

Application of Folk Art in College Art Design Teaching

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Abstract: Folk Art Originated from the Traditional Culture of the Nation and It Spread among the People. the Application of Folk Art in Art Design Teaching in Colleges and Universities Will Enrich the Teaching Content to a Great Extent and It Will Be Conducive to the Inheritance of Traditional Chinese Culture. However, the Current Use of Folk Art in Art Design Teaching in Colleges and Universities, Still Can Not Effectively Show the Relevant Content of Art Design, and It is Not Conducive to the Improvement of the Quality of Art Design Teaching in Colleges and Universities. Therefore, Based on the Analysis of the Artistic Characteristics of Folk Art and the Study of the Current Situation of Art Design Teaching in Colleges and Universities, Combined with the Actual Situation of Major Colleges and Universities, This Paper Gives Constructive Suggestions in Order to Improve the Development Level of Art Design Teaching in Colleges and Universities.

1. Introduction

1.1 Literature Review

With the Development of Society and the Improvement of Scientific and Technological Level, People's Living Standards Have Been Significantly Improved, and the Level of Pursuit and Appreciation of Art Has Become Higher and Higher. Different People Have Different Opinions on Art, Showing a Trend of Artistic Diversification Gradually. Chinese Folk Art Has a Long History and Profound Connotation of Development. Even in Today's Diversified Development, It Still Stands Firm and Gains Popular Praise. Introducing Folk Art into the Design Teaching of Art Majors in Colleges and Universities Has Gradually Become an Inevitable Trend of the Development of the Times(Yang,2018). in Addition, China's Folk Art Has a Long History and Rich Varieties, Each of Which Has a Unique Style, Contains Strong Chinese Folk Characteristics, and Its Vitality is the Most Free. This Unique Charm Has a Very Important Inspiration for the Modern Art Design Major in Chinese Universities. Therefore, in the Teaching of Modern Art Design in Colleges and Universities, It is Necessary for Students to Pay Attention to the Study of Folk Art and Make Their Works Have More National Characteristics(Zhou,2012). the Broad and Profound Chinese Traditional Culture is the Crystallization of the Wisdom of the Chinese Ancestors for Thousands of Years. It Has Scientific Logic and Rich Creativity, and It Shows the Spiritual World of the Chinese Nation. with the Development of Design Market to Individualized and Nationalized Demand, Only Traditional Culture Can Provide Profound Cultural Nourishment for Chinese Contemporary Art Designers. Colleges and Universities That Train Art and Design Professionals Should Recognize the Importance of Traditional Culture Courses(Wang,2010). Chinese Folk Art Has Been Studied and Applied in Art Design Specialty of Non-Art Colleges and Universities; It Has Promoted the Return of Art Design Specialty Teaching to Local Culture in Non-Art Colleges and Universities; It Has Embodied the Uniqueness and Regional Characteristics of Running Schools; It Has Broadened Students' Horizons and Promoted the Nationality of Art Design Works(Xiao,2015). in Order to Adapt to the Development of the Times and Respond to the Requirements of the State for Education, Art Educators in Colleges and Universities Should Cultivate High-Quality Comprehensive Talents So That Students Can Have a More Comprehensive Understanding of Art and Improve Their Aesthetic Ability. At the Same Time, through Art Teaching, Students Can Learn about Our Traditional Folk Art, Which is to Inherit the Traditional Chinese Culture. Conversion Also Helps(Jiao,2014).

1.2 Research Purpose

The purpose of this paper is to explore how to use folk art better and more effectively in art design teaching in colleges and universities. At present, many scholars have studied the application of folk art in art design teaching in colleges and universities, but the major universities still can not grasp how to use folk art in art design teaching. Therefore, this paper combines the actual situation of major colleges and universities, gives constructive suggestions, so that art design teaching in colleges and universities can be further improved and developed.

