

# On the Training of Practical Ability of Art Management Talents

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**Abstract:** In the era of economic and cultural prosperity and development, colleges and universities have made remarkable achievements in their development. Among many majors in colleges and universities, art management is a new speciality. Although its development time is relatively short, after more than ten years of exploration and reform, the art management major has basically formed a development model with “cultivating practical ability” as the core. Usually, on the basis of consolidating the theoretical and professional knowledge of art management specialty, it is particularly necessary to attach importance to the cultivation and strengthening of talents' practical ability and artistic ability. Through the project-based teaching and the expansion of professional orientation and contents, it is particularly necessary to improve the practical ability of art management talents. In this study, first of all, the art management major, art management talents and other related contents are summarized. Secondly, the paper summarizes various abilities that art management talents should possess. Finally, the author focuses on analyzing measures which can cultivate the practical ability of art management talents.

## 1. Introduction

Since entering the 21st century, the development of China's cultural industry has attracted widespread attention. Under a series of documents on cultural industry revitalization, the state has promoted the development of the cultural industry to level of strategic development. The development of cultural industry is closely related to cultural and art talents as well as art management talents. From a certain point of view, art talents should have professional and rich art ability; art management talents should have excellent logical and expression ability as well as organization ability. Only under that situation can we effectively promote the overall development of the cultural industry. From this we can see that art management talents occupy a very important position in the development of cultural industry. Based on this, this study focuses on analyzing the cultivation of practical ability of art management talents, which has practical research value and significance.

## 2. Overview on the Art Management Major and Art Management Talents

### 2.1 The Art Management Major

Art management is a new management discipline which comes into being with the development of the times. In the academic field, art management is also known as culture and art management. In the late 1960s, the major of art management began to appear in Europe and America. After decades of development, it has become an important discipline.<sup>[1]</sup> Although the development of this specialty is relatively short in China, its development speed is fast. At present, many colleges and universities in our country have set up the art management major. The main goal of this major is to train compound talents who have both art and management knowledge and skills. After graduation, they can engage in cultural and art management, cultural and art publishing, as well as cultural and art business.

### 2.2 Art Management Talents

Art management talents are graduates of the art management major.<sup>[2]</sup> As compound talents, they not only need to acquire certain art knowledge, including the basic laws and characteristics of art

activities, but also need to understand certain management knowledge, including basic laws of the market and the ability of organization and planning. With the progress of the society and the development of the cultural industry, China has increasing demands for art management talents. Therefore, it is necessary to strengthen the cultivation of the practical ability of art management talents.

### **3. Abilities Should Be Mastered by Art Management Talents**

#### **3.1 Art Management Talents Should Have Logical and Expression Capacities**

In theory, art is an abstract subject. Both artistic conception and artistic expression need strong logic. In artistic creation, choosing the goal and method of artistic activity from the logical level can improve the level of artistic creation.<sup>[3]</sup> For example, for singers, art management talents should acquire professional knowledge related to music and understand music. They should be able to point out inaccurate tones in others' singing with his professional knowledge from the perspective of logical expression, and give corresponding guidance. They also need to guide others to pronounce correctly and use high and low pitches reasonably through logical discourse. Therefore, art management talents are required to have certain logical and expression capacities.

#### **3.2 Art Management Talents Should Have Imagination and Innovation Abilities**

Art management talents should not only have the logical and expression capacities, but also have the abilities of innovation and imagination. Through imagination and creation, we can reorganize and arrange existing things and get new methods.<sup>[4]</sup> Generally speaking, rich imagination is the basis and premise of becoming an excellent art management talent. With the help of imagination and creativity, art can interpret the public perception more comprehensively. Art management talents with rich imagination and strong creativity can discover the individuality and uniqueness of art on the basis of commonality, so as to achieve better results in art activities. Therefore, art management talents are required to have certain imagination and innovation abilities.

