

# On the Development of Art Design Education in Colleges and Universities in China

Mo Yanfeng<sup>1,a,\*</sup>, Ge Fei<sup>2</sup>

<sup>1</sup>Department of Visual Communication Design, College of Fine Arts, South-central University for Nationalities, Wuhan, Hubei, 430074, China

<sup>2</sup>School of Art and Design, Wuhan Institute of Technology, Wuhan, Hubei, 430205, China

<sup>a</sup> email: m2demon@126.com

\*corresponding author

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**Abstract:** With the rapid development of economy and technology in our country, people's quality of life has changed with each passing day, and art design has gradually received extensive attention in our society. In recent years, the education of art design major in colleges and universities in our country has been developed through continuous exploration and excavation, but it still has some shortcomings. Therefore, the art education of colleges and universities in our country needs to be improved continuously in the future, draw lessons from the excellent education experience at home and abroad, update and improve the traditional education concept, and gradually perfect the art education system in modern colleges and universities. The following will focus on the current situation and development strategy of art design education in colleges and universities in China.

## 1. The Development of Art Design Education in Colleges and Universities in China

According to the investigation and research, there are as many as 1400 art and design colleges and universities in our country, and there are about 100,000 graduates of art and design majors every year. In the 1980s, the education of art design in colleges and universities in our country was influenced by the modern education mode at that time, which made some progress in education, and pointed out the way for the later consciousness education. Modern design should combine the development of multi-element, and there are great changes in the aspect of integrity and systematization.

Analyzing the art market of our country, it is found that the demand for art and design talents is increasing day by day, and the quality requirement of art talents is increasing, so the market evolution requires the colleges and universities of our country to renew and change the art and design specialty in time, develop constantly, tap the potential of art and design education, and make sufficient preparations to meet the development of the market. In recent years, the number of colleges and universities carrying out art design specialty in our country is increasing day by day, its purpose is to train more art design talents, to provide more quantity and higher quality professional talents for our country's art design market, and to inject fresh water into the field of art design development in our country [1]. In recent years, there are not only specialized art colleges and universities, including many comprehensive universities, private colleges and universities have developed art and design majors. Some colleges and universities have trained a large number of undergraduate students, master's degree and doctor's talents in art and design, which provides a great impetus for the development of art and design major. However, the development of art design specialty is still in the exploration stage, and the development of this specialty still has some shortcomings, especially after widening the scope of art design field in our country, the problems existing in this specialty can not be ignored more. In this context, colleges and universities in China want to ensure the long-term development of art and design major, we must adopt targeted, efficient way to solve problems [2].

## **2. Problems of Art Design Education in Colleges and Universities in China**

### **(1) The large enrollment scale for art design majors in colleges and universities**

In recent years, the enrollment of art design in colleges and universities in China is as high as one million, in the background of the continuous development of art and design, the enrollment of students is also increasing, such a situation of adding students to colleges and universities, but not to these large number of talent training plan. The blind recruitment of art and design talents to a certain extent has a negative impact on the market, resulting in the art and design talent oversupply, the phenomenon of "more monks and less meat" in the art and design market, thus bringing some difficulties to the graduate employment of art and design students. The main reason for expanding the enrollment of art and design majors in colleges and universities in China lies in the consideration of economy [3]. The tuition of art and design major is more expensive than that of other majors, and the cost is more expensive, which improves the economic situation of colleges and universities to a certain extent, and some colleges and universities have reduced the admission standard of art majors because of economic considerations, which leads to the uneven quality of students of art and design majors in colleges and universities, which has a negative impact on the teaching situation of colleges and universities and the employment situation of students after graduation.

### **(2) The construction of teaching staff of art and design majors in colleges and universities lags behind**

In the process of continuous improvement and development of art design major in colleges and universities in our country, the art market in the society has put forward higher requirements for art design talents, which is also one of the main challenges facing college teachers. Teachers in colleges and universities should constantly improve their professional ability of art design and cultivate rigid demand talents in society. Teachers' professional guidance and teaching to a large extent determine the employment situation of art design students after graduation. If the situation of art design teachers in colleges and universities is poor and art design teachers do not carry out high-quality teaching in classroom teaching, it will have a direct negative impact on the employment situation of students, which is not conducive to the development of colleges and universities and the future employment of students. Teachers of art design in colleges and universities should not only pay attention to improving their teaching quality, but also keep up with the development of the times, actively understand the development trend of art design in the social market, integrate it into classroom teaching, update and change the traditional teaching methods, and carry out teaching in innovative ways, so as to avoid the situation that students learn the old knowledge of art design and can not meet the needs of the social market as far as possible. The construction of teachers in colleges and universities has an important influence on the development of art and design specialty, and teachers play a "leading role" in students' study, and have an important guiding influence on students' professional growth. Therefore, in order to cultivate high-quality art and design talents, colleges and universities should attach importance to training high-quality teaching staff to lay a solid foundation for students' learning situation.

