

# Thinking on the Innovation and Reform of Environmental Art Design Teaching under the Background of Market Demand

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**Abstracts:** With the development of modernization and the improvement of people's living standards, and there are many new demands in the market as economic growth points, which will be reflected in the field of education after a period of time. In this case, the discipline of environmental art and design has been produced and promoted, but as a new discipline, the discipline of environmental art and design has been widely used. The teaching of environmental art design also needs to carry out in—depth innovation and reform.

**Keywords:** Market Demand; Environmental Art Design; Teaching Innovation; Reform

## 1. Introduction

Environmental art and design major emerges as the times require with the continuous improvement of the level of urbanization. As the name suggests, it is the application of art in environmental design, and it is a very comprehensive discipline. The environment here is the specific environment inside and outside the building. It is based on the knowledge in the field of architecture and urban planning, and mainly focuses on interior design aesthetics. It is designed for different situations and needs, and even combined with religious and geomantic factors. It is a major with great difficulty, strong practicability and large market demand in the future.

## 2. Current situation of environmental art design teaching

Environmental art design is a new discipline, which is gradually promoted in China's higher education system. There are common problems in the teaching situation of both colleges and higher vocational colleges. First of all, there are great deficiencies in students' foundation and learning attitude. This major mainly enrolls art students, so most of the students have a weak foundation in high school culture courses, and they don't have a strong love for the art type they choose. In the process of learning, they only have mechanical training, which not only determines the foundation of students when they enter school, but also affects their learning attitude. In addition, because of the emerging characteristics of environmental art design, many people think it is unpopular, and many students do not realize the prospect and market demand of this major. Therefore, in the process of learning, it is easy to get mixed diploma, which greatly reduces the learning effect. From the perspective of teaching, many schools have not grasped the comprehensiveness of the major, and they will have great negligence while focusing on teaching. For example, many colleges, especially higher vocational colleges, clearly know the position of practice in the professional learning, so they unilaterally emphasize the students' ability of design and drawing, and pay less attention to other aspects of the comprehensive scheme, with lower requirements. But in the market, it is impossible to complete the design only by one design draft, so there must be a comprehensive scheme, and this is a phenomenon of disconnection between teaching and practice. At the same time, an important feature of higher education is to cultivate students' self—learning ability. Therefore, teachers often do not understand or pay attention to students' learning process, and only score according to the final results. This situation is not only limited to this major, but also many other majors in colleges and universities. Focusing only on the results but not on the process is bound to have a great negative impact on the

teaching effect, which provides space for students to deal with their errands, and ignores the students' personalized development and the need for teachers to guide students to choose their own actions.

### **3. Market demand of environmental art design major**

The application of environmental art design in the market is mainly reflected in the design of modern urban architecture, which is the modern inheritance of China's ancient palace and garden design. From the demand point of view, it is mainly divided into the overall architectural design and private interior design. The overall architectural design refers to the overall structural layout of buildings in a small range, and it is an image project based on the construction engineering. Private interior design refers to the detailed design of single door residents' houses, mainly for the pursuit of aesthetic feeling. With the accelerating process of urbanization and the improvement of residents' living standards, it is obvious that the market demand for environmental art design continues to increase. At the same time, the demand for low-cost personalized design is becoming more and more common.

