

Research on the Teaching Methods of the "Product Photography and Image Processing" Course Based on the Practice of Online Shop Operation

Yuli Gao, Jieshuang Wang, Gaoxiang Chen, Zhouyi Gao

Wenzhou Vocational & Technical College, Wenzhou, China

Abstract

"Product Photography and Image Processing" is a course centered on serving the operation of online shop operation, there are many limitations when developing teaching of this course in colleges and universities, and the teaching contents do not match much the actual needs of the industry. Failing to make reasonable arrangements for the course design in the teaching process in combination with the current situation of online shop operation, it will not be conducive to the professional ability training of the students in higher vocational colleges. This paper analyzes the product display mode on the e-commerce platform at present, discusses the actual needs and work process of the online store operation, combines the problems in the previous teaching modes, talks about the teaching methods of the "Product Photography and Image Processing" course based on the practice of online shop operation.

Keywords

Online shop operation; Product photography; Image processing.

1. Introduction

Product photography and image processing is a professional skill course centered on serving online shop operation, and it is also a compulsory course for e-commerce art designing jobs, therefore, when developing this this type of professional skill talent, in addition to emphasizing basic professionalism and professional theoretical knowledge, it is also necessary to combine the actual needs of online shop operation in the teaching process, and prepare college students for smooth connection with the society and create professional post quality.

2. Teaching State of the "Product Photography and Image Processing" Course in Colleges and Universities

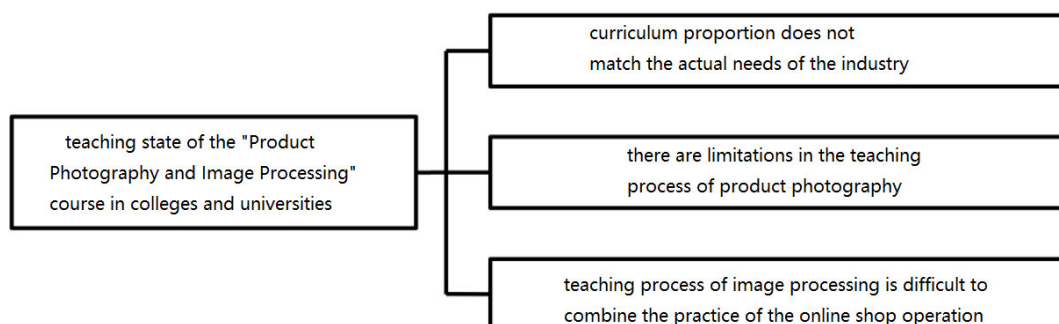


Figure 1. Teaching state of the "Product Photography and Image Processing" course in colleges and universities

2.1. The Proportion of the Curriculum Does Not Match the Actual Needs of the Industry

In short, "Product Photography and Image Processing" is mainly divided into two parts: "Product Photography Module" and "Image Processing Module".

The teaching contents of the product photography module includes the basic connotation of product photography, the process and key points of product photography, the introduction of product photography equipment, the use of lights, the basic settings of the camera and shooting skills, etc. This module involves greater theoretical knowledge and requires more class hours. Moreover, a lot of photography equipment must be used as teaching equipment in the shooting training link, and it also takes a lot of class hour to teach students how to use photography equipment correctly. Therefore, when setting the teaching tasks of this module, a large number of class hours are often arranged, which accounts for a high proportion of course.

The teaching contents of the image processing module are mainly carried out around the image processing software represented by PS (Adobe Photoshop), including the basic process of digital image ACR (Adobe Camera Raw) processing, accurate color restoration of the image, and use PS tools for conducting basic processing and modification of images, etc. Since the teaching task of this module requires students to master the skill use of image processing software, the theoretical knowledge involved is less, it doesn't need much teaching equipment, therefore, when setting the teaching tasks of this module, fewer class hours are often arranged, and the course proportion is lower than that of the product photography module.

However, with the continuous development of the e-commerce industry, the purpose of displaying product image in online shops is constantly changing, and the original image of the products can be modified through later image processing. At this stage, colleges and universities tend to ignore industry trends when carrying out teaching the "Product Photography and Image Processing" course, and put more course proportion on the product photography module, which does not match the actual needs of the development of the e-commerce industry.

