

# Research on the Integration of Social Resources and Career Guidance in the Management of Art Education-- Taking Fine Arts as an Example

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**Abstract:** With the rapid changes in society and technology, art graduates need to possess not only exceptional creative talent, but also the comprehensive abilities needed to adapt to the ever-changing workplace environment. The effectiveness of arts education management lies in its comprehensive application of social resource integration and career guidance. In the context of arts education, the question of how best to integrate social resources for the all-round development of students, especially in terms of employment, is a matter of great concern. The definition, categorisation and practical application of social resources in arts education, as well as the employment guidance that complements them, are the key focus of our study.

**Keywords:** Art education; Educational management; Career guidance

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## 1. Integration of social resources in arts education management

In today's ever-changing social context, arts education management needs to focus not only on traditional teaching methods within the discipline, but also on a deep understanding of the concept of social resources and the effective integration of these resources to provide a more comprehensive educational experience. This process is crucial to the cultivation of arts professionals with creative abilities, vocational skills and a sense of social responsibility.

### 1.1 The Concept and Importance of Social Resources

Social resources include, but are not limited to, interpersonal relationships, industry co-operation, internship opportunities, corporate support, and socio-cultural resources. These resources not only provide students with wider learning opportunities, but also lay a solid foundation for their future career development. The integration of social resources in arts education management aims to broaden students' disciplinary perspectives and enhance their comprehensive literacy through the establishment of connections and partnerships.

### 1.2 Classification of social resources in art education

In the field of art education, social resources can be divided into academic resources, industry resources and social and cultural resources. Academic resources include the faculty of educational institutions, advanced teaching facilities and art activities; industry resources cover co-operation with related industries, internship opportunities and professional exhibitions; and social and cultural resources involve cultural exchange platforms for students provided by museums, galleries and cultural institutions. By integrating these resources, arts education management can better meet the diverse subject needs of students.

### 1.3 The way of integrating social resources in art education

The integration of social resources in art education management requires the establishment of close partnerships outside the school, which leads to interaction and cooperation between the school and social resources. This can be achieved through the establishment of internship projects, industry mentor programmes, school-enterprise cooperation and so on. At the same time, the integration of social resources also needs to refine the management mechanism to ensure that the resources can maximise the service of students' disciplinary development and career planning.

Taken together, the integration of social resources in art education management not only enriches the learning experience inside and outside the discipline, but also provides a broader development platform for students. Against this background, it is necessary for us to delve into how to integrate social resources more effectively in order to promote the training and career development of art professionals. In the next chapters, we will explore in more detail the relationship between social resource integration and career guidance, and how to optimise this process to better serve students' growth.

## **2. The Practice of Career Guidance in Fine Arts Programmes**

The practice of career guidance in fine arts majors is a critical and complex task aimed at helping students make a smooth transition into their careers and fully utilise the skills and knowledge they have acquired in the arts. This chapter will delve into the practice of career guidance in fine arts programmes, including an understanding of the current state of graduate employment, the content and methods of career guidance, and an assessment of the actual effectiveness of career guidance.

### **2.1 Content and Methods of Career Guidance**

Effective career guidance needs to provide comprehensive and practical information to help students better understand career choices, draw up career plans and prepare employment materials. In this section, we will explore the content of career guidance, including specific content on career planning, job searching skills, interview preparation and other aspects. At the same time, we will analyse the most effective methods of career guidance in Fine Arts majors, such as personalised counselling, industry mentorship schemes, practical projects, etc., in order to motivate students to better adapt to the demands of the workplace.

### **2.2 Evaluation of the Actual Effectiveness of Career Guidance**

To ensure the effectiveness and practicality of the career guidance programme, we have implemented a systematic evaluation of the actual effects to understand the career development of graduates, student satisfaction and employers' feedback.

