

Analysis of the Path of Ideological and Political Linkage Between Art and Design Courses in Colleges and Universities

Lijin Bi

Communication University of China, Nanjing, Nanjing Jiangsu 210000

Abstract: With the continuous development of society, college education is also undergoing reform and innovation. As an important part of college education, how to effectively link art and design with ideological and political education is a topic of great practical significance. This paper mainly discusses how to realize the linkage between art and design courses and ideological and political education in colleges and universities, aiming to improve the comprehensive quality of art and design students, enhance their sense of social responsibility, and hope to provide some references for the reform and development of college education and teaching.

Keywords: Universities; Art design; Ideological and political linkage

Fund Project:

Project Name: Philosophy and Social Science Research Project of Jiangsu Universities, No. 2023SJSZ0268.

1. Introduction

In today's society, art and design majors have an important position in higher education, cultivating a large number of creative industry talents for the society. However, with the development of globalization and informatization, various cultural trends and values have had a certain impact on the ideological concepts and values of art and design students in colleges and universities. Therefore, how to guide and cultivate students' correct values and professional ethics through ideological and political education has become an important issue faced by art and design majors in colleges and universities.

2. The relationship between art and design courses and ideological and political education in colleges and universities

2.1 Characteristics of the art and design professional course

Art and design students need to integrate design elements, design concepts and design skills through observation, thinking, imagination and creativity to form unique works of art. Therefore, students are required to have innovative thinking and innovation ability, and be able to flexibly apply the knowledge they have learned. It is also necessary to observe the details of life and accumulate design materials and inspiration; Keep thinking and experimenting to find new design ideas and methods. At the same time, it should also pay attention to human culture, history, emotion and social issues, and integrate them into the design. It is also necessary to cultivate cultural sensitivity and cultural awareness, so as to facilitate understanding and respect for different cultures^[1].

2.2 The importance of ideological and political education in the curriculum of art and design

The creativity and humanism of art design require students to have a high level of cultural literacy and aesthetics, and ideological and political education is to guide students to establish correct values and aesthetic concepts by teaching correct values, world outlook and outlook on life, so as to better express their thoughts and emotions in art design. As an important part of human culture, it inherits historical culture, social customs and social values. Ideological and political education can guide students to understand and inherit the excellent traditional culture of the Chinese nation when teaching students traditional cultural knowledge and values, so that they can express their own cultural self-confidence. Ideological and political education can take students to pay attention to social hot issues

and national policies, strengthen their sense of social responsibility and mission, and enable them to express their thinking about social phenomena and social problems in their design works.

3. The theoretical basis of linkage education

3.1 Theory of Educational Ecology

Education is an ecosystem where its components are interconnected and influence each other. In the linkage between art and design courses and ideology and politics in colleges and universities, the theory of educational ecology provides a macro perspective, which regards curriculum and ideology and politics as two important links in the education ecology, and can achieve a balanced and comprehensive development of the education ecology by adjusting and optimizing the relationship between the two.

3.2 Theory of Holistic Education

The theory of whole-person education emphasizes the comprehensiveness and integrity of education, focusing on the holistic development of the individual, not just the improvement of knowledge and skills. In the linkage between art and design courses and ideology and politics in colleges and universities, the theory of whole-person education guides educators to pay attention to the overall growth of students, including not only the cultivation of professional knowledge and skills, but also the shaping of students' moral character, values, and civic consciousness [2].

3.3 Ideological and Political Theory

All kinds of courses should be combined with ideological and political education to achieve full and whole-course education. In the linkage between art and design courses and ideology and politics in colleges and universities, the ideological and political theory of the curriculum provides a theoretical basis for the integration of professional courses and ideological and political education. Through in-depth excavation of ideological and political elements in professional courses, moral education and value training are integrated into the teaching of professional knowledge, so as to realize the organic unity of knowledge transfer and value guidance.

