

Research on the Training Mode of College Art Talents Based on the Traditional “Artisan Spirit”

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Abstract: For the first time in the government report, the “artisan spirit” was proposed in the “two sessions”. The Premier of the State Council emphasized that all enterprises should focus on improving their sense of innovation, and carry out personalized customized production methods in accordance with customer needs. Production activities are more flexible, and enterprises are encouraged to strive for excellence in craftsmanship, create an “artisan spirit”, establish a brand, improve quality, and enrich product style. The discussion about the “artisan spirit” has aroused widespread concern among experts, scholars and the masses. This paper deeply analyzes the connotation of “artisan spirit”, takes the cultivation of artistic talents in colleges and universities of China as the research object, and puts forward relevant suggestions and effective measures for the goal of “artisan spirit” as the goal of cultivating artistic talents in colleges and universities, hoping to improve and perfect the cultivation of artistic talents in colleges and universities. The method provides empirical reference and theoretical reference.

1. Introduction

With the continuous development of modern society, people pay more and more attention to art design, the demand for art design professionals is also increasing, and the quality requirements are getting higher and higher. Therefore, art design professionals must have a sense of innovation and creativity. However, most of the art talents cultivated by colleges and universities lack the sense of innovation, creativity and hands-on practice, which makes the talent training mode of colleges and universities and the demand for art talents out of touch, which increases the employment pressure of graduates. Art major is a discipline that combines theoretical knowledge and hands-on ability. It has high requirements for students' comprehensive quality and application ability. Teachers should strengthen their comprehensive quality and practical ability in the course of teaching art courses. However, the current colleges and universities are faced with various problems in the process of cultivating artistic talents. This paper will analyze these issues, and then clarify the direction of the cultivation of artistic talents, fully integrate the needs of the society for artistic talents and the basics of academic work. The status quo, constantly improve the professional curriculum design, effectively integrate the relevant curriculum settings and job requirements, and lay a solid foundation for the cultivation of college art talents to meet the needs of society and student development. Under the background of the society that strongly advocates the spirit of artisans, this paper will analyze the training mode of college art talents, find out the problems and propose corresponding solutions.

2. The connotation of “artisan spirit”

The spirit of craftsmanship can be understood as the spirit of craftsmen and craftsmen who are always serious and rigorous in the process of processing and making products, and pursuing high quality and high standards. “Artisan spirit” includes rigor, pragmatism, precision, patience and dedication. The spirit of craftsmanship is the foundation for the establishment of excellent brands. The famous brands such as Chanel, Mercedes-Benz and Su embroidery have been loved by consumers for many years, depending on their consistent craftsmanship. Whether the product can be widely promoted and spread by consumers is not only the feeling of product use, but also the

spirit conveyed in the process of product production. The spirit of craftsman is the symbol of “top and excellent”. In recent years, all walks of life have promoted the “artisan spirit” into the production process, insisting on the production process of high-quality and high-standard products. This is not only a reflection of professionalism, but also the inheritance and development of excellent traditional skills. It is also a patient and earnest embodiment. The craftsmanship spirit is a spiritual example that is persisted by a living craftsman using his own ingenuity and talents in day-to-day production labor. This sophisticated machine is far from being able to achieve it. The spirit of craftsmanship comes from the communication between people and the transmission of information. It is difficult to express the effect of craftsmanship by using programs and words.

3. The status quo of the cultivation of artistic talents in Chinese universities

There are some shortcomings in the talent training mode currently used by Chinese colleges and universities in cultivating artistic talents, which are embodied in:

3.1 The training mode is too monotonous and cannot keep up with the characteristics of the times.

The cultivation of art professionals requires the combination of theory and practice. On the one hand, it should study professional theory; on the other hand, it should pay attention to cultivating the comprehensive quality of talents. For example, in the process of cultivating singing talents, it is necessary to choose peasant songs for singing. Cultivate their singing skills and create conditions for singers to experience the life of peasants. When dancing peacock dance, dancers must not only observe the living habits of peacocks, but also master more knowledge about peacocks in combination with written materials; If you play the role of a police officer, you need to understand the process of arresting criminals and experience the life of the police. However, Chinese colleges and universities only pay attention to the teaching of professional skills, or learn the way to cultivate talents abroad. This method does not adapt to the current situation of our society, resulting in a serious disconnect between the cultivated artistic talents and the society.