2.2. There Are Limitations in the Teaching Process of Product Photography

The core teaching tool of the product photography module is the camera, digital single lens reflex camera as professional photography equipment, which is the best teaching tool, however, most professional digital single lens reflex cameras are expensive, and the configuration of teaching facilities in colleges and universities is difficult to meet the standard of carrying by everyone, therefore, the teaching tasks of commodity shooting are often carried out in the form of small groups, the team members use a digital single lens reflex camera for training operations in rotation, every student has limitation on the use time of camera, and it is impossible for every student to master the use skills of digital single lens reflex camera, so that smart phones have become the most ideal photography equipment.

Furthermore, the layout of the shooting scene also requires a lot of teaching equipment, such as tripod and cloud platform, studio flash, softbox, reflective umbrellas, and LED mini studio suitable for shooting small commodities. When shooting clothes products, it is also necessary to consider the curtain building of the model's upper body photograph, and some commodities also need to use outdoor scene shooting emphasize the scene1 immersion of the commodities. There are many difficulties in implementing these conditions in actual classroom training.

In addition, when arranging product shooting training, the shooting is usually carried out based on the types of commodities, however, different types of commodities overlap in product features and texture details, as a result, the phenomenon of repeated shooting training for commodities with the same texture details appears, for example, shooting food wines and cosmetics perfumes that have the same glass texture. This phenomenon has caused the product

shooting training link to occupy a large number of unnecessary class hours, which seriously lengthens the teaching process of the product photography module, moreover, the product photography module accounts for excessively high proportion of course, which squeezes the class schedule of subsequent image processing modules, which is not conducive to students' training and learning periodically.

2.3. The Teaching Process of Image Processing Is Difficult to Combine the Practice of the Online Shop Operation

At this stage, the purpose of displaying commodity images in online shop is to emphasize the immersion of commodity use scene and the retouching of product images, when colleges and universities carry out the teaching tasks of image processing module, usually only teachers teach the use of image processing software, ignore the changes brought about by industry development to industry demand, they do not emphasize that the use of image processing software is to make the main image of the commodity have various elements of visual marketing, and meet the needs of commodity entering into the market. After mastering the use skills of image processing software, students often do not know how to use image processing software design the selling points, emotions, and scenes of the product, etc., which cannot be integrated into the actual operation of the online shop, finally, as a result, the teaching effect is difficult to meet the needs of the job.

3. Teaching Reform of the "Product Photography and Image Processing" Course Based on the Practice of Online Shop Operation

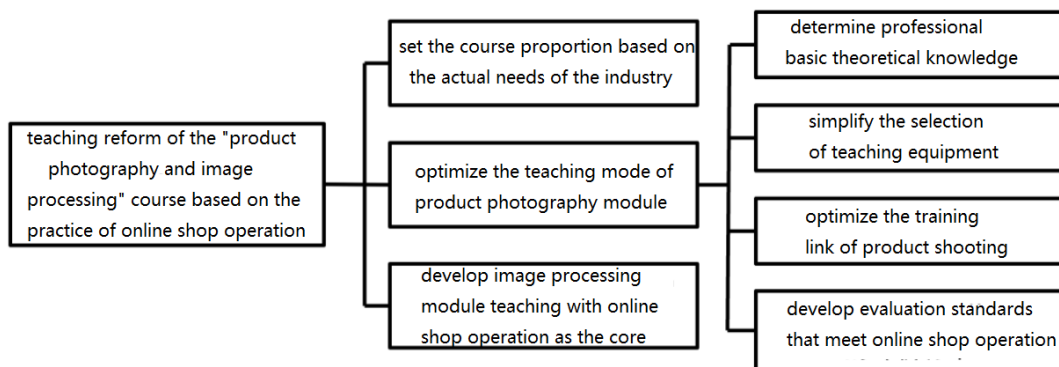


Figure 2. Teaching reform of the "Product Photography and Image Processing" course based on the practice of online shop operation

3.1. Set the Proportion of Course in Combination the Actual Needs of the Industry

The teaching purpose of the product photography module is not only to make students master the ability to shoot the main image of the commodity, but also prepare materials for the course of the subsequent image processing module, emphasize that shooting the product is to serve the course of the later image processing module. Therefore, in the class time arrangement of the product photography module, it is necessary to optimize the teaching mode of the shooting training link, reduce the proportion of the shooting link in the class hours, and allocate more class hours to the image processing module.

