

Research on Teaching Innovation of Fashion Design Course from the Perspective of Curriculum Ideological and Political Education

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Abstract: With the continuous development of China's economy and the integration of world culture, the current people's ability to accept gradually enhanced, under the influence of fashion aesthetics, people's need for clothing is also rising, which makes the fashion design industry become popular, so under the influence of market development, colleges and universities began to set up the professional teaching courses. At this time, in order to ensure the creativity and trend of clothing design, education reform should be carried out continuously, and the application of ideological and political elements in it can not only ensure the innovation of curriculum, but also provide guidance for students' ideological development, so that they can design clothes that are more in line with people's needs under the correct concept. Based on this, this paper is based on the efficient clothing design course, for the curriculum ideological and political civic teaching innovation methods to explore, in order to provide reference for the future research of relevant personnel.

Keywords: Ideological and political course; Clothing design course; Teaching innovation

Introduction:

Curriculum ideological and political education is a brand-new educational concept in the reform of curriculum education in colleges and universities under the development of cultural education. It takes the classroom as the foothold and provides assistance to the curriculum reform. In the teaching of the clothing total course in colleges and universities, in order to better innovate the teaching work, teachers should optimize and design education according to the actual situation of the course teaching, and integrate the ideological and political education of the course into it, so as to promote students to learn, Influenced by the spirit of craftsmen, gradually have good professional quality, enhance their own ability and correct their own thoughts, make their future career development path more broad.

1. The Significance of Teaching Innovation of Fashion Design Course from the Perspective of Ideological and Political Course

As a key link to cultivate students' professional quality, clothing design course is committed to teaching new technology, new technology and new norms, helping students to fully understand the whole process of clothing design and deeply understand the basic principles of clothing. In the course, teachers should closely integrate the popular design of clothing enterprises, ensure that the teaching content is synchronized with the market development rules, grasp the fashion trend, and apply the knowledge learned in practice^[1]. With the increasing demand for clothing professionals, college graduates need to have a high level of professional quality. At the same time, with the development of the times, the requirements for college students' professional knowledge, overall quality and humanistic quality are gradually improving. Integrating ideological and political content into the course of fashion design not only helps to cultivate students' ideological and political quality, but also inherits and promotes the cultural heritage of national costume design. Therefore, teachers should actively explore innovative teaching methods of ideological and political education in clothing design teaching, so that students can have a deeper understanding of the development of clothing design while mastering professional knowledge, and lay a solid foundation for future career development.

2. Effective Ways of Teaching Innovation of Fashion Design Course from the Perspective of Ideological and Political Education in Course

2.1 Combination of theory and practice, into the spirit of craftsmen

First of all, the Chinese traditional cultural elements into the depth of clothing design, in order to strengthen the brand building of China's clothing industry. In this process, the concept of ideological and political education should be integrated into the teaching of fashion design to cultivate students' sense of national honor and cultural confidence. For Hanfu, Zhongshan clothing, cheongsam and other clothing styles with Chinese characteristics, students should be guided to conduct in-depth research to stimulate college students' national pride [2]. In the teaching content, we should pay attention to the integration of ideological and political elements and craftsman spirit, such as the combination of Chinese traditional cultural themes and clothing, through the integration of traditional skills and clothing, so that Chinese traditional culture can be fully displayed in the classroom. In the process of integrating the ideological and political elements of the course with the teaching content of the course, the teaching staff should pay attention to the cultivation of craftsman spirit and professional quality, for example, the integration of Chinese traditional elements and traditional cultural themes, the integration of Chinese traditional skills and clothing, the integration of Chinese traditional culture into the classroom, and the development of some handicraft courses, it can not only stimulate students' own aesthetic consciousness, increase their enthusiasm to participate in teaching, but also cultivate their creativity and enhance their sense of national honor.