## **3. The Development Strategy of Art Design Education in Colleges and Universities in China**

### **(1) Improving the quality of college enrollment**

Improving the quality of college enrollment is the key to cultivate art and design talents. Because art design major is a comprehensive subject, influenced by the characteristics of art design specialty itself, colleges and universities should pay attention to the quality of students in the process of enrollment, generally to recruit students with a certain basic knowledge of art mainly. Due to the low threshold of most art colleges and universities at the time of enrollment, the requirements for students' cultural courses are not high, which leads to the narrow level of students' professional knowledge, and it is easy to appear the phenomenon of uneven students' quality, which makes it difficult for colleges and universities to examine students' professional quality ability, which is not conducive to the development of art design major in colleges and universities. Therefore, colleges

and universities in the process of enrollment, should pay attention to the targeted, specific knowledge of the assessment, to ensure that the students themselves have a certain artistic basis, for students to learn in the future, for the cultivation of talent in colleges and universities to lay a solid foundation.



Figure 1 Universities

### (2) Improving the teaching quality of art design in colleges and universities

If colleges and universities want to cultivate excellent art and design talents, first of all, they should make clear the cultivation goal of talents, and then set scientific and reasonable courses according to the specific goals. In the curriculum of art design major in colleges and universities, students should not only learn solid basic knowledge of art, but also cultivate students' certain cultural literacy, improve students' aesthetic ability, and lay a solid foundation for the study of art design students and the development of social work. Only with good theoretical study can students lay a solid foundation, prepare for the future practice and employment, and better complete the learning tasks and work needs. Colleges and universities should perfect the curriculum reform according to the continuous changes of the market, optimize the art design education system, and improve the students' competitiveness in the future social work practice. In college teaching, the teaching of art design involves a large number of comprehensive factors, therefore, in order to achieve the purpose of cultivating talents, colleges and universities should construct a scientific and reasonable curriculum solution to help colleges and universities to achieve the sustainable development of art design education. In the traditional education of art design in colleges and universities, schools often pay more attention to arranging courses based on the theory of art design, such courses make students' theoretical knowledge more solid, but to a certain extent restrain the development of students' comprehensive ability, which is not conducive to the improvement of students' comprehensive quality.

To the university art design specialty, enhances the university teacher quality to the student's cultivation situation has the important influence. The fundamental to improve the quality of teachers in colleges and universities is to improve the professional quality of teachers in art design. At present, colleges and universities can carry on the specialized training to the art design teacher, the emphasis is to train the classroom specialized knowledge skill, the teaching skill, helps the teacher to strengthen own specialized quality, enhances the classroom teaching quality, prepares for the student's specialized study.

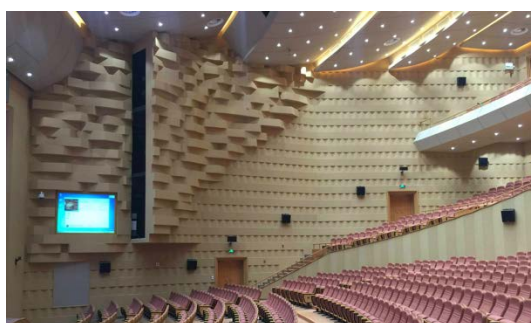


Figure 2 College classes

### (3) Attach importance to cultivating students' artistic creative thinking ability

Some colleges and universities do not have clear education direction in the process of training art

and design talents, which makes more problems appear in the process of talent training, which has a certain negative impact on improving students' comprehensive ability literacy. According to the investigation and research, the demand for art and design talents is increasing, especially for some industries that need high-quality art and design talents, only high-quality professionals can meet the needs of work. Therefore, colleges and universities should attach importance to the quality of teaching, optimize the level of running schools in colleges and universities, train art design students with certain creative thinking ability through the professional learning environment, improve the social market competitiveness of art design students, constantly improve the teaching facilities of colleges and universities, and improve the quality of teachers.



Figure 3 Universities

#### 4. Conclusion

The education of art design in colleges and universities in our country should not only pay attention to cultivating the professional quality ability of art professionals, but also improve the social market competitiveness of students, through teaching guidance, urge students to meet the needs of social market, adhere to the teaching concept of "people-oriented ", ensure that talents can get better development, strengthen students' creative thinking ability, and provide more quantity and higher quality comprehensive talents in the field of art design in our country.

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