

Research on the Teaching Mode of Artificial Intelligence Advertising Creative Integration Oriented by Literacy

Jiaming Zhang

Guangxi Arts Institute, Nanning 530022, Guangxi, China

Abstract: The comprehensive popularization of artificial intelligence technology reshapes the creative production logic, communication form and operation mode of the advertising industry, and also puts forward new quality requirements for the cultivation of advertising professionals in colleges and universities. Traditional advertising creative teaching has problems such as lack of literacy cultivation, separation of technology and creativity, and solidification of teaching mode, which is difficult to adapt to the talent needs of the advertising industry in the intelligent era. This paper takes the cultivation of core literacy as the core orientation, analyzes the existing pain points of the current advertising creative teaching, and constructs the artificial intelligence advertising creative integration teaching mode suitable for the intelligent era from the three dimensions of teaching concept, teaching content and teaching implementation. It aims to break the traditional teaching barriers, realize the multi-education effect of technology empowerment, creative quality improvement and literacy landing, and provide theoretical reference and practical ideas for the intelligent teaching reform of advertising major in colleges and universities.

Keywords: literacy orientation; artificial intelligence; advertising creativity; teaching mode; integration of technology and innovation

1. Introduction

In the era of digital intelligence, technologies such as generative artificial intelligence, big data algorithms, and intelligent image processing have deeply penetrated the entire chain of the advertising industry, completely changing the creative mode and communication logic of traditional advertising creativity. Advertising creativity is no longer limited to the traditional forms of artificial conception, hand-painted design, and copywriting, and gradually forms a new format of "Human-machine collaborative creation, accurate data empowerment, and intelligent optimization iteration." The change of industry development forces the teaching of advertising major in colleges and universities to jump out of the traditional skill-based training framework and turn to the cultivation of comprehensive quality talents.

At present, the teaching of advertising creativity in most colleges and universities in China still follows the traditional teaching system. The teaching focus is biased towards basic creative techniques, classic case analysis and theoretical knowledge teaching, and the exploration of the integration of artificial intelligence technology and advertising creativity is insufficient. There is a common teaching error of emphasizing skills, neglecting literacy, emphasizing theory and neglecting coordination, which leads to students' lack of digital application ability, innovative thinking ability and intelligent creative literacy, and it is difficult to adapt to the intelligent transformation needs of the industry. The literacy-oriented teaching takes the cultivation of students' core competence and comprehensive literacy as the fundamental goal, which is in line with the core requirements of higher education in the new era. Based on this, based on the background of intelligent transformation of advertising industry, this paper focuses on the cultivation of students' comprehensive quality, explores a new teaching mode of deep integration of artificial intelligence and advertising creativity, gets rid of the dilemma of traditional teaching, and promotes the transformation of advertising professional teaching from skill training to quality education.

2. The existing pain points of traditional advertising creative teaching

(1) The teaching concept is lagging behind, and the cultivation of literacy is absent.

Traditional advertising creative teaching has long adhered to the teaching concept of "Knowledge-based and skill-based." The core of teaching focuses on the teaching of explicit knowledge such as advertising creative theory, creative techniques and design specifications, and takes students' mastery of creative skills as the main teaching goal, ignoring the cultivation of implicit core literacy such as students' innovative thinking, digital literacy and ethical literacy. Under the background of the intelligent era, this teaching concept leads to the solidification of students' thinking, which can only complete the standardized and modeled advertising creative creation, lack of active innovation, flexible use of intelligent technology to

solve creative problems, and comprehensive literacy is difficult to adapt to the development needs of the industry[1].

(2) Technology and innovation are separated from each other, and the teaching content is disjointed.

In the current advertising creative teaching in most colleges and universities, artificial intelligence technology teaching and creative teaching are in a state of mutual separation. Some courses only explain the operation method of intelligent tools, which is separated from the core logic of advertising creativity. As a result, students will only apply intelligent templates mechanically, and the creative content is empty and lacks soul. However, the traditional creative courses are completely separated from the intelligent technology empowerment, adhere to the traditional creative mode, and ignore the trend of intelligent change in the industry, which leads to the weakness of students' technical application ability, the lack of creative efficiency and innovation, and the inability to realize the core goal of technology as creative empowerment.

(3) The teaching mode is solidified and the students' subjectivity is missing.

Traditional advertising creative teaching mostly adopts the solidified teaching mode of "Teacher teaching+student imitation," "With fixed teaching process and single teaching form. The classroom is mainly based on teachers' theoretical explanation and skill demonstration. Students passively accept knowledge, and there is insufficient space for independent inquiry, creative thinking and technical practice. This model limits students' innovation initiative, and it is difficult to cultivate students' ability of independent thinking, personalized creative creation and man-machine collaborative creation, and cannot adapt to the personalized and diversified education needs of literacy orientation[2].

