

# The integration of traditional culture and contemporary art in art education in contemporary universities

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**Abstract:** In the art education of contemporary universities, the integration of traditional culture and contemporary art is considered as the development direction of art education in the future. In this context, this paper discusses how to combine traditional cultural elements into contemporary artistic creation in order to enhance the cultural connotation and appeal of artistic works. With the help of innovation and practice, teachers can strengthen the connection, promotion and integration between traditional culture and contemporary art, and cultivate students' ability in cross-cultural communication and cooperation. This integration aims to seek harmonious cultural communication, advocate cross-domain cooperation and explore diversity from a global perspective.

## 1. Introduction

With the development of globalization, new cultures and art forms are constantly emerging, and traditional culture and art have gradually lost their influence and status. However, educators should not forget the importance of traditional culture and art, which is the essence of our nation and the soul and foundation of our national culture. Therefore, the integration of traditional culture and contemporary art can make the artistic works more profound and connotation, and it is also an effective way to protect the traditional culture. In the contemporary art education in colleges and universities, the teaching concept of integrating traditional culture and contemporary art has been more and more widely applied and explored.

## 2. The importance of traditional culture in contemporary art

Traditional culture is of great importance to contemporary art education. In contemporary art, traditional culture can be regarded as a precious raw material, and it is an important source of profound philosophical thoughts and aesthetic taste. Traditional culture contains rich artistic elements, such as the charm and artistic conception in Chinese painting. These concepts can provide profound inspiration and unique creative ideas for contemporary artists. Through this innovative integration, the traditional culture has been inherited, and the contemporary art has also been further developed. In the fine arts education in colleges and universities, the value of traditional culture not only lies in its enlightenment to contemporary art, but also lies in its improvement of students' artistic accomplishment and comprehensive ability. Traditional culture is the spiritual wealth of the Chinese nation, while contemporary art is the deep expression of the current culture. The organic combination of the two can make the students better understand the traditional Chinese culture, so as to enhance the students' self-esteem and identity of the national culture. At the same time, students can also give better play to what they have learned in the contemporary artistic creation, show their innovative ability and artistic style, and improve their comprehensive artistic quality. In the process of realizing the integration of traditional culture and contemporary art, teachers play an important role in the art curriculum. Teachers need to guide students to understand and study traditional culture and contemporary art by exploring the connection between traditional culture and contemporary art. In the course design, it is also necessary to fully consider the means and ways of integration, so as to create an innovative learning atmosphere, so that students can fully express themselves creatively. At the same time, it is also necessary to continuously explore more traditional culture and contemporary art works, so that students can explore and create in a broader

vision and diversified means of artistic expression.

In short, the integration of traditional culture and contemporary art has become an important direction of art education in colleges and universities. The existence of traditional culture can not only inspire students' creative inspiration, but also have a profound impact on the inheritance and development of contemporary culture. Only through the deep integration of traditional culture and contemporary art can students have more rich and diversified artistic accomplishment, so as to make greater contributions to the personal growth and the prosperity and development of the whole culture.

### **3. The significance of the integration of traditional culture and contemporary art in the art education in colleges and universities**

The fusion of traditional culture and contemporary art is of great significance in college art education. First of all, traditional culture, as the carrier of China's long history and civilization, is China's cultural treasure, which has important historical value and cultural connotation. While contemporary art is creative, anti-traditional, forward-looking and contemporary. The integration of traditional culture and contemporary art can not only revitalize the vitality of traditional culture, but also promote the development of contemporary art. Secondly, the integration of traditional culture and contemporary art can broaden students' thinking and stimulate their creative inspiration. By learning the art forms, skills and artistic thoughts created by predecessors, students can not only deeply understand the connotation and form of traditional culture, but also expand their artistic thinking and aesthetic vision, and provide better resources and inspiration for their artistic creation. In addition, the integration of traditional culture and contemporary art also helps learners to better understand and understand the importance of inheriting culture. In today's globalization, China's traditional culture is constantly impacted by foreign culture, and the environment of cultural inheritance is gradually deteriorating. Therefore, by integrating traditional culture with contemporary art, teachers can explore the value of traditional culture in contemporary art, and improve students' awareness and protection of inheritance culture. Finally, the integration of traditional culture and contemporary art can also be used as a way of cross-cultural communication to stimulate mutual understanding and resonance among different cultures. Contemporary art has the characteristics of universality and internationalization. After the integration with traditional culture, it can show the uniqueness and diversity of national culture, promote Chinese civilization, and provide a way of cross-cultural communication for the whole world. Therefore, the fusion of traditional culture and contemporary art in art education in colleges and universities, not only can promote the development of contemporary art, more can cultivate students' creativity and innovation spirit, for students to grow up, is also in the future cultural heritage and communication, is very important a way of expression.

