

# Research on the Design Education and Local Cultural and Creative Industry

Pan Xiao

Guangzhou Academy of Fine Arts(Gafa), Guangzhou, 510260, Guangdong, China

**Keywords:** Cultural and creative industry, Design education, Relationship

**Abstract:** This paper describes the significance of design education transform under the cultural and creative background and the relationship between design education and the local cultural and creative industry. It also discusses the development path of design education and the local cultural and creative industry.

## 1. Introduction

Currently, the cultural and creative industry has been a dominant role in the domestic economy with the derivation of the domestic creative economy. It has been emerging to form so many local characteristic creative industry clusters and the various companies of cultural and creative industry, which boosts the rapid development of the cultural market and rapidly enhances the international competitiveness of the cultural industry. However, the cultural and creative industry is suffered from a lack of high-quality innovative talents because of some factors after the period of high-speed development. As a result, the art and design colleges and universities should deem the cultivation of high-quality innovative talents as systemic engineering, especially the creative talents, and have a comprehensive implementation of the social and historic responsibility of the school, so as to accelerate the rapid development of the cultural and creative market.

## 2. Significance of Design Education Transform under the Cultural and Creative Background

### (1) Introduction of cultural and creative industry

Currently, along with the ceaseless progress and development of the social economy, the manufacturing standard of various domestic industries has been raised gradually; meanwhile, it also creates an unprecedented development opportunity for the development of the cultural and creative industry. Only further improvement of the professional education of art design can provide a wide space for the good development of all industries. The cultural and creative industry is involved with media, animation, audio-visual and visual arts, and it also includes the construction of facilities, large public cultural places, distribution and production of creative dolls, etc. In a word, culture and creation have been integrated into the industry, which is beneficial to enhance the protection of knowledge outcomes and dig out their economic value. In the specific R&D process, customers would also feel the cultural experience of diversification.

### (2) Significance of design education transform

The lack of creative talents has been a common problem for the development of local cultural and creative industry. The outcome and profit of creative talents cultivation decides whether the creative industry can be bigger and stronger, and whether it can play a vital role in economic development. Seen from the specific development of creative industry in all countries, it is necessary to enhance the education cultivation of creative talents to push the healthy and stable long-term development in cultural and creative industry. Accelerating the rapid development of the domestic cultural industry needs the cultural and creative design education to deliver vast of talents. As a result, it could make cultural industry more energetic.

The transform and development of art design education is good for pushing a healthy and stable sustainable development of art design discipline in the colleges and universities. The transform of creative industry in western developed countries is a serious shock for the domestic economic value, and it also urges our country to come to a full realization of the market potential of the creative

industry. In the past few years, many large and medium-sized cities have clarified the development strategy of cultural creation, so there are many film and television bases, innovation technology parks and animation industry bases. Under the development status, film and television animations, art designs and digital games have been a very popular disciplines in all universities in China; however, such a rush of behaviors would be burden for the creative design education. Along with the progressing and developing creative economy, the requirement of creation is the main requirement raised by people for products. The creation ability plays a key role for the value of design and the core competitiveness. The design education in colleges and universities should make the cultivation of students' creation ability and the promotion as core. According to the general industry plan of our country, there should be comprehensive development of creation economy and creation industry to reach the individual teaching according to students' situation.

### **3. Relationship of Design Education and Local Cultural and Creative Industry**

(1)The local cultural and creative industry accelerates the design education reform

Along with the rapid development of the cultural and creative industry, the art design and market should be integrated to struggle to achieve the living art and artistic life. The nutrition of art education could be absorbed in the ceaseless training in the market, and the cultivation content and methods of art education could be tuned gradually according to the market. The requirement of time development should be met during the cultivation of cultural and creative talents. Traditional art design education is lack of flexible actual teaching case from society, and students have not formed a completed market opinion. Based on the development background of the cultural and creative industry, art design could bring spiritual enjoyment to the public and design creation needs to meet the requirement of the mass. However, the traditional elite education mechanism does not show the actual life through art works, which implies that the art design education should be close to the market and step out of the cage of the classroom to build up a close connection with actual life.

(2)Design education pushes the rapid development of local cultural and creative industry

The thought of design art keeps pushing the high-speed development of design art education, and it plays a critical role in the development of the cultural and creative industry; meanwhile, it is a combiner of culture and art, science and technology. Through the integration of innovation of culture and knowledge and the innovation of science and technology, they would push each other and achieve the maximal economic profit and social effect. The integration development of domestic art design education could set a perfect environment for the integration of innovation of culture and knowledge and the innovation of science and technology. By now, some national departments have invested vast of capital for the cultural and artistic innovation education to further improve the teaching hardware, teaching environment and teaching technology use level, so as to create advantageous conditions for the cultivation and growth of numerous innovative talents.

Many western developed countries put emphasis on integrating art design education into the creative culture. They spend vast of capital to enhance the cultivation of creative talents and deem creative talents as the core factor in creative development. Hence, pushing the development of cultural and creative industry needs to maximize the cultivation of art design talents. Colleges and universities of art should carry out the heavy mission to have a full play of the irreplaceable role of art design talents cultivation, so as to provide much more talents for the efficient development of the industry and to accelerate the transform and upgrading of the industrial structure.