The core of this course is to serve the practice of the online shop operation; the core is used as the main line of the course, a series of courses in the early stage will guide students to master the ability to shoot the main image of the product, then focus the key point of course on the later retouching and processing of the shot image, take the group as a unit, in the process of the implementing teaching tasks, form job vocational knowledge and professional quality, focus on

the practicality and effectiveness of talents, finally, it is integrated into the students' own comprehensive professional abilities through teamwork.

3.2. Optimize the Teaching Mode of Product Photography Module

The product photography module involves a lot of basic theoretical knowledge of photography major, it also needs more teaching equipment, under the condition of reducing the proportion of actual courses, if it is not possible to clearly select the teaching contents, design suitable teaching environment and formulate relevant evaluation standards, it will cause teaching process to be messy, students cannot gradually absorb classroom knowledge and master vocational skills from shallow to deep, and teaching efficiency will be greatly reduced.

(1) Determine professional and basic theoretical knowledge

The theoretical knowledge involved in the product photography module cannot be practiced in online shop operation; therefore, it is necessary to balance the actual situation of the industry and improve teaching efficiency. First of all, it is necessary to determine the importance of commercial shooting equipment and lighting, only knowing and mastering the use of shooting equipment and lighting can the products be shot to have ever-changing effects. Secondly, in the basic knowledge of commodity shooting, it is necessary to teach the basic settings of the camera in detail. The students' understanding of the camera can directly determine whether the effect of the photographed picture is good or bad. Finally, it is necessary to emphasize the importance of the composition of the commodity shooting; the composition can reflect the expressive power of the product in front of the customer, can also train students' innovative thinking and improve the aesthetic and discrimination ability.

(2) Simplify the selection of teaching equipment

Shooting equipment is teaching equipment. In the shooting process of the commodity, the shooting equipment that needs to be used mainly includes camera, lenses, tripod and cloud platform, studio flash, soft box, reflective umbrellas, reflectors, mini studios, etc. In actual shooting, the selection and use of shooting equipment is often determined by the product being shot, different products need to use different shooting equipment, therefore, when carrying out the training link of product shooting of this course, it is necessary to focus on the use of several kinds of shooting equipment, simplify the scene layout and construction process before shooting, rationally organize class time, improve the efficiency of training, and help cultivate students' ability to master the job basis.

(3) Optimize the training link of product shooting

When arranging product shooting training, according to the product's capacity to absorb and reflect light, all commodities are divided into three categories: light absorption type, reflective type, and light-transmission type, the repeated shooting of different commodities occurs when the texture details overlap. Cooperate with the simplified shooting teaching equipment, maximize the use of classroom time and organize group training tasks, while reducing commodity shooting training class hours, it can also improve teaching efficiency and help students train good organization ability and team cooperation ability.

(4) Set evaluation standards that meet the practice of online shop operation

The course assessment and evaluation centered on student training and operation should also take students as the main body, students can summarize the course experience and gains of a semester through self-evaluation, moreover, mutual evaluation of students and teacher evaluation can also be fed back to students' classroom performance from many aspects, and Make students' assessment results more comprehensive, objective and reliable. In addition, in the training link, it is also necessary to assess whether the students' training results meet the practice conditions of online shop operation, this is an important criterion for judging students'

cognition, learning, innovation, etc., and it is conducive to evaluate the comprehensive job performance of students.

4. Teaching Implementation of the "Product Photography and Image Processing" Course Based on the Practice of Online Shop Operation

