

Exploration of Art Design Education Model based on Cultural and Creative Industries

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Abstract: With the advent of the information age, the cultural and creative industries have achieved rapid development. Under the impetus of innovative ideas, the development of cultural and creative industries has not only promoted the development and inheritance of culture and art, but also promoted the development of social economy to a large extent. However, while the cultural and creative industries are constantly improving, the problem of lack of talents is becoming more and more serious. This requires colleges and universities to actively take effective measures to innovate the art design education model and further improve the education system. Based on this, this paper mainly analyzes the art design education model based on cultural and creative industries.

1. Introduction

In the traditional curriculum system, the curriculum is relatively scattered, and the content of each course is independent of each other. The teaching mode pays too much attention to the design effect, ignoring the importance of mastering the design procedure, which makes some colleges and universities focus on teaching students' professional skills, but neglect the corresponding quality training. Excessively dispersed course content will result in students not being able to deeply understand the design subject knowledge system as a whole, and can only initially understand some basic theoretical knowledge and professional skills, but has not yet cultivated a good sense of innovation and cultural accomplishment, and it is difficult to meet the creative talents of industry enterprises. demand.

Although most colleges have set up art design majors, the design talents cultivated by colleges and universities still cannot meet the practical ability requirements of enterprises for talents, lack of good practical ability, and are seriously out of touch with market demand. This is mainly because some teachers directly stay in school after graduation and lack practical experience. In addition, the traditional teaching management mode of the school is too simple, and there is no more practical training platform for teachers and students. Therefore, under the unhealthy situation of production, study and research, the design talents cultivated will not meet the relevant standards of creative talents when entering the cultural and creative industries.

At present, the talent training programs of some colleges and universities are lagging behind, and they have not kept pace with the times, which is inconsistent with the development of cultural and creative industries. First, some colleges and universities have not integrated other students in the cultural and creative industries, especially those in engineering majors, which lack serious innovative thinking. Second, a small number of colleges and universities lack of attention to humanistic quality education, and can not create a good campus environment for students to integrate humanity and creativity. In addition, the art design education in colleges and universities in China does not specifically set up professional training and distance education courses for the staff of the cultural and creative industries. At the same time, the phenomenon of poor quality of employees in the cultural and creative industries is becoming more and more prominent, which requires the university to give full play to its important role as a carrier of talent training.

2. Art design education model based on cultural and creative industries

On the basis of the cultural and creative industry, art design education has realized the

implementation of the concept of innovative education, and established the concept of knowledge diversification and innovative thinking. In the process of education, the new art design education concept has strengthened the emphasis on students' professional skills and practical experience. According to the actual situation, the teaching content and methods are appropriately adjusted. When the course content is arranged, the relevant courses of divergent thinking training are expanded to guide students to learn independently. When cultivating students' professional skills, they actively participate in the learning of other subjects' knowledge, promote students' proficiency in innovative design methods, and effectively apply innovative thinking to guide students to understand the true value of design as a whole and create accordingly. This requires teachers to have solid professional theoretical knowledge, and actively absorb the real-time dynamics and research results of various disciplines, clarify the specific development direction, in order to cultivate students' sense of innovation and guide students to think divergent and original design. "In addition, in the teaching process, teachers can mobilize the enthusiasm and initiative of student participation in the classroom based on the latest developments in the market, with an exploratory and targeted topic, and stimulate their creative and innovative potential." [1]

Under the cultural and creative industries, art design education wants to achieve innovation and development, and it is necessary to combine market demand and achieve the integration between production and art. Really update the changes in real time according to market demand, adjust the content and methods of art design education courses, and cultivate more outstanding cultural and creative talents. "Teachers should establish a good market awareness, combine market dynamics with classroom teaching content, rationally use the surrounding human resources, strengthen the close relationship between the institutions and the industrial market, and promote deep cooperation between the two." [2] At the same time, the practical training base is used to arrange the design practice courses reasonably to further improve the students' hands-on operation ability, and to promote their mastery of the actual operation methods, and to conduct a comprehensive test of the practical teaching effects through concrete results.

