

# Research on the Strategy of Cultivating College Students' Art Core Literacy

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**Abstract:** Under the background of quality education, cultivating students' core literacy has become the main goal of classroom teaching. How to realize the improvement of students' core competence in various disciplines is a key research topic of teachers' teaching in the new era. For higher education, it bears the burden of cultivating high-quality talents for market-oriented development. While completing the cultivation of basic knowledge and skills, it is also required to comprehensively improve college students' cultural and professional qualities. It can be said that it is important and necessary to complete the cultivation of college students' core literacy in the new period. The following is the current situation of the cultivation of college students' art core literacy, and explores the strategies to be adopted to improve the core quality of the fine arts for college students.

**Keywords:** College Students; Art Core Literacy; Training Strategy

The core literacy refers to that students need to have all the character and ability to adapt to the development needs. The embodiment of students' core literacy ability is reflected in the depth and thickness of students' knowledge, emotion, attitude and skills, so as to support students to live a healthy life and have the responsibility of practice and innovation. At present, the cultivation of core literacy can lead to the further deepening of education and teaching reform, and also can realize the specific development of the connotation of quality education, which is more conducive to the comprehensive cultivation of students. More importantly, in the new era, the cultivation of college students' core literacy presents the basic characteristics of the combination of individuation and development, criticality and universality. That is, it is required to be able to carry out the cultivation of college students' core literacy under various disciplines. Art as the main course content of aesthetic education, through art teaching activities, can effectively promote the formation of students' thinking ability, innovation and creativity, and can also promote students' personalized and comprehensive development. Therefore, for university education activities, it is urgent to complete the cultivation of college students' art core literacy. The following is a detailed exploration on how to cultivate the core literacy of college students<sup>[1]</sup>.

## 1. Connotation characteristics of college students' art core literacy

### 1.1 Innovation

As the backbone of the construction of a modern society, enhancing the core quality of college students' art is to better play the positive role of college students in social construction. Therefore, based on the current needs of social development, in the training activities of college students' art core literacy, we should pay attention to the innovative and creative characteristics

of art discipline, internalize the aesthetic appreciation ability of students for art discipline, and master the innovation consciousness and innovation ability from excellent art works<sup>[2]</sup>.

## **1.2 Practicality**

Art discipline is a comprehensive discipline, which requires college students to complete the creation of fine arts while appreciating art, so as to improve the application skills of self practice in practice. Therefore, in the process of cultivating college students' art core literacy, we should be able to pay attention to the practical characteristics, the combination of art theory teaching and practice teaching, and comprehensively improve the ability of college students to solve real life problems creatively with the help of visual way.

## **2. The deficiency of cultivating college students' art core quality**

### **2.1 Not enough attention has been paid to the core competence of college students' fine arts**

In the context of quality education, the activities of college students' core literacy are gradually unfolding, but in fact, as a major branch of core literacy, the significance of art core literacy for college students' core literacy has not been paid attention to. For example, in the exploration activities of core competence, the university has not yet realized its comprehensive development with multi disciplines. Therefore, the current college students' art core literacy training system cognition is not comprehensive and detailed.

### **2.2 The exploration of teaching practice of college students' art core quality is not concrete enough**

The cultivation of art core literacy is practical, and is affected by the lack of theoretical cognition of the core quality of art. In the traditional art teaching practice, most colleges and universities cannot develop practical exploration of the core quality of art with the times. For example, the university only opens "art appreciation course", and completes the cultivation of students' core qualities such as art creation and artistic performance. But in fact, under the teaching mode of teachers as the main body, students cannot play their own initiative to complete the practical exploration of art core literacy.