3. Construction of literacy-oriented artificial intelligence advertising creative integration teaching mode

(1) Update the teaching concept and establish the core orientation of literacy.

The primary core of the reconstruction of the teaching mode is to update the teaching concept, completely abandon the traditional skill-based teaching thinking, and establish a new teaching concept of "Literacy-based, technology-creation integration, and human-machine collaboration." "It is clear that artificial intelligence is an enabling tool for advertising creative creation, creative innovation is the core soul of advertising creation, and literacy cultivation is the ultimate goal of teaching[3]. In the teaching process, we always take the improvement of students' core literacy as the starting point and foothold, take into account the cultivation of technical application ability, creative innovation ability and humanistic ethics literacy, guide students to establish scientific intelligent creation cognition, avoid problems such as technical dependence and creative homogenization, and realize the educational goal of technology empowering creativity and creative carrying literacy.

(2) Reconstruct the teaching content and realize the deep integration of technology and innovation.

Based on the goal of literacy cultivation, the teaching content of the course is reconstructed, the teaching pattern of the separation of technology and creativity is broken, and the integrated teaching content system of "creative core+technical empowerment+ethical bottom" is constructed. Taking the whole process of advertising creative creation as the main line, artificial intelligence technology is integrated into all aspects of creative conception, material generation, copywriting creation, visual design, and creative optimization. At the same time, it also adds literacy-related teaching content such as intelligent advertising creation ethics, digital copyright norms, and human-machine collaborative creative thinking to make up for the literacy shortcomings of traditional teaching, so that students can master creative creation and intelligent technology application capabilities while establishing correct industry values and professional qualities.

(3) Innovative teaching implementation, highlighting the dominant position of students.

Change the traditional one-way infusion teaching mode, build a diversified teaching implementation system of "Independent inquiry+collaborative creation+speculative innovation, and fully highlight the students' dominant position in teaching. In the classroom teaching, the mechanical theory explanation and skill demonstration are reduced, and the teaching links of students' independent inquiry, creative conception and man-machine collaborative practice are increased. It's necessary to guide students to independently use artificial intelligence tools to carry out creative attempts. Through classroom speculation, group discussion, creative polishing and other forms, compare the advantages and disadvantages of artificial creativity and intelligent creation, optimize creative schemes, cultivate innovative thinking and ask the role positioning and responsibility system of different subjects from the perspective of interdisciplinary education.

4. Conclusion

The advent of the intelligent era has promoted the advertising industry to enter a new stage of development, and also put forward urgent requirements for the reform of advertising creative teaching in colleges and universities. The literacy-oriented artificial intelligence advertising creative integration teaching mode, based on the needs of industry transformation

and the goal of higher education education, effectively solves the core pain points of traditional teaching concept lag, content disconnection and mode solidification. This model takes the cultivation of comprehensive literacy as the core and the deep integration of technology and innovation as the path. Through the all-round reconstruction of teaching concept, content and implementation, it realizes the multiple values of technology empowerment, creative quality improvement and literacy education, which can effectively improve the digital ability, innovation ability and professional quality of advertising students, and provide strong support for the cultivation of high-quality compound talents of advertising major in the intelligent era. In the future, advertising creative teaching needs to continue to fit the trend of industry technology iteration, constantly optimize the teaching system, deepen the connotation of quality education, and promote the high-quality development of advertising education.

Acknowledgments

This paper is a phased research finding of the National First-class Undergraduate Course “Fundamentals of Advertising Creativity”, as well as the Autonomous Regional First-class Undergraduate Courses A Course in “Advertising Creativity” and “Innovative Experimental Course of Sketch and Color”.

References

- [1] Guo Lei. Research on the application of artificial intelligence in the teaching of advertising art design in higher vocational colleges under the background of digital intelligence empowerment[J]. Modern vocational education, 2025, (32): 149-152.
- [2] Yuan Yue. Discussion on the teaching methods of basic design courses in colleges and universities enabled by artificial intelligence-reflections on the teaching of graphic creative courses[J]. Shoes technology and design, 2026, 6(02): 126-128.
- [3] Wu Yuqi. Cultivate AI literacy to activate the teaching innovation kinetic energy of college teachers[N]. China reform news, 2025-12-26(008).

Author Bio

Jiaming Zhang (1988. 05-), male, Han ethnicity, born in Xianghe, Hebei Province, lecturer, master degree holder. Research direction is advertising major.