

Research on the Cultivation Path of “Production, Learning and Research” for Creative Talents in Art Majors in Universities

Jiwen Gong

Zhaotong University, Zhaotong 657000, Yunnan, China.

Abstract: The goal of art teaching in my country’s colleges and universities is not only to improve students’ own professional art ability, but also to cultivate students’ sense of innovation and ability to promote students to form compound innovative talents, so as to enhance students’ social competitiveness. This article analyzes and researches the implementation of the “production, study and research” dual innovation talent training strategy for art majors in colleges and universities, and puts forward some teaching reform suggestions, hoping to improve the teaching quality of art majors in colleges and universities, and cultivate more compound innovations that meet social needs Talent.

Keywords: Art Major in Colleges and Universities; Double Innovation Talent Training; Production; Study and Research Teaching; Path research

With the rapid development of society and the rapid flow of talents, the employment pressure of contemporary college students is increasing. Facing this situation, colleges and universities should increase the cultivation of students’ entrepreneurial thinking and entrepreneurial ability on the basis of traditional education and teaching, and implement the “production-study-research” integrated teaching model in actual teaching to comprehensively improve students’ comprehensive literacy and lay a solid foundation for students’ future employment and development. Combining many years of art teaching experience in colleges and universities, the author analyzes the training model of art professionals in colleges and universities from the perspective of “production, study and research” double innovation talent training, and aims to provide some references and references for the cultivation of college art professionals.

1. Existing problems in the cultivation and education of “production, learning and research” for creative talents in art majors

1.1 A serious lack of “production, study and research” training mechanism for innovative talents in universities

In the teaching of art majors in colleges and universities, the purpose of implementing the integrated talent training model of “production, study and research” is to fully integrate the advantages of enterprises, schools, and academic research institutions to build a more complete talent training model. However, as far as my country’s current university teaching mode is concerned, many universities only conduct superficial school-enterprise cooperation, and have not actively combined with the academic research department within the school. As a result, students have not formed good innovati on capabilities and seriously lacked independent entrepreneurship. This lack of a collaborative training mechanism for industry-university-research talents has greatly affected the cultivation of compound innovative talents in universities.

Copyright© 2021 Jiwen Gong

doi: 10.18686/ahe.v5i4.3530

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

1.2 The faculty structure of art majors in colleges is not reasonably equipped

University teachers occupy a very important position in the entire education and teaching stage, and the level of teachers' professional ability directly affects the actual level of corresponding professional personnel training. Therefore, it is very important to attach importance to and strengthen the construction of the teaching staff. However, most colleges and universities currently focus more management attention on rigid indicators such as teachers' academic qualifications and professional titles, and ignore the inspection of teachers' practical teaching levels. This has led to teachers' lack of timely updates in teaching methods, teaching content and actual life. The decoupling is serious, which greatly affects the improvement of students' practical ability and reduces the chance of students' double innovation ability.

2. Achieving the operational ways of cultivating talents of “production, learning and research” double creation in college art majors

2.1 Improve the entrepreneurial system of art majors

The so-called double innovation is to provide students with entrepreneurial awareness and corresponding entrepreneurial capabilities. Therefore, colleges and universities should improve the entrepreneurship teaching system for art majors. First of all, colleges and universities should provide students with a large number of preferential policies for entrepreneurship, so that students can see the school's support for students' self-employment and stimulate their entrepreneurial enthusiasm. Secondly, based on the teaching experience of school-enterprise cooperation, students are allowed to understand the development laws of the industry in the market while improving their practical ability, and give them more inspiration for entrepreneurship. Finally, attach importance to the combined teaching of students' knowledge theory and practical ability, enhance students' organizational and management capabilities, make it easier for students to realize their own entrepreneurial dreams, and enhance the effectiveness of cultivating talents for innovation and innovation in universities.

2.2 Attach importance to the construction of all aspects of talent training in universities

First of all, colleges and universities should continue to improve the basic teaching hardware, through the establishment of a series of places such as “innovative skills research room”, “comprehensive industry practice classroom” and other places, to provide students with a better entrepreneurial practice environment, to ensure that students can improve their own entrepreneurship ideas, improve students' practical ability. Secondly, students should be provided with a good guarantee foundation, such as strengthening the construction of the school's information network platform, so that students can efficiently explore resources, facilitate effective exchanges between students and teachers, and allow teachers to guide students to establish correct employment. The goal is to improve one's own problems in continuous practice, continue to expand one's own advantages, and comprehensively improve students' comprehensive ability. Finally, the school should also combine the characteristics of art professional courses, innovate the professional curriculum system, integrate more independent research content into the curriculum teaching, promote the formation of students' innovative thinking in subtle ways, and cultivate students' sense of independent entrepreneurship as soon as possible.

3. Conclusion

The fine arts disciplines in colleges and universities are a very rich professional discipline, but in traditional teaching, although graduated students have good professional abilities, they lack a certain sense of innovation and the courage to start their own businesses. Therefore, colleges and universities should carry out teaching reforms in response to this problem, apply the “production-study-research” dual innovation talent training model to actual teaching, comprehensively improve students' comprehensive practical ability, guide students to discover the advantages of their own abilities, and cultivate compliance for the society. Compound innovative application talents required by the current era.

References

1. Xu H, Wang L. Research on the innovative talent cultivation system of industry-university-research cooperative education of art design major in colleges and universities. *Horizon View* 2020; (3): 1.
2. Liu L, Liu X. Research on the cultivation of creative talents in art majors in colleges and universities from the perspective of “Internet+”. *Research on Communication Power* 2019; 3(28): 191.
3. Jing D, Gao G, Liu J. Research on the teaching practice of “production, learning and research” in art majors in higher vocational colleges. *China Interior Decoration World* 2020; (2): 191.