

Research on the Training Mode of Applied Talents in Art Design from the Perspective of Cultural and Creative Industries

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Abstract: Cultural and creative industries mainly refer to a brand-new industrial mode with creativity as the core under the current policy of global integration in China. Cultural and creative industries play an important role in promoting economic development in the competitive market environment, and have begun to become a huge potential engine in the development of countries around the world. In order to promote the further development of cultural and creative industry, it is essential to first pay attention to the cultivation of high-quality innovative talents. As an important base for the cultivation of innovative talents, art design education provides a favorable basis for the cultivation of applied talents in art design, and also offers a broad space for their growth. This paper will analyze the current situation, importance and effective strategies of applied talents training in art design from the perspective of cultural and creative industry.

1. Introduction

In recent years, influenced by the development mode of China's industrial chain, the country has begun to pay more attention to the development of cultural and creative industries in order to promote the rapid growth of the economy. It has been found that the future development of cultural and creative industries mainly depends on whether the education sector can cultivate more comprehensive talents who possess artistic design technology, innovative ideas, relevant theories about management and strong application ability. If the cultural and creative industries want to achieve great development, first of all, they should consider the dependence on talents. Therefore, it is necessary to link the education with economic development so as to cultivate high-quality talents with targeted capabilities. At present, the major colleges and universities in our country have undertaken the important mission of training creative artistic design talents. However, from the actual situation, there are still some deficiencies in the ability of training applied talents in creative artistic design. This problem has gradually become the main reason affecting the development of cultural and creative industries in our country in the future. Under this background, how to improve the quality of talent training has become an urgent issues to be addressed.

2. Analysis of the Current Situation of Cultivating Applied Talents in Art Design from the Perspective of Cultural and Creative Industries

In recent years, vigorous development of cultural and creative industries has become an important economic strategy in most countries, and has been vigorously supported and effectively implemented. In order to promote the rapid development of cultural and creative industries, the primary task at present is to train and reserve a large number of cultural and applied talents in artistic creative design. As an important educational institution for the education and export of talents, there is still a certain gap in the quality, quantity and level of training of such talents between our universities and developed countries, which leads to the uneven employment structure of talents. At the same time, China's current education team construction lacks an effective means of comprehensive analysis of design ability and market economy. In addition, the cultivation of applied talents in creative artistic design cannot be combined with market demand. For example, in the past four years, cultural and creative industries have gradually become the pillar industries in Shanghai's national economy. Its total economic output in Shanghai has exceeded 110 billion yuan,

accounting for more than 12% of the total economic output value of Shanghai. Moreover, the added value of the industry reached about 400 billion yuan with an increase of 8.4% over the same period last year. Even though the cultural and creative industries have created such a high output value, the survey conducted by relevant departments shows that the applied design talents engaged in creative design work in Shanghai still account for one thousandth of all the staff members participating in the work. Compared with the cities in the same level in other countries, there is an obvious disadvantages in the aspect of the number of talents. By investigating and developing in the world, in London, 14% of all staff are applied talents in creative design, and 12% in New York. Such a big gap in talents shows that while promoting and developing cultural and creative industries in China, the shortage of talent reserve cannot be neglected. The relevant departments are required to pay more attention to it, study the strategy of talent cultivation and improve the current situation of talent shortage.

3. Necessity of Training Applied Talents in Art Design from the Perspective of Cultural and Creative Industries

In the report of the Eighteenth National Congress of the CPC, it is clearly pointed out that our country needs to make unremitting efforts to build a strong socialist cultural country in the future. At the same time, it is essential to vigorously improve the cultural creativity of the whole nation. Under the trend of globalization, cultural and creative industries have played a huge role in promoting cultural and economic construction. Cultural and creative industries belong to intensive industries of knowledge, technology and intelligence. A better development relies on strong innovation ability and technology level. In order to ensure the vigorous development of cultural and creative industries, focusing on training relevant talents is inevitable. In terms of personnel training, it not only necessary requires the talents to have good talent, wisdom, knowledge, artistic aesthetics and innovative ability, but also need to combine the correct education mode and means to protect the growth of talents. As cultural and creative industries also belong to diversified industries, including social, cultural, economic and political disciplines, and other related industries, to become excellent applied talents in creative art design, it is necessary to have a very wide knowledge reserve and good innovation ability. There are higher requirements for applied talents in creative art design. Therefore, greater efforts are needed in personnel training. If there is a lack of high-quality compound talents in the development of cultural and creative industries, it will not be able to guarantee the industry to develop excellent creative products, and cannot guarantee the integration of added value in products. Therefore, in the development and competition of cultural and creative industries in various countries, the competition of talents in the professional field is most critical. Under this social background, how to improve the quality, quantity and level of training applied talents in art design in China's cultural and creative industries is particularly important.

