Exploration and practice in the course of "Website Design and Production" form the ideological and political perspective

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Abstract. Website Design and Production is the core course of the curriculum system for e-commerce majors. It is an integrated course of theory and practice of systematic design and development of an e-commerce website by comprehensively using HTML5+CSS3 program design, website art foundation, database and other e-commerce professional knowledge and skills. Guided by the goal of curriculum moral education, stay The knowledge points of website design and production are imperceptibly integrated into the ideological and political elements of the curriculum, and moral education runs through the whole process of teaching. At the important knowledge points, students are guided to brainstorm, imagine application scenarios, and apply what they have learned. At the same time, they pay attention to the current affairs of the country, understand the historical development and future development trend of the subject, link the content of the course with the national development, design teaching cases, and carry out Guided by the values, we can achieve the goal of making virtue, cultivating people, moistening things silently.

1 Introduction

In December 2016, In his speech at the National Conference on Ideological and political work in Colleges and universities, General Secretary Xi pointed out: "the ideological and political work in Colleges and universities is related to the fundamental problem of what kind of people colleges and universities cultivate, how to cultivate people and for whom to cultivate people. We should adhere to the establishment of morality and cultivate people as the central link, run the ideological and political work through the whole process of education and teaching, realize the whole process and all-round education, and strive to create a new situation in the development of China's higher education."

On May 6, 2019, the Ministry of education, the central political and Legal Commission, the Ministry of science and technology and other 13 departments officially jointly launched the "six excellence and one top-notch" plan 2.0 to comprehensively promote the construction of new engineering, new medicine, new agriculture and new liberal arts, and improve the ability of colleges and universities to serve economic and social development.

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The implementation of the plan provides a rare historical opportunity for the construction of the "four new". In May, 2020, the Ministry of Education issued a notice on the guiding outline of Ideological and political construction of courses in Colleges and universities, pointing out that ideological and political construction of courses is a strategic measure to implement the fundamental task of Building Morality and cultivating people, and an important task to comprehensively improve the quality of talent training. Business education, which plays an important role in higher education, how to deal with the reform, solidly promote the "San quan" Education mode, implement the fundamental task of Building Morality and cultivating talents, and cultivate new business talents suitable for the development of the times has become an urgent problem that must be faced.

2 Significance

Contemporary college students grew up in the era of the rapid development of the Internet in China. Due to the lack of correct values guidance, they often lack the ability to identify materialism, money worship and improper words and deeds in the network, and are prone to form wrong values and outlooks on life; On the other hand, due to the pressure of employment and workplace competition, college students tend to pay more attention to the study of professional knowledge and vocational skills, and are easy to ignore the importance of learning outlook on life and values, resulting in the lack of social responsibility and poor sense of unity and cooperation among some college students.

Curriculum ideological and political education can effectively make up for the problem of emphasizing teaching and neglecting education in the current professional course teaching. The essence of curriculum ideological and political education is to establish morality and cultivate people. Teachers are required to organically integrate socialist core values such as socialist democracy and legal system, feelings of family and country, and the spirit of great country craftsman into the teaching of professional knowledge and professional skills, so as to form a synergistic effect with conventional ideological and political education. Compared with the conventional ideological and political courses, the course Ideological and political education plays an invisible role in educating people. By dispersing and Integrating Ideological and political elements into the teaching of professional knowledge and skills, we can achieve the purpose of ideological education that moistens things silently, which is easier to be accepted and recognized by higher vocational students, so as to achieve the goal of whole process and all-round education.

3 Course introduction of “Website Design and Production”

"Website design and production" is an elective course for e-commerce majors, which mainly introduces the basics of website design, primary applications, page layout, website testing and publishing, comprehensive applications, etc. Following the teaching concept of taking teachers as the guide and students as the center, through "case description", "case analysis" and specific "operation steps" in teaching, actively guide students to "learn by doing", "learn by doing" and "teach by learning", organically combine the learning of basic knowledge of "website design and production" with the practice of operation skills, and cultivate students' practical application ability from specific skill operation. Help students consolidate their knowledge and operate skillfully through knowledge expansion, and add web design materials for extracurricular display of traditional Chinese culture to cultivate students' patriotism. Through the study of this course, we will lay a solid foundation for students in web design and production, build a complete professional knowledge system of

e-commerce, and cultivate high-level knowledge-based and skilled professionals who are "patriotic, dedicated, honest and friendly" for enterprises and society.

4 Exploration of curriculum ideology and politics in “Website Design and Production”

(1) Excavate the ideological and political education elements contained in the course of website design and production, and integrate the ideological and political elements into the knowledge points of the course. In order to achieve the teaching goal of "web design and production", this course takes classroom teaching as the carrier of knowledge and skills teaching and ideological and political education, excavates the elements of Ideological and political education in the process of knowledge and skills teaching, and explores and designs the explicit and implicit combination of Ideological and political education and knowledge and skills teaching in the links of basic knowledge, scheme design, application practice, etc.

(2) According to the ideological and political integration point of the course "web design and production", optimize the teaching design and strengthen the teaching management. According to the integration point of curriculum ideology and politics, optimize the curriculum of web design and production, improve the teaching design, and strengthen the teaching management.

(3) Strengthen process evaluation and improve course assessment methods. The effect of talent training is the primary criterion for the evaluation of Ideological and political construction of the curriculum. Scientific evaluation should be based on majors and courses, highlight the examination of students' development process, and apply the examination results to teachers' teaching reflection and improvement. In the course assessment, we should strengthen the process evaluation, and master the students' Ideological and political learning through discussion, testing, classroom answering and other forms. In addition, teachers can ask students to write their learning experiences as midterm assignments. In the final examination paper, teachers can add comprehensive questions to comprehensively test students' learning effect.