3.2 The way to cultivate artistic talents is too focused on theoretical

At present, the cultivation of artistic talents in Chinese universities is mainly to improve the professional level of their artistic skills, especially focusing on theoretical research, which is neglected in practice. Most people regard art as an isolated science. Art has nothing to do with social development, which makes it difficult for art to keep up with the pace of social development. Adapting to social development, it is not to equate art with life, but to let art go down the altar and gradually enter people’s lives, in line with the public’s demand for art. Art is created with the inspiration of people’s lives. Art works are the sublimation of people’s daily lives. If art is the same as people’s real life, it lacks appeal and shock.

3.3 Over-emphasizing the profitability of art

Art is the result of an in-depth study of artistic skills. With the rapid development of the times, people pay too much attention to interests and money, and cannot pursue art in a down-to-earth manner and lose the soul of art. Many art talents use art as a means of exchange for money. There is no artistic quality in their works, which has caused the decline of art level and hindered the development of Chinese art.

4. Explore ways to train new talents

Statistics show that the average life expectancy of SMEs in China is 2.5 years. By 2012, the number of companies with a life expectancy of more than 200 years worldwide was the highest in Japan, with 3,146, and Germany ranked second with 837. It is not eliminated in social development, and it has always developed healthily, stemming from its serious and tireless professionalism. Chinese universities should learn from the excellent experience of these enterprises in the

cultivation of artistic talents, focusing on the following aspects:

4.1 Improve the quality of teachers and pay attention to the quality of teaching

The main way to train artistic talent is school education. Students develop an overall understanding of a subject's curriculum in the school and gain a deeper understanding of the subject's theoretical knowledge during the learning process. Teachers should adhere to the attitude of inheritance when teaching art courses. If a talented artistic talent is corrupted, then the damage he causes to society will be more devastating than the artistic talent with low artistic level. Therefore, it is necessary to cultivate artistic talents to form the correct three views, and to guide them with the correct three concepts when doing anything. In recent years, people have gradually realized that correct values play an important role in people's life, and people gradually correct their values. The cultivation of the "artisan spirit" is based on the cultivation of the correct values of artistic talents.

4.2 Establish and improve the talent evaluation mechanism, attach importance to practice training

At present, China lacks a perfect talent training value system, only attaches importance to the artistic skill level of art talents, and uses the mastery of art theory and the results of the skills display test to measure the effect of talent training. This is obviously unfair. Art and society must be closely linked. The training effect of artistic talents should be based on practical effects, so that we can make a fair evaluation of artistic talents.

4.3 Determine the training objectives and improve the teaching system

China's colleges and universities should determine the training objectives and training direction of artistic talents, establish a scientific education and teaching system, and adjust the teaching system in light of the society's demand for artistic talents. After analyzing and understanding the needs of the society for artistic talents, it is possible to clearly cultivate artistic talents. China's colleges and universities should comprehensively explore the innovation of teaching methods and teaching concepts based on the policy of curriculum reform, and train students to establish the lofty ideals of pursuing higher artistic realm. Colleges and universities should pay attention to the concept of "artisan spirit" when cultivating talents capable of art, and cultivate students to form good patience and tireless behavior habits.

4.4 Create an open learning environment

Cultivating artistic talents has certain requirements for the environment. An open and free environment will stimulate the inspiration and creativity of artistic talents, and the characteristics of art disciplines also require that the environment should not be too rigid. In an open environment, students' enthusiasm and initiative are fully motivated, thinking is more active, and it helps to generate new ideas. In the process of teaching, teachers should focus on guiding students, helping students to correct mistakes, determining the learning direction of art subjects, clarifying the content of learning, and cultivating students' practical ability and innovative consciousness.

4. Conclusion

There are obvious deficiencies in the mode of cultivating artistic talents in colleges and universities in China. The social significance of cultivating talents should be considered. We should not only pay attention to the improvement of the level of skill. Art is a practical subject. It is necessary to cultivate artistic talents in combination with practice, while attaching importance to theoretical teaching. On the one hand, focus on practical teaching. The application of "artisan spirit" in colleges and universities should be understood as the cultivation of students to form a craftsman-like spirit, the pursuit of art will always be tireless, with high patience and perseverance to continuously enhance their artistic level and meet the social requirements for artistic talents.

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