Secondly, in order to strengthen students' practical operation ability, we should establish cooperative relations with surrounding garment enterprises and jointly build experimental and research bases. In this way, students can not only master the basic theoretical knowledge, but also obtain more industry information and practical experience, laying a solid foundation for future career development. In the course of ideological and political teaching, teachers should pay attention to the combination of theoretical knowledge and practical skills to meet the market demand for fashion design professionals. For example, colleges and universities can integrate with the construction function of the practice base, conduct empirical research on the content of the course, and select a certain product used by the enterprise in the manufacturing process, and then introduce a practical value. Students are required to take the initiative to design the proposition based on the actual classroom teaching by quoting the "case. Through cooperation with enterprises, empirical research, the course content and the actual production process, so as to improve students' practical ability and understanding of the production process. Strengthening cooperation with enterprises and improving students' practical ability is an important way to realize the sustainable development of fashion design course.

2.2 Optimize the Teaching Content, Join the Fashion Evolution History

China has a long cultural history and profound heritage. As an important carrier, its traditional clothing culture has witnessed the development and evolution of China for thousands of years. From the pre-Qin to the Han and Tang Dynasties, from the Ming to the Republic of China, Chinese clothing has formed a unique national clothing form and civilization in the continuous evolution [3]. For teachers engaged in clothing education, in addition to having solid professional knowledge and skills, they should also deeply understand and study the relevant traditional culture. In terms of curriculum setting and teaching content organization, teachers should make practical implementation plans. In the teaching process, several popular ancient dramas are interspersed to enable them to understand the history of the development of Chinese clothing, as well as the characteristics of different periods and unique cultural heritage of each dynasty, focusing on clothing, and then allowing students to "prick". Find clothing combinations that are inconsistent with the background of the times, character identity, and regional environment. By focusing on clothing, students are guided to discuss enthusiastically, so as to improve students' enthusiasm for learning and enliven the classroom atmosphere. In addition, teachers should guide students to distinguish good from bad and choose well-made costumes that respect history. Through classroom explanation, observation, comparison and discussion, students can appreciate the beauty of ancient clothing patterns, enhance their artistic appreciation and cultural heritage, and enhance their national pride and cultural self-confidence through in-depth understanding of these brilliant clothing culture. urge them to better inherit Chinese traditional clothing culture.

2.3 Innovative methods and models to infiltrate ideological and political elements

In the process of innovation, the teaching methods of college fashion design teachers should change from the traditional "cramming" and "full house" mode to classroom teaching that emphasizes students' active participation [4]. In order to adapt to this new teaching mode, teachers should implement heuristic, experiential and interactive teaching methods.

In the teaching process, teachers should focus on the organic combination of theory and practice. Using multimedia and other means to show students fashion performances at home and abroad, especially the once high-profile "Intangible Cultural Heritage

Costume Show”. This way will help students more intuitively understand the differences between Chinese and American clothing, so as to deepen the understanding of Chinese traditional clothing characteristics and local cultural connotation, and then enhance students’ cultural confidence.

For professional tasks and work, teachers can take the form of teams in teaching. Students will gather information, analyze and discuss in groups to complete tasks. After the event, students will conduct mutual evaluation, which aims to stimulate students’ enthusiasm and cultivate team spirit.

(3) In the assessment process, teachers can also use various forms such as work display and personal show to build a comprehensive evaluation system consisting of teacher scoring and public comments. Through fashion shows and display, help students gradually build up the confidence of career and life.

Concluding remarks

All in all, from the perspective of curriculum ideology and politics, college teachers should constantly explore the elements of ideology and politics and establish a variety of teaching modes in the process of teaching innovation of clothing total curriculum, so as to promote students to enhance their own cognition in the process of combining theoretical knowledge and practical knowledge, and improve their ideological and political level under the influence of craftsman spirit, in order to better play the educational role of curriculum ideological and political education, and strengthen students’ learning efficiency, so that their overall learning ability and cognitive ability are gradually enhanced.

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