### **4. The present situation of the integration of traditional culture and contemporary art in the contemporary college art education**

In the art education in contemporary colleges and universities, the integration of traditional culture and contemporary art has become a hot topic. How to integrate traditional culture and contemporary art has become a research topic for many art educators and students. At present, there are some difficulties and challenges in the integration of traditional culture and contemporary art.

First of all, contemporary art has a strong diversity and avant-garde nature, making it difficult in the integration of traditional culture. Traditional culture is enlightening and of reference significance for modern art, but at the same time, it will inevitably face the shortcomings of traditional culture concepts that are too complex and conventional. This requires contemporary artists to think about how to draw lessons from excellent traditional cultural elements and sublimate traditional culture to the height of contemporary art. Secondly, the phenomenon of traditional culture is common in art education in colleges and universities. In China, influenced by modernization and western culture, some traditional cultural elements are gradually forgotten by

students. The phenomenon of losing traditional culture leads to the difficulty of students to understand traditional cultural elements and learn and learn from traditional cultural elements. Therefore, the art education in colleges and universities needs to pay more attention to the inheritance and excavation of traditional culture, and strengthen the importance of traditional culture in the contemporary art creation. Third, some students lack interest and attention to traditional culture. Students' artistic thought is not mature enough, and there are certain deficiencies in the aesthetic aspects. With the influence of exam-oriented education, there are too many theoretical courses focusing on traditional cultural elements, so the art education in colleges and universities needs to strengthen the application of traditional cultural elements in practice. When students integrate more traditional cultural elements into their actual creation, through visual creativity and feedback of finished products, students can pay more attention to the traditional cultural elements and their willingness to learn.

With the increasing popularity of the integration of traditional culture and contemporary art, some problems gradually emerge, which brings some obstacles to the integration of traditional culture and contemporary art in art education in contemporary colleges and universities. First of all, the integration of traditional culture and contemporary art is influenced by students' aesthetic concepts. With the change of The Times and the deepening of globalization, students' aesthetic concepts and styles are also constantly changing and evolving, which makes it difficult for some students to understand and accept the intrinsic value and aesthetic charm of traditional culture, so that they cannot organically integrate with contemporary art. Secondly, in the practice of integrating traditional culture and contemporary art, there are also some problems in teachers' own quality and ideas, such as lack of in-depth understanding of students, lack of exploration and innovation of teaching methods, and lack of understanding of contemporary art. These problems lead to some teachers' more traditional education models, lack of innovation and diversity in the integration of traditional culture and contemporary art. In addition, there are also some restrictions that are not conducive to the integration of traditional culture and contemporary art in the school's institutional environment, curriculum setting and evaluation methods. Schools usually give full consideration to the integrity of teaching plans and the professionalism of students, ignoring the integration of traditional culture. In short, these problems need colleges and educators to pay enough attention, further explore, and find solutions suitable for their own teaching characteristics, so as to truly realize the integration of traditional culture and contemporary art.

## **5. Strategy to realize and promote the integration of traditional culture and contemporary art**

### **5.1 Emphasize the importance of traditional culture**

Traditional culture is the treasure of a nation and the core cultural gene of a country. In the field of artistic creation and education, the importance of traditional culture is self-evident. Art education is a process of comprehensive human development. The integration of traditional culture and contemporary art can provide students with a broader vision, enrich students' aesthetic experience and cultural accumulation, and be conducive to promoting cultural inheritance and development. Traditional culture contains profound cultural deposits and wisdom, and is the precious wealth of China's national culture. The content of traditional culture covers all levels of culture and art in China, which are permeated with broad and profound cultural connotations, reflecting the social background and people's ideology and culture in different historical periods. In order to solving the current dilemma of art education, in order to reflect the new development of traditional culture in modern society, teachers can emphasize traditional culture from many aspects such as creation and education.

First, emphasizing traditional culture in art education can provide students with a more comprehensive education. Through in-depth study and research of traditional culture, students can better understand its connotation, so as to better grasp the aesthetic essence of contemporary art. Through teaching and practice, teachers can let students have a deep understanding of various literary forms and cultural details in traditional culture, cultivate students' diversified cultural

literacy and aesthetic ability, so that they can have more profound experience and understanding in artistic creation and appreciation. Secondly, it is of profound significance to emphasize traditional culture in the field of artistic creation. After thousands of years of development, the literary and artistic forms in the traditional culture have a unique aesthetic value and artistic characteristics. In the field of contemporary art, teachers can combine traditional culture with modern art, and create more modern works integrated into the connotation of traditional culture. In this way, teachers can realize the integration of ancient and modern times, so that the traditional culture can get a new life and development in the modern art. Teachers should actively carry out relevant practice and exploration, so that the traditional culture can be better inherited and innovated, so that more students can benefit from the integration of traditional culture and contemporary art.

