

# Preliminary Exploration on the Integration of Yellow River Culture into Art Design Major in Colleges and Universities

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**Abstract :** The art design majors in most domestic colleges and universities are mostly the same or similar in terms of curriculum construction and teaching content, which cannot highlight the school-running characteristics of different colleges and universities, and limit the pace of innovation and development of colleges and universities. The Yellow River culture is a treasure of Chinese civilization. It contains rich and diverse elements of art and design. It is worthy of reference and learning by art and design students in colleges and universities. This paper focuses on the integration of the Yellow River culture into the teaching of art design majors in colleges and universities.

**Keywords :** Higher Education; Art Design Major; Yellow River Culture; Integration into Teaching; Exploration

The Yellow River culture is an indispensable part of Chinese civilization. Protecting the cultural heritage of the Yellow River and promoting the culture of the Yellow River play an irreplaceable role in developing Chinese culture and strengthening cultural self-confidence. Colleges and universities are the main positions for cultural dissemination and inheritance, which are of great significance to the cognition, research and inheritance of the Yellow River culture. Strengthening the integration between the Yellow River culture and the professional construction of colleges and universities plays an important role in the inheritance of the Yellow River culture and the development of higher education. Next, taking the art design major in colleges and universities as an example. I will discuss some thoughts on the integration and development of the Yellow River culture and the construction of college majors.

## 1. Overview of the Yellow River culture

### 1.1 The cultural value connotation of the Yellow River

The Yellow River is the mother river of China and the birthplace of Chinese culture. It has nurtured generations of Chinese sons and daughters. It has nurtured the Yellow River culture with rich humanistic connotations. The Yellow River culture and the Yellow River spirit are excellent Chinese traditions, an important part of culture. General Secretary Xi Jinping emphasized at the symposium on ecological protection and high-quality development in the Yellow River Basin: It is necessary to deeply explore the value of the times contained in the Yellow River culture, tell the ‘Yellow River story’ well, continue the historical context, strengthen cultural self-confidence, and achieve the great rejuvenation of the Chinese nation. At present, in-depth exploration of the spiritual connotation of the Yellow River culture penetrates into the teaching of art design majors in colleges and universities, which can not only build a unique professional curriculum system, but also improve the quality and level of ideological and political construction in colleges and universities.

### 1.2 The importance of higher education integrating Yellow River culture

The fundamental goal of higher education is to educate people and cultivate people with morality. In order to achieve the teaching goals, colleges and universities attach great importance to the ideological and political education of courses, pay attention to integrating the concept of morality-cultivating people into the teaching of professional courses, and innovate the ideological and

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political teaching mode of courses. There are many ideological and political elements in college art and design professional courses, such as patriotism, moral sentiment, legal awareness, professionalism, etc., in basic courses, as well as craftsmanship, cultural self-confidence, ecological balance, and national pride required by professional courses. The Yellow River culture is a culture that students learn from childhood, and its application in the design of art majors can inspire students. The penetration of the Yellow River culture in the teaching of art design majors in colleges and universities is not only conducive to the realization of the teaching purpose of Lide and cultivating people, but also to better carry forward and inherit the excellent Yellow River cultural spirit, and guide students to pay attention to protecting the ecological environment. Secondly, in recent years, provinces and cities along the Yellow River Basin have built many cultural carriers of the Yellow River, such as the hometown of the Yellow Emperor, the National Museum of the Yellow River, the National Cultural Park of the Yellow River, etc. These buildings contain rich artistic design elements, and a lot of thinking the application of political education resources in the teaching of art and design majors is conducive to achieving a win-win situation between professional education and ideological and political education.

## **2. Specific countermeasures for integrating the Yellow River culture into the art design major of colleges and universities**

### **2.1 Strengthen top-level design**

With the in-depth reform of the higher education system, the teaching of art design majors in colleges and universities must keep pace with the times, optimize talent training programs, and strengthen top-level design in combination with the construction of professional groups. Before formulating talent training programs, colleges and universities should focus on research, not only on schools and industrial enterprises, but also on Yellow River cultural bases such as the Yellow River National Museum and Yellow River National Cultural Park, so as to grasp the actual market demand for talents in real time. Secondly, the teaching and research team of the art design major should conduct discussions on the basis of research, and combine the students' theoretical knowledge goals, professional skills goals, cultural literacy, aesthetics, and intangible cultural heritage training depth to cultivate more high-quality talents.