2. The Artistic Characteristics of Folk Art

Folk art belongs to a category of Chinese art, which originates from the traditions and styles of various nationalities. The emotional characteristics and national culture of the nationalities have obvious regional characteristics of the nationalities. Unlike religious art and court art, folk art originated from the Chinese nation and spread widely among the Chinese nation, so folk art has different characteristics in different places. Folk art is bold and broad-minded in the north, euphemistic and restrained in the south, which makes our folk art distinctive and rich in types.

The development of folk art in China has never been stagnant since ancient times. It has been well inherited and transformed, and it also maintains a relative inheritance. From the perspective of education, combining excellent folk art with art education can constantly internalize students' cultural connotations, improve students' practical and innovative abilities, enhance students' literacy, enable students to have a positive and optimistic spirit of life, so as to understand the development and changes of folk art, and ultimately better inherit the folk art.

Life has brought about the birth of art. Although art creation needs specific skills and methods, its essence still comes from the accumulation of life. Therefore, if we use folk art and related expressions and elements in art design teaching in Colleges and universities, students will feel the art everywhere in life, enhance students' perception of art, and get more design inspiration. Folk art works are of great national characteristics, and the use of color is bold. Therefore, if folk art is integrated into art design teaching in Colleges and universities, it can improve students' sensitivity to color and its application methods. Unlike other works, the expression of folk art works and the inherent works are very special. If we study folk art works in teaching, we will broaden the scope of students' understanding of art, increase the accumulation of students' material, make students have a new understanding of traditional knowledge, and when designing works, we can use more folk art materials, so as to design more creative and novel works.

3. Analysis of the Current Situation of Art Design Teaching in Colleges and Universities

At present, many colleges and universities have realized that art design education needs to be reformed. However, for the reform of subject teaching, they still need to start from reality and find appropriate reform methods. Folk art is the cream of traditional culture and an important part of national art. It is also a treasure house and eternal motive force for the design of national localization. Design colleges should integrate folk art into design teaching as soon as possible(Liao,2011). Art design itself belongs to an art, fine art design needs the support of inspiration, so art design teaching can not be an empty phenomenon, not to mention a baseless idea. In order to mobilize students' design inspiration, teachers should introduce folk art into the teaching classroom, so that students can understand the essence of folk art. In part, creative design of fine arts should be carried out according to the characteristics of folk art so as to achieve good teaching effect(Shan,2013). Folk art has high cultural and aesthetic value. Rational application of folk art elements in college art teaching can not only inherit folk art well, but also highlight the regional characteristics of art teaching, enrich the content of art teaching, and strengthen the effect of art teaching(Peng,2014). After investigating the teaching modes currently used in Colleges and universities, the traditional teaching methods of art design in Colleges and universities are generally adopted, mainly in the following three aspects.

First, general education is generally narrow and professional paths are generally lacking. In 2005, the Ministry of Education promulgated “Several Opinions on Further Strengthening Undergraduate Teaching in Colleges and Universities”. The document put forward the educational policy of “focusing on training talents with solid foundation, broad knowledge, strong ability and high quality”. At present, part of the education of art design in China is focused on training professional skills, but the education policy of “strong ability, high quality” has not been implemented. There are not many corresponding courses in the general education of art design, so it will affect the comprehensive quality of students to a great extent.

Second, practical teaching is generally not deep enough, and practical ability needs to be strengthened. Art and design specialty pays more attention to practical ability. In addition, nowadays more comprehensive talents with strong innovation and practical ability are needed. At present, a large part of colleges and universities use the old-fashioned teaching mode, using non-practical subject form to teach, at the same time, there is a big difference with real cases, making art design graduates lack practical ability.

Third, the teaching system has not been updated in time, and the Cross-teaching effect is not ideal. Art design is a subject that pays more attention to application. It is related to communication, information science, engineering and other disciplines to a large extent. At present, the teaching of design education-related courses in universities, especially cross-curricula, results are unsatisfactory. Generally speaking, for example, the teachers of management colleges will teach marketing courses, which makes the course not very relevant to design subjects. Therefore, students generally resist such courses. This makes the cross-disciplinary teaching only manifest in form and fails to achieve the expected results of cross-disciplinary teaching. If we continue to use the inherent teaching mode or change several courses, the whole design education will not be greatly improved.

