum ideological and political construction

The course team has deconstructed the objective of ideological and political construction into the following five components, amalgamating the teaching content of "Web Design and Website Construction" with the fundamental guiding principles of ideological and political education in the course.

4.1. Values as the guiding force

It is important to foster a conducive environment for students to internalize and exemplify socialist core values, and seamlessly integrate these principles into the teaching process of the course. Students are guided to grasp and acknowledge the pivotal role of informatization in shaping future national development strategy, while nurturing their sense of national pride and bolstering their cultural confidence [5].

4.2. Enhancement of professional conduct and ethical standards

Through the practical teaching of the "Web Design and Website Construction" course, we aim to enhance students' cognitive education in professional quality and foster a meticulous work ethic and noble professional ethics. Emphasis is placed on upholding network ethics during the web design process to ensure that students' web content is wholesome, constructive, and aligned with prevailing societal values.

4.3. Enhancing creativity through collaborative teamwork

Innovation serves as the primary catalyst for driving development and is integral to national progress. Therefore, it is imperative to vigorously foster students' innovative literacy and actively promote their application of innovative thinking, unique creativity, and design concepts in web design. Guided by a project-based teaching approach, students are grouped into collaborative teams to undertake web design projects, thereby cultivating their teamwork spirit and enhancing communication and coordination skills [6].

4.4. Advancing proficiency in network security and legal compliance

Currently, network security has emerged as a pivotal concern influencing the advancement and resilience of society. Consequently, it is imperative to seamlessly integrate legal knowledge pertaining to network security, intellectual property rights, and related domains into the educational curriculum. This approach ensures that students not only acquire expertise in web design but also progressively enhance their comprehension of network legality and information security.

4.5. Cultural legacy and aesthetic enhancement

The Chinese nation possesses a profound historical legacy and a resplendent cultural heritage. Guiding students in crafting web pages that embody the quintessence of Chinese traditional culture serves to deepen their comprehension and cognition of this rich tradition, foster the preservation and evolution of our cultural legacy,

ignite a sense of pride in China's exceptional traditional culture, and bolster cultural confidence. Concurrently, this endeavor also nurtures students' aesthetic acumen, enabling them to judiciously employ color palettes, layouts, and other design elements in web development to create visually stunning works imbued with profound cultural significance [7].

5. Pathways for realizing the construction of curriculum ideological and political education

The course team has systematically examined the selection of ideological and political elements, instructional methodologies, faculty composition, and evaluation mechanisms in alignment with the ideological and political construction objectives of the course.

5.1. Strengthening the integration of ideological and political education

In the initial stage of website planning, educators can integrate the thematic and ideological content of political education to guide students in gaining a profound understanding of the requirements of target users and devising tailored website planning programs. For instance, they may opt for website planning projects centered on promoting socialist core values and preserving traditional Chinese cultural heritage, thereby enabling students to deeply comprehend and propagate positive energy in practical application [8].

In the second stage, during the web page layout and art design phase, educators can instruct students to incorporate elements of ideological and political education into their web designs. This may include utilizing symbolic colors and patterns to craft visually appealing web pages with underlying ideological connotations. Simultaneously, emphasis should be placed on standardization and legibility to demonstrate respect and consideration for the user experience.

In the third stage, which focuses on web programming, educators can guide students to integrate the relevant concepts and principles of ideological and political education into their coding process. For example, they can incorporate interactive features or small games to deliver positive information to users while browsing the web.

5.2. Enhancing pedagogical approaches and resources

One approach is to utilize case teaching to select web design cases with ideological and political education significance, such as government official websites and red culture propaganda websites, in order to guide students in understanding and absorbing the ideological and political education elements through analysis of design concepts, color matching, layout structure, and other aspects of these cases.

Another approach involves practical teaching by organizing students to participate in real web design projects for campus associations and public welfare organizations. During this process, teachers will guide students in integrating ideological and political education elements into their designs while also cultivating their teamwork and problem-solving skills.

The third approach entails making full use of modern information technology means, including multimedia tools and network teaching platforms, to enrich the teaching content. For example, online discussions and interactive Q&A sessions can stimulate students' interest and initiative in learning while incorporating ideological and political education content [9].

5.3. Strengthening the construction of the teaching staff

Firstly, we need to enhance the pedagogical and political acumen of educators, systematically conduct

ideological and political education training for teachers, and bolster their comprehension and implementation of ideological and political education. We should encourage active teacher participation in ideological and political education practices, continual experiential synthesis, and refinement of instructional methodologies. Secondly, it is important to optimize the demonstrative function of educators by exemplifying positive values and ethics through their discourse and comportment during instruction. Additionally, students' ideological dynamics and requirements are attentively addressed by providing timely guidance.

5.4. Improving the assessment and feedback process

The initial step involves the establishment of a diversified assessment framework, encompassing not only conventional test scores but also students' classroom performance, assignment quality, and practical project outcomes. Furthermore, it emphasizes the evaluation of students' ideological and political education accomplishments to stimulate their attentiveness toward studying and engaging in ideological and political education. The subsequent step entails providing prompt feedback and adapting teaching methodologies based on student feedback and assessment results. Additionally, it necessitates enhancing communication with students to understand their requirements and uncertainties while delivering more tailored guidance and support [10].

6. Conclusion

Based on the current status of the "Web Design and Website Construction" course, this paper critically examined the necessity of ideological and political teaching, construction objectives, and implementation strategies. It also conducted practical exploration in classroom teaching. The aim is to gradually enhance the teaching mode through a period of implementation and optimization, effectively improving the course's impact while contributing to the development of high-quality professional and technical personnel.

Funding

Disclosure statement

The author declares no conflict of interest.

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