## **3. Effective ways to cultivate the core quality of college students' fine arts**

### **3.1 Building a new system of core quality of college students' fine arts based on the development of individuality**

First, establish a positive and correct concept of cultivating the core quality of college students' fine arts. In the traditional art education of college students or the process of cultivating the core literacy of college students, there are the single teaching statuses that ignore the other side. This requires that we should pay attention to the cultivation of the core quality of college Students' fine arts from the top to the bottom. For example, the faculty of university can strengthen the research on the theory of core quality of college students' fine arts, and better grasp which core arts literacy they already have and which core arts literacy they lack. Through the way of multi-subject discussion, such as teachers and experts, the most suitable teaching plan and teaching arrangement of the core artistic literacy training for the college students in different majors are explored<sup>[3]</sup>.

Second, reshape the concept system of college students' art core literacy. Under the background of quality education, the core quality of college students' fine arts includes the creative quality of problem consciousness, development consciousness and method consciousness. It also requires the ability of thinking, operation and transformation to support the exploration of art practice. In the face of the one-sided problem existing in the cultivation of college students' art core literacy, it is required to realize the overall management of the creativity and practicality of the core quality of fine arts, so as to construct the core quality system of college students' fine arts from multiple dimensions. For example, not only to complete the reconstruction of the curriculum system of college students' art core literacy, but also to build the evaluation system of art core literacy.

Third, based on the personalized completion of the core literacy training program design. In the process of cultivating college students' art core literacy, we need to pay attention to the characteristics of contemporary college students' personalized

development, and core literacy ability is a talent training activity launched by students based on their own personality needs and art discipline characteristics. In this regard, in the new era, teachers should be able to complete the plan design of the cultivation of college students' art core literacy based on the personalized development of students, so as to improve the efficiency and quality of the cultivation of the art core literacy.

### **3.2 Innovating the mode and means of cultivating college students' art core literacy with the help of information technology**

There are some problems in the traditional cultivation of college students' art core literacy, such as the separation of theory and practice, the single teaching method, and the low efficiency of improving students' ability and quality. In this regard, it is required to meet the development trend of education informatization in the new period, and explore and innovate the cultivation mode and means of college students' art core literacy<sup>[4]</sup>.

First, in the daily discipline education, complete the development of art core literacy. Art core literacy can not only be realized in art teaching, but also be cultivated in other disciplines. For example, the cultivation of visual exploration ability in the core literacy of fine arts can also be realized in some subject teaching activities. Taking mathematics teaching as an example, mathematical sequence and algorithm have rich sense of composition and rich artistic accomplishment. Therefore, in the University's subject teaching activities, the core quality of fine arts can be integrated into these disciplines.

Second, with the help of information technology to innovate the cultivation channels of college students' art core literacy. In the information age, education informatization has become the trend. In the process of cultivating college students' art core literacy, new media and new technology can also be used. For example, in the cultivation of aesthetic thinking ability of fine arts, we can use the way of micro class video to transform the visual works of art works, so as to stimulate the enthusiasm and initiative of college students to participate in the aesthetic appreciation of art works, and finally realize the cultivation of college students' art core literacy ability.

## **4. Conclusion**

To sum up, the importance and necessity of cultivating college students' art core literacy is self-evident. Based on the analysis of college students' quality education activities and art teaching status, it can be seen that the current college students' art core literacy has the characteristics of practicality, creativity and comprehensive application. However, in the university education activities, the cultivation of students' art core literacy has many deficiencies. For example, the lack of attention to the cultivation of art core literacy in university teaching leads to the university's attention. The cognition of the core quality of fine arts is not specific enough, and the quality of the cultivation of quality and ability is not high. In this regard, in the training activities of college students' core literacy, we should first pay attention to the core quality of fine arts, in order to build up the cultivation system of core quality of fine arts, integrate the core quality of fine arts with other disciplines' literacy, and launch curriculum reform activities, for completing the curriculum quality evaluation standards. Secondly, with the help of advanced teaching methods, the innovation of the means of cultivating core literacy ability is carried out, such as improving the teaching methods of teachers' art core literacy and the teaching mode of art courses.

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