### **5.2 To strengthen the connection between traditional culture and contemporary art**

Traditional culture is the essence of a country's culture, while contemporary art is the product of The Times. The connection between traditional culture and contemporary art can form a more colorful artistic creation, and at the same time, the traditional culture can get a new life and development in the modern society. On the one hand, when strengthening the connection between traditional culture and contemporary art, teachers need to explore the artistic elements contained in traditional culture. These elements can not only be used for contemporary art to add new meaning and value, but also reflect the unique charm and charm of traditional culture through the appropriate shaping of contemporary art. On the other hand, when strengthening the connection between traditional culture and contemporary art, teachers also need to examine the connotation of traditional culture from the perspective of contemporary art, and enrich its meaning and perception. Today's contemporary art focuses on the unique cultural experience and thinking of human beings today. Through the understanding, mining and shaping of traditional culture, the connotation of traditional culture is integrated with the practical problems of contemporary society and the cultural experience of human beings, so that the essence of traditional culture can be reborn. Such creation and performance make people more truly feel the connotation and connotation of traditional culture, so as to better inherit and carry forward the traditional culture. Therefore, strengthening the connection between traditional culture and contemporary art can make traditional culture get new life and development in modern society, and at the same time can make contemporary art more depth and connotation. Teachers should strengthen the training and support of artists who can create and successfully connect traditional culture and contemporary art, and at the same time make traditional culture get attention and carry forward in the modern education and cultural system.

### **5.3 Cultivate the ability of cross-cultural exchanges and cooperation**

The capacity for cross-cultural exchanges and cooperation needs to emphasize the spirit of mutual respect, diversity, inclusiveness, openness and innovation. In the university art education, it can be trained through the following two aspects.

Establish a platform for exchanges and cooperation. Try to support cross-cultural cooperation between students and increase communication with foreign universities, art institutions or artists. This can be done by organizing collaborative projects, exchanging studies, or opening international art exhibitions. At the same time, students can learn about different cultural art forms by taking part in more international workshops, art exhibitions and other activities, so as to enhance their ability of cross-cultural communication and cooperation.

Focus on interdisciplinary exchanges and cooperation. The disciplines involved in the fine arts majors in colleges and universities include aesthetics, culture science and art history. Students can increase their knowledge reserve and skills through communication and cooperation with other disciplines, while also helping to explore and develop interdisciplinary projects and cultural integration models between different fields. In this context, teachers can give full play to the advantages of Internet technology, use virtual social platforms to hold competition in music, dance, painting and other art forms, and carry out a series of recognized long-term cultural exchange projects, in order to stimulate the cultural confidence of young people. At the same time, universities can also invite artists and scholars to carry out cultural activities to promote the deep

integration of traditional culture and contemporary art. In short, to realize the integration of traditional culture and contemporary art, teachers need to pay attention to the importance of cross-cultural exchanges and cooperation, and the cultivation of this ability needs from college fine arts education, through the establishment of communication and cooperation platform and pay attention to interdisciplinary communication, provide students with a more comprehensive cultural education, promote the inheritance of traditional culture and the innovation of contemporary art.

#### **5.4 Emphasize practice and innovation**

In order to realize and promote the integration of traditional culture and contemporary art in contemporary university art, teachers must emphasize the role of practice and innovation. Practice is the key to promote the integration of the two, because only through practice can students deeply understand the interaction and connection between traditional culture and contemporary art. In practice, students can deeply study traditional cultural elements and technologies, and apply them to contemporary art works, or have a dialogue with modern art to create brand new art forms, rather than simply imitating or copying. At the same time, teachers also need to pay attention to the development of innovative activities. Through innovation, students can break the inherent stereotypes and traditional concepts, embrace multicultural and ideas, and enhance artistic creativity and expressiveness. This requires cultivating students' interdisciplinary ability and understanding of different cultures, so as to innovate elements of different sources when integrating traditional culture and contemporary art. Practice and innovation complement each other. In the creation of integrated art, both are indispensable. Only by deeply thinking and researching traditional culture, applying and giving play to artistic works, and through new ideas and methods can the development of art be promoted and traditional culture and contemporary art be creatively integrated in art education in contemporary colleges and universities.

### **6. Conclusion**

To sum up, the integration of traditional culture and contemporary art has become an inevitable trend of art education in colleges and universities. This trend is not only conducive to the inheritance and development of traditional culture, but also can promote the innovation and development of contemporary art. Teachers should promote the integration of traditional culture and contemporary art through diversified ways, so that students can experience the charm of culture in their artistic creation, and constantly expand their vision and artistic ability.

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