4. Analysis of Effective Strategies for Cultivating Applied Talents in Art Design from the Perspective of Cultural and Creative Industries

4.1 Train Applied Talents of Art Design by Integrating Practice Teaching Mode

By improving students' practical ability and organically combining the theoretical part and practice in the course content, students' practical ability can be further improved, thus improving the current problem that talents' theoretical ability is stronger than practical ability in our country. Here are three specific ways. Firstly, through the construction of studios in relevant colleges and universities, it is possible to make use of studios for in-depth theoretical research and combine with the need to train curriculum content for practical exercise. It is also suggested to establish on-site simulation of teaching courses in the studio, implement targeted project skills training, and through the invitation of relevant technical experts for professional guidance, better enhance students' professional skills. Secondly, by means of college-enterprise cooperation, the practice base of cultural industry should be established outside the college, so that students' practical ability can be

further improved. At the same time, graduation design can be combined with graduation practice and students are scored according to their practical level. In this way, students are equipped with the ability to solve practical project problems which links enterprises' needs of talents with the cultivation of talents in colleges and universities, improving the pertinence of talent cultivation. Thirdly, colleges and universities should stress to strengthen the experimental teaching of courses. By introducing diversified teaching resources, students are capable of getting better experience in practice, and turning the creative ideas put forward into real objects, so as to improve students' practical ability.

4.2 Train Applied Talents of Art Design by Establishing the Educational Concept of Innovative Ability

The demand for talents of cultural and creative industries is also reflected in the innovative ability. Only by having a better ability to innovate, can they maintain the vitality of talents in the future social development. Therefore, colleges and universities are required to strengthen the cultivation of students' innovative ability, take the construction of "collaboration, conversation, construction" as the basic teaching idea, establish the interactive cooperative learning classroom between teachers and students, and ensure that students' innovative ability can be effectively improved. This teaching mode can be carried out from the following aspects. Firstly, when teachers design classes, they need to improve students' communication and interaction as much as possible. For example, it is suggested to set up corresponding teaching topics in the classroom to solve the problems through cooperation. In this process, students' actual participation in the practice of teaching content needs to be ensured, so as to improve students' creativity. In the design major, the most important teaching means is to make students communicate effectively, collide inspiration with diversified ideas, and transform it into valuable original works. Therefore, it is a core to construct effective communication links in teaching. Secondly, in the stage of classroom teaching, teachers need to actively encourage students to develop innovative thinking, guide students to combine knowledge content in different subjects, add new knowledge points through thinking and research, and on this basis, enhance students' innovative consciousness and innovative thinking ability. The integration of social and economic practice and cultural creativity can be gradually formed under the impetus of interdisciplinary teaching in colleges and universities.

4.3 Train Applied Talents of Art Design by Combining the Guiding Principle of Market Demand

In the process of the development of cultural creativity, it can be clearly found that in order to improve the development prospects of cultural and creative industry, innovation should be combined with economic development. Therefore, in training applied talents in art design, colleges and universities should also fully understand the demand of talents in the market, and update and improve teaching concepts according to the actual situation in order to teach. To better achieve this goal, first of all, we should stress the cultivation of students' cultural accomplishment in teaching, and be able to conduct in-depth research on the current cultural market, and effectively make a continuation. Secondly, when investigating market economy, colleges and universities are required to rethink, keep up with the pace of market development, perfect and optimize teaching concepts, renew teaching contents, integrate knowledge, broaden teaching horizons, integrate teaching theories with practice, improve the comprehensive ability of exporting talents, and comprehensively build the training mode of applied talents in art design. Finally, colleges and universities can improve their teaching level by integrating art design teaching with market economy. In the process of integration, they are supposed to actively find the most scientific talent training mode. While ensuring the effectiveness of innovative talent training mode, they can also effectively meet the current market demand of cultural and creative industries and achieve win-win goals.

4.4 Train Applied Talents of Art Design by Encouraging Integration of Disciplines in Teaching

Cultural and creative industry covers many disciplines such as art design, art planning, marketing management and so on. To become high-quality creative and applied talents, students need to have the ability to integrate various disciplines effectively. Therefore, in the training of high-quality creative and applied talents, interdisciplinary teaching cooperation is needed. As excellent cultural and creative talents, while possessing innovative thinking, they should also master abundant interdisciplinary knowledge. Therefore, it is feasible to help students improve their comprehensive quality by teaching art design and other humanities. In the actual teaching, it is essential to reform the traditional teaching mode of knowledge imparting and subdividing specialty, improve the general knowledge ability of art design students, encourage students to take other courses, and complete the establishment of a variety of knowledge structure and the accumulation of multi-disciplinary knowledge in colleges and universities.

5. Conclusion

At present, the development degree of cultural and creative industries has become an important chip of national economic competition. Although the development momentum of creative and cultural industries in China has been good in recent years, the economic growth and industrial structure has not been thoroughly changed. The main reason is the lack of talents. Under this background, it is of great necessity to improve the training of applied talents in art design.

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