#### **3.3 Art Management Talents Should Have the Ability to Control the Overall Situation**

The ability to control the overall situation means to make things develop in the expected direction. The ability to control the overall situation, as well as the imagination and innovation, pays attention to individual creativity. Both art management talents and other enterprise management talents need to command the working content under the guidance of the main person in charge.<sup>[5]</sup> When art management personnel manage art creation activities or related work, they can promote art activities to be completed within the specified time and ensure the quality by setting activity contents and guiding activity requirements. In addition, art management personnel should also master the needs of the audience, and further control the content of art activities according to the needs of audiences. Therefore, art management talents are required to have certain ability to control the overall situation.

#### **3.4 Art Management Talents Should Have the Organizational Practice Ability**

In the development of art management talents, it is necessary to improve the level of planning art activities and ensure the orderly development of art activities through training talents' organizational practice ability. Usually, art management talents should not only plan and guide art activities, but also need to maximize the benefits of art activities.<sup>[6]</sup> Therefore, art management personnel are required to have strong planning and organization ability. Through the reasonable planning of art activities, setting corresponding objectives and steps of art activities, and completing the activities according to designed steps, the efficiency of art activities can be fundamentally improved. Therefore, art management talents are required to have certain organizational practice ability.

## **4. Research on Measures Training the Practical Ability of Art Management Talents**

### **4.1 Pay More Attention to the Practical Professional Teaching inside and Outside the School**

In training the practical ability of art management talents, we should attach importance to the practical teaching from two perspectives of inside and outside the school. On one hand, we should pay more attention to the practical teaching in school. In view of the current situation of art management talents, some colleges and universities have attached great importance to practical teaching inside the school.<sup>[7]</sup> For example, Shandong University of Arts expanded the laboratory and practice base to highlight the practical teaching in school. After expanding the independent laboratory and practice base, the art management major of that school put focus on the simulation training and practice of cultural creativity, marketing and economy. The exercise includes the development of network media products and tourism cultural products. In addition, Yunnan Arts University has set up an art project planning and management laboratory for art management majors according to the requirements of training the practical ability of art management talents. Through the laboratory, the professional theoretical knowledge that should be acquired by art management talents can be simulated in the base, so as to help students find and deal with problems from a more comprehensive perspective, and improve their professional practice ability from the perspective of independent experiments. On the other hand, we should pay more attention to the practical teaching outside the campus. On the basis of practical teaching in school, we should actively guide students to participate in practical activities outside the school. Through participating in practical activities outside the school, students can combine the theoretical knowledge they learned in the school with practical problems they encountered, expand the relevant knowledge they have learned in the school classroom, and improve their practical ability. Yunnan Arts University has established a long-term cooperative relationship with Kunming Theatre. Students can participate in the whole process of large-scale performance in Kunming Theatre. In this way, the practical teaching inside and outside school can be realized.

### **4.2 Pay More Attention to the Practice of Students' Artistic Ability**

When cultivating the practical ability of art management talents, we should not only pay attention to the practical teaching inside and outside the school, but also need to focus on improving students' practice ability. To cultivate the practical ability of art management talents, it is necessary to combine the category and requirements of the art industry, implement the cultivation of practical ability in management, and master the internal law of arts. Therefore, when strengthening the artistic capacity of management talents, we should guide students to study relevant contents of art management courses and master basic knowledge of art management.<sup>[8]</sup> For example, students should be able to clarify the theoretical content related to art and improve the cognitive level of art appreciation and criticism. On that basis, they should be familiar with at least one art category and carefully analyze the internal laws and characteristics of this category. Xinjiang Arts University pays attention to the practice of students' art ability when it trains the practical ability of management talents. The specific method is to establish corresponding art interest groups, including dance appreciation group, folk arts performance group and poetry recitation group according to students' major and interests. According to their own strengths and interests, students can take part in at least one interest group. From the beginning of enrollment to the end of junior, students can carry out art practice activities by participating in interest groups. The tutors of art management majors of Xinjiang Arts University give credits according to students' participation and the final investigation results. This kind of attention to the practice of students' artistic ability not only enriches students' extracurricular activities effectively, but also provide students opportunities to exercise, which lays a foundation for the improvement of their artistic ability level.