4. Analysis on the Application Strategy of Folk Art in Design Teaching in Colleges and Universities

4.1 Application of Folk Art in Design Teaching in Colleges and Universities

Firstly, it is the application of folk art modeling in college design teaching. Modeling is an important external form of expression in folk art. It is a symbol system that belongs to folk art. Modeling has obvious regional characteristics. Major colleges and universities can let students in the folk art appreciation class, through learning and understanding the modeling characteristics of folk art, apply different modeling methods to each actual design case, so as to design excellent works.

Secondly, it is the application of folk art style in college design teaching. Many people will feel that style is vague, in fact, style is regular and can be followed. The style of folk art has obvious symbols for specific things. For example, dragon and Phoenix represent the happiness and love of husband and wife. These symbolic meanings concentrate on the expression of Chinese national culture. Many symbolic things are widely used in modern design. In the teaching of design in Colleges and universities, students should focus on learning the style of folk art and apply different style symbols to design creation, so that works with distinct national characteristics can be designed.

Finally, it is the application of folk art color in college design teaching. Color is also very important for folk art. Different uses of color will make folk art have different characteristics. The use of tones and the collocation of colors make the color processing methods of folk art have diversified characteristics. Therefore, in the design teaching of colleges and universities, we should use a variety of teaching methods to inherit and develop the color style of folk art, so that students can use the color collocation method of folk art to design outstanding works.

4.2 The Application Strategy of Folk Art in Design Teaching in Colleges and Universities

Firstly, the introduction of art appreciation courses should be increased. In order to make folk art more widely used in college design teaching, students should have a basic understanding of folk art.

If students have enough knowledge of folk art, teachers will be more efficient in teaching. Regular appreciation of excellent traditional folk art works will enable students to better understand the manifestations of folk art and other aspects. In addition, after the appreciation of traditional works, the analysis and discussion of works should be carried out, and the application of folk art expression techniques in works should be analyzed.

Secondly, the use of folk art works design. Teachers can let students combine folk art design, so that students will have a deeper understanding of folk art. For example, after setting the design theme, teachers can ask students to use elements of folk art, and use the expression of folk art to design works. After students design, we can select some excellent works for evaluation and analysis, focusing on the use of folk art in the works, to help students accumulate experience in the use of folk art. At the same time, teachers should also focus on explaining the problems that may arise in the use of folk art in design, so as to prevent students from making mistakes in future use of folk art in design.

Thirdly, when designing works, let students use folk art boldly and innovatively. Folk art can not only be used in the teaching of art design, but also make students innovate in their design concepts. Folk art is unique, especially with strong national emotional color. Teachers can explain various ways of expression and elements of folk art for students, so that students can better understand folk art, so that they can use folk art to innovate their works in later design.

5. Conclusion

The purpose of college design teaching is to cultivate talents with professional knowledge and design ability. Therefore, folk art should be widely used in college design teaching. There have been many studies on the application of folk art in college design teaching before, but the actual situation and demand of each college are different. Therefore, when using folk art in college art design teaching, we should use different styles, colors, shapes and other design expressions according to the situation of different colleges and universities. Means of teaching form different teaching modes in each university, so as to better inherit and develop traditional culture and art.

To sum up, for art design courses in Colleges and universities, the curriculum system needs innovation and development, and the importance of folk art needs to be enhanced. From the analysis of this paper, it can be seen that the application of folk art in art design teaching in Colleges and universities can help students better understand the design elements of traditional Chinese culture. Provide a variety of design materials. Therefore, it is necessary to strengthen the theoretical study of folk art, make more attempts in the teaching of art design in Colleges and universities, and strengthen students' practical ability.

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