### **2.2 Innovative teaching methods**

The "indoctrination" theoretical teaching mode under the traditional examination-oriented education system can no longer meet the needs of professional teaching in colleges and universities. In order to effectively improve the quality of the integration of the Yellow River culture into the teaching of art design majors in colleges and universities, schools should innovate the teaching mode and regularly invite the inheritors of the Yellow River culture. Enter the campus, hold lectures on Yellow River culture knowledge, carry out campus cultural activities of Yellow River culture, invite these outstanding cultural inheritors to serve as part-time teachers in colleges and universities, and focus on creating a teaching model in which professional teachers and inheritors of Yellow River culture cooperate to educate people, professional teachers and Yellow River culture inheritors. The two cooperate with each other to jointly create a teaching mode integrating theory and practice, and jointly study how to infiltrate the Yellow River culture into each teaching link according to the knowledge points and skills of professional courses, and guide While mastering theoretical knowledge, students can also improve their professional skills and practical ability. For example, professional teachers organize students to conduct research and design with the Yellow River Cultural Project as the theme of social practice in winter and summer vacations, and invite Yellow River cultural inheritors to guide art and design works, professional teachers guide students' theoretical reports, and the School of Art and Design of the Yellow River Traffic Institute Mr. Wang Jian, the inheritor of the Yellow River Nixun, was invited to the school to teach the optional courses of the Yellow River Nixun.

### **2.3 Enhance practical ability**

Deepening industry-university-research cooperation is an important measure to cultivate more talents that meet the needs of social development. Focus on building an industry-university-research cooperation platform for art and design majors, and integrate the Yellow River cultural project with students' learning effects and teachers' teaching achievements. First of all, based on the industry-university-research cooperation policy issued by the local government, professional teachers are encouraged to actively participate in the Yellow River cultural organizations, intangible cultural heritage organizations, art associations and other non-governmental organizations, go deep into the front line of the cultural and creative circle, and lead students to consciously shoulder the responsibility of inheriting the Yellow River culture. Secondly, colleges and universities should deepen the school-enterprise cooperation model, cooperate in depth with local cultural enterprises, industry associations, Yellow River Cultural Research Institute and other organizations, create a platform for the Yellow River Cultural Industry-University-Research Cooperation Platform, and guide teachers and students majoring in art and design to bring their own works to enterprises and institutions. For example, the

Yellow River Transportation Institute organized a school-level competition to design the packaging of the Yellow River Nixun, and set up awards at the same time to encourage the art and design majors to actively participate in the competition, so as to achieve the purpose of promoting each other between theory and practice.

#### **2.4 Using innovative ideas**

The teaching and research team of art design majors in colleges and universities should focus on the deep integration of the Yellow River culture, excellent traditional Chinese culture and modern art innovation design, highlighting the value connotation of “proficient in craftsmanship, craftsmanship, quality in action, and culture in literature”, “Integration of Taoism and Economics” as the teaching goal of art and design majors. Secondly, teachers should attach great importance to the connotative relationship between Yellow River culture and artistic design, pay more attention to cultural inheritance and innovation, and realize the organic combination of art design professional teaching projects and Yellow River cultural resources. Furthermore, the teaching and research team should focus on participating in teaching seminars on the inheritance and development of traditional culture in colleges and universities across the country, learn from excellent teaching experience, and apply it to their own daily teaching to innovate the teaching mode of art design majors in colleges and universities in real time, so as to cultivate more excellent art designer with innovative spirit and cultural heritage awareness.

### **3. Conclusion**

To sum up, the art design major in colleges and universities should closely follow the pace of the reform of the higher education system, correctly understand the connotative value of integrating excellent traditional culture into the teaching of art design majors, and carefully analyze the spiritual connotation of the Yellow River culture. Practical ability, the use of innovative ideas and other methods to improve the quality and level of the integration of the Yellow River culture in the teaching of art design majors in an all-round and multi-angle manner, and finally cultivate more young art designers with both political integrity and talent.

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