### **4.3 Training Students' Planning and Management Abilities through Project-Based Teaching**

In recent years, many fields adopt the project-based working methods to achieve innovation and development.<sup>[9]</sup> In the development of the cultural industry, we can also train students' planning and

management abilities, and improve the training level from the perspective of project-based teaching. In the field of culture and art, many types of artistic performances can be completed by means of projects, like exhibitions, art performances and competitions. Therefore, art management talents should master the process and management skills of project operation and understand the development status of modern culture and art. The application of project management knowledge includes not only writing and marketing ability, but also includes the ability of teamwork and problem-solving.<sup>[10]</sup> When Yunnan Arts University cultivates students' ability of planning and management, the project-based teaching method is used. With the help of relevant management, planning and reforming plans of cultural industry projects, the emphasis is placed on students' project planning and management ability. Students are divided into groups; each group needs to independently organize and operate the project. The projects include "Love Nature 2015" and "2016 Graduate Association". In addition, since 2011, Yunnan Arts University has set up a creative planning competition for art projects, which gives corresponding bonuses and certificates for organizers of excellent projects. Through above-mentioned ways, Yunnan Arts University improves students' planning and management abilities by means of project-based teaching, which provides a strong guarantee for the cultivation of students' practical ability.

#### **4.4 Further Strengthening the Application and Practical Ability in Combination with Employment**

In the process of cultivating the practical ability of art management talents, it is particularly important to improve the practical ability and comprehensive level of talents in combination with the objective requirements of talent cultivation. First, from the perspective of employment, we need to help students organize the professional and theoretical knowledge they already acquired.<sup>[11]</sup> According to the professional requirement of art management, teachers should refine the contents of art majors, sort out and integrate existing knowledge, so as to enhance the adaptability of management talents. Secondly, from the perspective of employment, we need to actively develop the market and strengthen the application of practical ability.<sup>[12]</sup> On the basis of understanding hot spots on the art market, we can actively provide new professional directions by overlapping different art majors. In 2013, Yunnan Arts University enrolled undergraduate students majoring in cultural heritage after analyzing art development situation; in 2012, Shandong University of Arts added undergraduate program in art English after analyzing the situation of art industry development. In addition, since 2010, Xinjiang Arts University has provided minor professional option courses on the basis of existing culture and art courses. Students can choose one of them for in-depth study in combination with their own interests, hobbies and future employment direction. At present, minor courses they offered include cultural tourism management, cultural industry management, as well as film and television investment management. This kind of art oriented courses are all supported by basic courses of art and culture. The practical content of each course must occupy one third of the class hour. These courses still emphasized and focused on the cultivation of students' professional application and practical ability.

#### **5. Conclusion**

In the information age, China's cultural industry has made a prosperous development. At the same time, art management talents have also received widespread attention from all walks of life. Generally speaking, in the process of cultural industry development, the practical ability of art management talents plays an important role in the dissemination and development of culture and art. Therefore, at this stage, it is necessary to pay more attention to the cultivation of the practical abilities of art management talents. In view of the current situation of the practical ability of art management talents, and on the basis of mastering the basic situation of the art management major and talents, this study mainly analyzes abilities that art management talents should possess in the development of cultural industry from the aspects of logical and expression ability, imagination and innovation ability, overall situation control ability as well as organizational practice ability. In addition, from the aspects of paying attention to the practical teaching inside and outside the school,

paying attention to the practice of students' artistic ability, training students' ability of planning and management, and strengthening the application and practical ability, the paper focuses on measures which can cultivate the practical ability of art management talents. It is hoped that under the exploration of related content, this research can lay a foundation for improving the practical abilities of art management talents in the future.

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