5 Ideological and political technology route of “Website Design and Production”

In each link of the teaching of Website Design and Production, fully tap the ideological and political elements, and organically combine the value shaping, knowledge teaching and ability training. In terms of professional content, we should excavate the ideological and political elements existing in knowledge points and optimize the ideological and political supply; In terms of teaching methods, micro classes, classroom discussions and other ways are used to introduce ideological and political elements. By setting tasks related to traditional culture, core values, meritorious figures and hot current events, students can think, increase group discussions and ideas sharing, fully mobilize the enthusiasm of students to participate in the classroom, and increase the interest of ideological and political elements; In the classroom practice link, guide students to combine the classroom content with the previous knowledge, solve the actual problems encountered and constantly optimize, and cultivate the craftsmanship spirit of excellence; The after-school homework integrating the ideological and political education of the course is designed, focusing on the basic theoretical knowledge of the course, grasping the pulse of the times, condensing the theme of professional ideological and political education, and cultivating students' patriotism and professional quality while consolidating and expanding their knowledge.

The overall ideological and political construction technical route of Website Design and Production is shown in Fig 1.

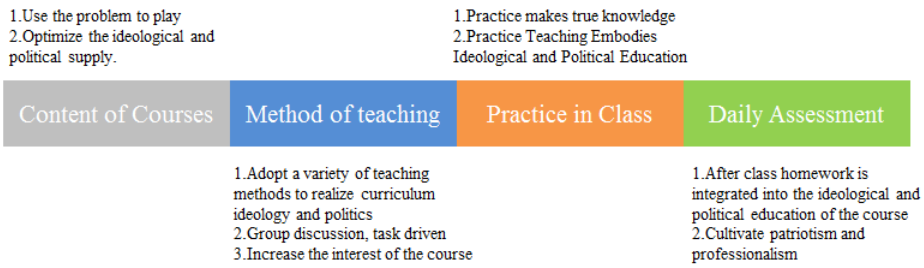

Fig. 1. Technical Route of Overall Ideological and Political Construction of "Website Design and Production".

6 Ideological and political integration point of "Website Design and Production"

The key is to integrate the ideological and political elements into the process of website design and production curriculum reform, excavate the coincidence point between curriculum teaching knowledge and ideological and political elements, and design appropriate teaching programs and curriculum resources. In the process of teaching and implementing the ideological and political course, we should pay attention to the publicity of national spirit and the correct guidance of ideals, beliefs and value orientation, cultivate the craftsmanship spirit of excellence and innovation, and exercise the students' realistic, pragmatic, rigorous and meticulous work style to meet the requirements of training information engineering talents in the new era of socialism with Chinese characteristics.

(1) Cultivate students' national spirit of self-reliance, enterprising and innovation.

In the teaching module of website operation principle, the main teaching content is to let students understand the operation process of B/S architecture and be able to use browsers to analyze page elements. In the course of classroom teaching, students are guided to adhere to the national spirit of self-reliance, enterprising and innovation by introducing the development history of browsers and the difficulties faced by domestic browsers, and reflecting on the Red Core browser event.

(2) Cultivating Scientific Aesthetic Outlook and Socialist Core Values

In the website analysis and design module, students can understand the mainstream tools used to design websites, learn to analyze website functions, and use tools to design website prototypes. In the process of knowledge explanation, prototype analysis is carried out for some red theme websites, and tasks are arranged to guide students to design their own red website prototype, focusing on the overall structure design of the website and the color matching of the website, in order to cultivate students' scientific aesthetics; In the process of website analysis and design, red stories are introduced to cultivate students' socialist core values.

(3) Cultivate students' pragmatic, rigorous and meticulous work style

In the HTML5 page design and production module, students should master the use of common HTML tags and be able to use HTML5 to edit website pages. In this module, students are required to make web pages by hand. Students often make page errors due to punctuation in Chinese and English, and some students make page errors due to improper use of tag attributes. Therefore, in the process of making web pages, students are required

to be careful, try to avoid all kinds of page errors, and cultivate students' pragmatic, rigorous and meticulous work style.

(4) Guide students to be themselves bravely and show their personal charm

In the basic knowledge module of CSS style, you can compare the different characteristics of internal style sheets, inline style sheets, and linked style sheets horizontally and use objects to describe the truth of being a person and doing things. Aiming at the knowledge point of irreplaceable uniqueness of the internal style sheet, teach students that as long as they are brave enough to be themselves and maintain their unique personality, they will not be easily replaced by others; In view of the distinctive characteristics of simple writing method and high priority of in line style sheets, we will teach students to be thoughtful, courageous and characteristic people, boldly show their personality characteristics and fully show their personal charm.

7 Sumary

To sum up, in view of the current important measures of ideological and political education of professional courses in colleges and universities, this paper takes Website Design and Production as a case to explore the technical route and point of ideological and political integration of professional courses, explore and design ideological and political elements, and integrate the ideas of independent learning and lifelong learning into basic knowledge. The concept of standardization, preciseness and perfection is integrated into the scheme design, and the belief of patriotism and encouragement and innovation is integrated into the application practice, so as to achieve the ideological and political education of professional courses that moisten things silently.

The “14th Five-Year Plan” for National Business Education and Research in 2022, The exploration and practice of curriculum ideology and politics in the course of “Website Design and Production” under the background of New Business.(Subject No.: SKJYKT-220701)

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