4. Analysis of the path of the linkage between art and design courses and ideology and politics in colleges and universities

4.1 Path specific implementation strategy

4.1.1 Cross-design of course content

When designing the cross-cutting of course content, teachers need to carefully select the ideological and political education content related to art and design and integrate it into the professional curriculum. For example, teachers can integrate the elements of "integrity" and "friendliness" in the core values of socialism with the knowledge points of design ethics and professional ethics in art design, and guide students to think deeply about the relationship between professional ethics and social responsibility through case analysis and discussion, so as to improve their professionalism and sense of social responsibility.

4.1.2 Teaching methods are integrated with each other

Teachers can use diversified means to organically combine ideological and political education with art and design courses. For example, the common methods in ideological and political education, such as role-playing and scenario simulation, are used to make students feel the humanistic care and social responsibility of ideological and political education while learning the professional knowledge of art and design. In addition, we can also draw on the expressive techniques and multimedia means of art design to enrich the form and content of ideological and political education and make it more vivid and interesting.

4.1.3 Sharing and co-construction of educational resources

Colleges and universities can actively integrate and utilize various educational resources inside and outside the university to achieve resource sharing and co-construction. Specifically, an interdisciplinary teaching and research team can be established, with teachers in the fields of art design and ideological and political education jointly developing professional courses and ideological and political education resources, and then providing students with richer practical opportunities and experiential learning through practice bases inside and outside the school, innovation and entrepreneurship platforms, etc. This can not only improve students' practical ability and comprehensive quality, but also promote the communication and interaction between different disciplines.

4.2 Expected Objectives and Effects

4.2.1 Improve the quality of art design and ideological and political education

Through the integration of professional courses and ideological and political education, it is helpful to promote the innovation of educational content, the improvement of teaching methods and the optimal allocation of educational resources, so as to improve the quality of art design and ideological and political education. This kind of linkage education not only increases the interest and

interactivity of art design and ideological and political education, but also helps students better understand and master knowledge points and improve their learning effect. Linkage education can also promote exchanges and cooperation among teachers, improve the comprehensive quality and teaching level of teachers, so that teachers can share experience and learn from each other, which is conducive to teachers' professional growth and improvement of teaching level.

4.2.2 Enhance the overall quality and ability of students

This kind of linkage education can motivate students to apply what they have learned to practice, and strengthen their practical ability and problem-solving ability. At the same time, we can also gradually guide students to establish correct values and moral concepts, enhance their sense of social responsibility and mission, and enable them to better meet the needs of social development. The linkage education of professional courses and ideological and political linkage is the key to cultivating students' comprehensive quality and ability, and helping them better adapt to the needs and development of society. These qualities and abilities include not only professional knowledge and skills, but also ideological and moral, humanistic qualities, innovative thinking and practical ability, which will help students better play their role in their future careers, and also enhance their social adaptability and competitiveness .

4.2.3 Promote the reform and development of higher education and teaching

The quality of education and teaching in colleges and universities can also be improved on this basis, and colleges and universities can also establish a more complete education and teaching system, such as curriculum setting, teaching methods, teaching resources and other aspects, so as to meet the learning and development needs of students, so that they can become professional talents to meet the needs of society in the new era.

Teachers are the guides and guides of students, and their quality and ability are directly related to the learning effect and quality of students. Linkage education can provide more opportunities for communication and cooperation among teachers, so that teachers can share experience and learn from each other, and their professional ability and professionalism will be improved. On this basis, teachers can better understand the learning status and development needs of students, so that they can guide and help them in a targeted way.

5. Conclusion

To sum up, the linkage between art and design courses and ideological and political education in colleges and universities has very important significance and practical value, which can not only improve the comprehensive quality and ability of students, but also promote the development and improvement of higher education. In the future, the state will further study the specific implementation methods and effect evaluation of linkage education, so as to provide more detailed reference and reference for the realization of the path of linkage between art and design courses and ideology and politics in colleges and universities.

References:

- [1] Wang Chenyu. Journal of Wuxi Vocational and Technical College[J],2022,21(02):35-38+43.
- [2] Gong Mingchan. The integration path of art design courses and ideological and political education in colleges and universities[J]. Middle School Political Teaching Reference,2021(16):97.