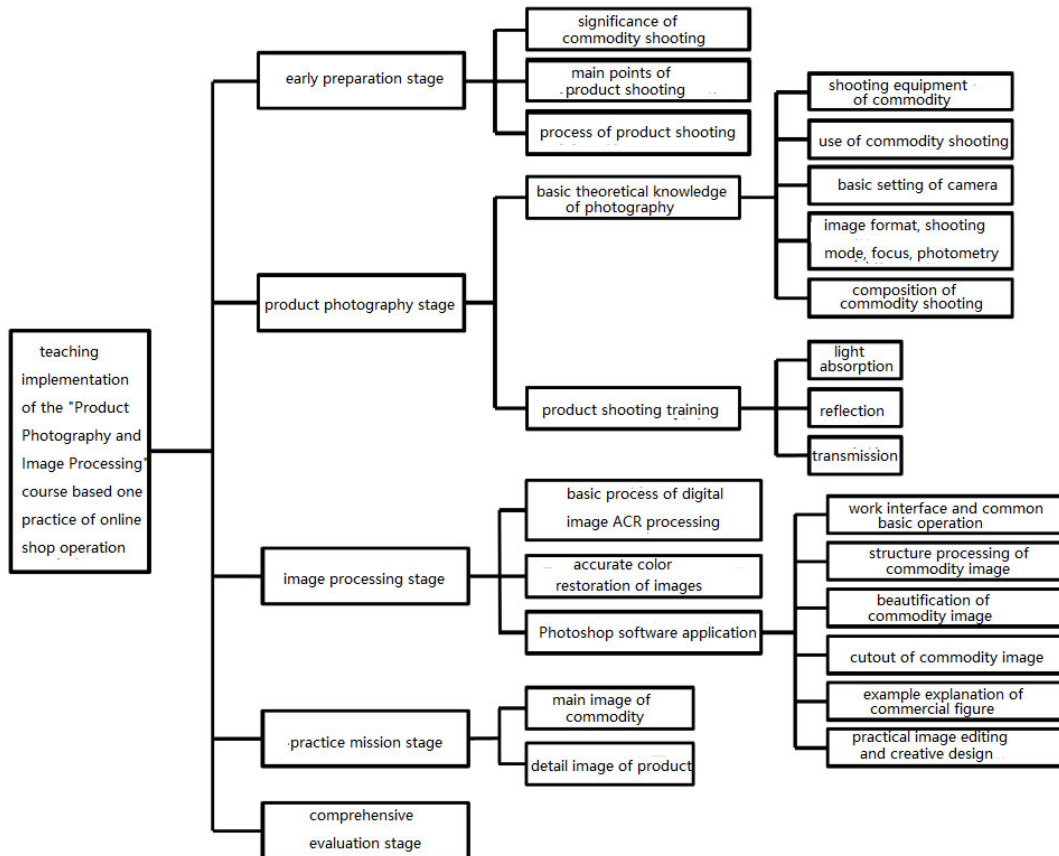


Figure 4. Teaching implementation of the "product photography and image processing" course based on the practice of online shop operation

5. 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.

References

- [1] Huang Huazhu, Exploration of the Teaching Modes of "Commodity Shooting and Later Processing"[J], Ability and Wisdom, 2019, Issue 10.
- [2] Wang Chuntao, Application of "Task-Driven Teaching Method" in the Teaching of "Commodity Shooting and Image Processing"[J], Contemporary Education Research and Teaching Practice, Issue 21, 2019.
- [3] Xie Lidan, Design and Implementation of "Product Shooting and Image Processing" Course of Electronic Commerce Major in Higher Vocational Colleges[J], Research on Transmission Competence, Issue 26, 2018.
- [4] Zheng Jieru, Research on the Teaching Reform of "Online Shop Art Designing" Course Based on Job Requirements, Journal of Jiangxi Vocational and Technical College of Electricity, Volume 32, Issue 1, 2019.
- [5] Wang Jiangting, Dou Yujiao, Application of Project Teaching Method in the Course Teaching of "Commodity Image Processing", Heilongjiang Science and Technology Information, Issue 15, 2017.
- [6] Li Hengxiang. Application of Image Processing Techniques in Online Shop Based on Photoshop[J]. Computer Knowledge and Technology, 2013(36): 8393-8395.
- [7] Xu Feng, Decoration Application and Skills of Online Shop[J]. Market Modernization, 2012(31): 66-67.
- [8] Si Jiabin, Feng Shaona. Thinking on the Course Teaching of "Online Shop Art" of E-commerce Major in Higher Vocational School [J]. E-Business Journal, 2017(1).
- [9] Luo Yan, Research on the Teaching Method of the Course of Photography and Processing of Online Store Commodity Pictures, Education Teaching Forum, 2020. 21.
- [10] Zhang Qian, Application of Photoshop Image Processing Skills in Online Stores, China Computer & Communication, 2019.15.