At this stage, the art design majors of major universities are actively exerting their own advantages, continuously developing cultural and creative industries, expanding relevant professions, and building a talent training model that is consistent with the development of cultural and creative industries. Creative design and social and economic development should be kept in sync, and technology, products, market dynamics, etc. should be effectively combined. This requires universities to cultivate creative talents as the main goal and build a perfect innovative creative art design education system. In the process of art design education, focus on strengthening creative and innovative thinking, taking knowledge innovation education as the main direction, and cultivating students' ability to make independent decisions, analyze and solve problems. Students are required to be proficient in the innovative ideas and methods of art design in order to enhance their sense of innovation and ability. "At the same time, colleges and universities should further strengthen cooperation with enterprises, combine production, education and research, realize the integration of various social resources, expand the talent cultivation channels of cultural and creative industries, and encourage students to actively participate in post training, improve their comprehensive ability, and become a composite type. Creative design talent." [3]

"For the cultural and creative industry group, not only must have the skills of technology, design and related qualities, but also need to establish correct values and sense of responsibility. In the value of human life in which social and environmental values are mutually harmonious, the goal of art design education is integrated. The cultivation of artistic design talents' sense of social responsibility is an important basis for cultivating design talents, and it is also to effectively prevent students from continuing to compete in homogenization design to meet the needs of consumers." [4] "As far as the cultural and creative industries are concerned, the creative talents they need are mainly based on independent intellectual property rights. Excellent talents with professional skills are not only required to have a comprehensive and deep understanding of the cultural and creative industries, but also need to be combined with the actual situation. Innovate and improve." [5]

3. Conclusion

Reality has come from history, reviewing and studying the development process of Chinese art design education, summarizing and analyzing its experience and lessons, and helping us to understand the development status and existing problems of art design education today. The development of Chinese art design education is the product of modern Chinese society. China's art design education has grown from scratch to small. Although it is still in the primary stage of development, it is still a mature and perfect education system and education model. There is a long way to go. However, the rich experience and lessons learned in the past century and a half laid the foundation for the maturity of art design education.

Today's art design education faces a world that has already entered the era of knowledge economy. The huge development space will drive the education industry into a new platform of understanding. The fundamental task of colleges and universities in China is to cultivate talents. It is necessary to establish a design education system featuring innovation and organize teaching according to the principle of creativity. This is an urgent task and a prerequisite for the survival and development of design disciplines in China. Innovative design teaching is the basic feature and key link of the design education system. The quality of students does not depend on the major, but depends on the course system and teaching content, as well as the knowledge and ability gained from it. We must actively promote the reform of the talent training model, infiltrate quality education into all aspects of education, integrate quality education, basic theory education and professional education; integrate knowledge transfer and ability training; promote students' morality, intelligence, body and beauty. Comprehensive and coordinated development; to deepen the reform of teaching methods and teaching methods, on the one hand, we must plan to build a modern design teaching experimental base and practice base to improve teaching conditions and improve teaching effects; on the other hand, we must strengthen students' self-learning ability and innovation. The cultivation of design capabilities provides a reliable basis for cultivating high-quality talents with innovative design capabilities. In the final analysis, the competition in modern society is the competition of talents. As a base for talent training, colleges and universities are responsible for cultivating high-quality talents. Therefore, accelerating various reforms of colleges and universities and improving the mechanism for training Chinese art design talents is undoubtedly the economic development of China. An important part of it.

In short, under the cultural and creative industries, art design education should strictly follow the new situation, focus on the training objectives of talents, deepen reform, further innovate the art education system, build an education model that is compatible with the market and industry, improve the curriculum content, and train students. Innovative awareness and ability, through a variety of educational methods, to achieve sustainable development of the cultural and creative industries, and cultivate more talents.

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