Through tracking studies of graduates, we will gain a comprehensive understanding of their career development after leaving school. The assessment focuses on: ①Tracking the industry sectors in which the graduates have been involved, including the traditional arts sector and the emerging digital arts sector, etc. ②Finding out whether the graduates have achieved positional advancement in their career to assess their career trajectory. ③Analyse graduates' salary levels to understand their financial returns and trends in salary levels within the industry. ④Student Satisfaction Survey, through which we will collect graduates' feedback on career guidance services and their feelings about overall school support. ⑤Feedback from employers will be solicited in order to get a full picture of how graduates perform in the workplace.

The above assessment tools will be conducted through questionnaires, interviews, and employer feedback sessions. The results of the assessment will provide the school with strong data support and a concrete basis for adjusting and improving the career guidance programme. Through continuous evaluation, we will ensure that our career guidance services are in sync with the actual needs of the job market, and that we can truly provide tailor-made support for Fine Arts students.

## **3. The relevance of social resource integration and career guidance**

Social resource integration and career guidance are closely related in art majors, and they complement each other to provide students with broader and more substantial support for career development.

### **3.1 Impact of social resources integration on career guidance**

The integration of social resources provides rich external support for career guidance and strengthens the connection between the school and the vocational field. Such links have a positive impact on students' career development. Social resource integration enables schools to establish closer links with industries and enterprises, providing students with a wider range of employment opportunities. This includes internships, co-operative projects, industry events, etc., which enable students to gain experience in a real work environment. Social integration also provides students with opportunities to interact with industry professionals. Mentors with real-world experience can provide students with more practical career guidance and help them better understand career requirements and market dynamics. Social resource integration provides students with access to the latest industry information, helping them better understand industry trends and career development paths, so as to plan their career development in a more targeted manner.

### **3.2 The Role of Career Guidance in Social Resource Integration**

Employment guidance plays a crucial role in the integration of social resources, by guiding students to make full use of social resources to improve their employment competitiveness. Career guidance should have an in-depth understanding of students' professional strengths, interests and career goals, and integrate social resources in a targeted way to ensure the matching and

personalisation of resources. Career guidance can connect students with professionals with rich experience in the field through industry mentorship programmes. This connection not only provides students with mentorship, but also broadens their professional network. Career guidance can facilitate students' participation in practical projects such as internships, art exhibitions, and cultural events to hone their professional skills through hands-on practice while increasing their portfolios. Career guidance should also provide students with personalised career planning, helping them to clarify their career goals and formulate feasible career development plans to better equip them for future career challenges.

#### **4. Conclusion**

Through the study of social resource integration and career guidance in the management of art education, especially in the case of art majors, we have deeply analysed the close connection between the two and their common impact on students' career development. Social resource integration plays a key role in career guidance for art majors. Through the establishment of industry cooperation networks, the promotion of interdisciplinary cooperation and the organisation of industry seminars, the university has successfully integrated a rich and diverse range of social resources. This provides students with a wider range of employment opportunities and broadens their career development paths. At the same time, Career Guidance acts as a guide in the integration of social resources, better guiding students to make use of these resources and enhance their competitiveness through personalised career planning counselling, practical project management and the establishment of mentorship schemes. In order to better support the career development of Fine Arts students, we have proposed a series of mentoring strategies and improvements. Integration of social resources has been strengthened through the establishment of industry collaboration networks and the promotion of interdisciplinary collaboration. In terms of career guidance, personalised career planning counselling, practical project management and the establishment of mentorship schemes will also provide more targeted support to students. The implementation of these strategies and recommendations will help enhance students' career competitiveness and enable them to better meet the challenges of the job market. With the ever-changing social and professional environment, students in the arts will face more opportunities and challenges. Therefore, the future management of arts education needs to be more forward-looking, with continuous innovation in education methods, introduction of new technologies, and enhancement of international exchanges and co-operation. The establishment of a strong alumni network, the promotion of innovative education and the cultivation of students' comprehensive literacy will become the future development direction. By constantly adjusting and updating education management strategies, schools can better meet students' needs and cultivate more creative and adaptable art professionals.

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