### **4. Teaching innovation reform of environmental art design**

#### **4.1 Stimulating students' interest and give them free imagination**

Many students are "forced" to choose their majors in colleges and universities. For example, the college entrance examination results are not very good, but they want to enter a better university, or they are confused about the choice of majors and have no personal opinions. Therefore, they will apply for several volunteer majors in the same university, and they may also obey the adjustment, which leads to many students not loving their chosen majors. In the face of the heavy learning pressure in the future, I can't take a correct learning attitude. It's normal for students to feel confused about environmental art design, which is a relatively new subject and whose teaching content is quite different from students' previous basic courses. However, when facing the pressure of teaching, teachers often do not pay attention to the subjective feelings of students, which makes it easier for students to change from confusion to negative direction, resulting in improper academic attitude. In this case, teachers should pay attention to stimulate students' interest. At the beginning of enrollment, they first introduce the relevant situation, development prospects and learning methods of the major to students through course introduction or special forum. This indoctrination will take a period of time, which will not only attract students' attention, but also make students accept it imperceptibly. Because of the comprehensive and practical features of this major, it is very easy to dig out the interesting. Teachers should give reasonable guidance. Stimulating students' interest can not only make students have a good learning attitude, but also give full play to students' subjective initiative, and better join their own ideas and creativity in the design, which is not only conducive to promoting the teaching progress, but also conducive to making students more easily recognized by the market in future work, so the corresponding teachers must give students imagination space.

#### **4.2 The practice teaching adapts to the market demand and pays attention to the enlightenment**

The strong practicality of this subject is very obvious. In the current teaching situation, many teachers can realize it. But many teachers think that the practicality is to leave a lot of time for students to do and design by themselves, and the students' finished products are directly used as the basis for the final results. This kind of teaching method can make the students avoid talking on paper and improve their practical ability, but it ignores the students' creativity. It should be based on extensive accumulation and profound ideological connotation, and let the students design by themselves directly. It is easy for the students to have resistance psychology, and there is a more common perfunctory situation in the final product. In this case, the teacher should let the students clearly complete the specific significance of the task, and introduce some examples of work requirements to the students, so that the students can have a perceptual understanding first. In this process, teachers cannot ignore their own enlightening guidance, and can provide students with some demonstration ideas and finished product display, so as to provide students with more ideas, let students have a clear understanding of the completed task, and finally guide the students' design works to adapt to the market demand in the example.

### **4.3 Reasonable curriculum design and opening courses**

There are some problems in curriculum design and training program selection in both ordinary colleges and vocational colleges. Because this arrangement is not correct, the school should consider the comprehensive situation of all aspects of various specialties, so it is difficult to make perfect settings. However, despite this, there is a common problem in schools, that is, not communicating with students. In fact, after students have a basic understanding of the situation of their major, the school should remind students to check their own training programs and the assigned schedule of classes in each semester and allow them to give feedback. On this issue, students and schools have different positions, and students will be more comprehensive in their own position for analysis. The school can also consider the feedback from students and adjust them according to their consideration, which will make the design of the course more reasonable in the eyes of students. Some open courses can also be introduced, such as the game of educational education for students' thinking. These courses have no direct impact on professional learning, but they are conducive to gradually developing students' innovative thinking, so as to better carry out creative design.

### **4.4 Specific analysis of each student's learning situation, focusing on guidance**

In the stage of higher education, students should not only complete collective action, but also carry out optional action. Because in primary and secondary schools, each student's learning tasks and future prospects are basically the same, but in colleges and universities, even in the same major, everyone has to do things now and choose a different road in the future. Most of the students are used to being chosen from childhood to adulthood, and suddenly have to choose by themselves, which is often difficult to accept. At this time, teachers should give reasonable guidance to enable students to have a correct understanding of this problem as soon as possible, and analyze the characteristics of each student as a whole when evaluating the teaching and curriculum results, and give personal suggestions on the development direction of students. Environmental art design is highly comprehensive and can be regarded as a marginal discipline of many majors. It is impossible for students to be proficient in every field of design. According to the teaching and learning situation in colleges and universities after a period of time, it is necessary to guide students to choose their own focus and development direction according to their own interest and learning situation, which is also to cultivate their own advantages, the process of adapting to market demand.

## **5. Conclusion**

Generally speaking, environmental art design, as a new discipline, its teaching methods also needs to be constantly adjusted and innovated according to the actual teaching situation. Only in this way can we promote the better development of this subject and cultivate more employees needed by the market. However, there is little experience in the reform of emerging majors, so in determining the direction of reform and specific measures, we need to closely combine with the current situation of teaching, deeply analyze the current situation, determine the existing problems and suit the remedy to the case.

## **References**

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