### **4. Problems of the Development of Design Education and Local Cultural and Creative Industry**

(1)Lack of innovative cultivation scheme

By far, based on the background of the education system and education mode, there has been a lack of innovative art design education cultivation schemes and the teaching contents are backward. Most courses of art design education, especially the basic courses, have copied the foreign courses

for a long time, but they have not referred to the creative core of the foreign art design education. Meanwhile, it cannot integrate the specific situation and local situation. The painting ability, modeling ability and design ability of students should be observed in the courses so that students would not memorize all knowledge with a backward method.

(2) Weaker building of faculty with teaching certificate and skill certificate

Along with the progressing and development of the cultural and creative industry, it raises the higher requirements for talents cultivation. Under the development status, it is very necessary to build up a faculty team with teaching certificates and skill certificates. The faculty team is not only composed of teachers but also masters with the practical ability of the creative industry. However, according to the current situation, most of the teachers in the art colleges and universities go to school for teaching after their graduation from school, which is a lack of market running and front-line practical practice. Because of the bad influence caused by the previous faculty management method, schools have distributed vast discipline study missions for teachers, so many teachers could not spend much time and energy in the front-line practice and running experience.

(3) Unreasonable course setting and single knowledge structure

The art designers in colleges and universities in western countries would make ecology, environmental science and information a core content during the lecturing process for students. However, domestic art design education makes the art theoretical knowledge and skill courses the main contents. It thinks highly of the superficial design skills and ignores students' accumulation of cultural foundation, the cultivation of the abilities to reserve scientific knowledge and organizational management. Under the situation, the designers would have no comprehensive application ability, single knowledge structure and narrow learning background. In addition, the incomplete structure knowledge would easily reduce the designers' sense of responsibility to the society, and they would be vague with the value. As a result, the works designed by them would have no profound significance, humanistic care and connotation. The unscientific and unreasonable course design would make the students fail to have a cross-over integration, and they would not meet the current situation of the upgrading industry and progress technology.

## **5. Development Path of Design Education and Local Cultural and Creative Industry**

(1) Optimize creative talents cultivation mode

Presently, the art design discipline of each college and university will have a full display of their own strength so as to explore the cultural and creative industry, expand certain discipline range and build up talent cultivation mode for the industry. The creative design needs to meet the requirement of the rapid development of society and the technology, market trends and product needs, which requires that colleges and universities build up a comprehensive innovative creative art design education system with the core target of the creative talents cultivation. When carrying out art design education activities, there should be much more emphasis on creative and innovative thinking to enhance the cultivation of students' ability of analysis, independent decision-making and problem-solving with the dominant leading of knowledge innovation technology. In addition, colleges and universities need to enhance the cooperation strength of enterprises to build up art design education practice base in line with the market. The method of integrating production and research should be adopted to push the sharing of all kinds of resources and the development of talents of the cultural and creative industry so that students would take part in the post-practice actively to enhance their comprehensive ability; finally, much more compound creative design talents could be created for society.

(2) Accelerate the building of cultural and creative faculty

Teachers need to improve their quality and strengthen their professional skills gradually, and pay attention to the latest status of art design education development. Firstly, teachers need to design courses for students according to the cultural and creative market to add the course contents of the cultural and creative industry for students. Secondly, the training courses for the cultivation of entrepreneurial ability and innovative thinking should be added to strengthen the awareness of innovation and entrepreneurship. According to the specific situation of local cultural and creative

industry, diversified integration courses and cultural industry series courses should be designed to enable students to rapidly know more about much more professional knowledge and modern industrial operation capacity. Thirdly, teachers of colleges and universities positively need to take part in the cultural and creative industry, and they are encouraged to work in enterprises, so as to positively participate in business management and product designs. Finally, the excellent corporate figures should be invited to be part-time lecturers or deliver speeches so that students could enrich their professional knowledge of art design and improve their management ability of the cultural industry market.

### (3) Improve course system

In the past few years, many domestic universities and colleges have accelerated the innovation and reform of art design education to keep innovating the course system setting. The colleges and universities in some areas readjust the course setting structure and improve the proportion of elective courses and general courses according to the talent training objectives, school running purposes and development requirements of creative industries. The creative industry development has a faster development rhythm, so there should be practicality in the innovation and reform of art design courses. The reform requires that colleges and universities insist on the social demand-oriented principle to struggle to expand the knowledge of students with the main goal of being in line with the demand of cultural and creative talents so that students could acquire more abundant content and enhance their time training ability.

## 6. Conclusion

The cultural and creative industry works an important role in the transform and upgrading of the local economy, featuring rapid growth, high connection and strong driving ability. As the necessary main composition factor of cultural and creative industrial chain, it is very important in its development. As the main battlefield of art design education, colleges and universities should have an integration with the market during carrying out art design education, optimize the cultivation mode of creative talents, build up cultural and creative faculty, improve the course system and keep enhancing the high-quality creative talents to serve the creative economic development, so as to provide talent protection and internal motivation for the innovative development of the cultural and creative industry to push the booming development of cultural and creative industry.

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