# Development Path for Art Design Education in Colleges and Universities under Internet+ Mode

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**Abstract:** Electronic information technology welcomes its faster and faster development in our Internet era and they drive the reform and development of education to a certain extent. This paper mainly analyzes problems of art design education in colleges and universities and explores development path of art design education under Internet+ mode.
**Keywords:** Internet+; Art design education; Analysis of development paths

## Introduction

Art Design Education refers to the education used to cultivate professional talents with artistic design abilities for the development of society. Currently speaking, Art Design Education is an education mode which can conform to social development trend and integrate design, innovation and arts. Art designs focus on the design of environment, plane and products[1]. Art Design Education of colleges and universities should focus on improving students' artistic ability and creativity rather than their single abilities of arts and crafts. During the actual education process, teachers should not only improve students' practical design ability but also cultivate their artistic ability and innovative ability. Internet+ mode brings more opportunities and provides diversified education methods for the development of art design education in colleges and universities, which changes traditional education modes.

## 1. Problems Existing in Art Design Education of Colleges and Universities

In recent years, more and more people have paid high attention to art and design examinations. On the one hand, this shows that with the continuous improvement of people's living standards, people tend to pay attention to art and design and have higher requirements for them. However, there are still many problems existing in art design education in colleges and universities.

### 1.1 Art design education develops inconsistently with social development

After colleges and universities expand enrollment, some comprehensive universities, industrial colleges, normal colleges and other colleges gradually set up their art design majors. Besides, they have successively set up their art schools, design schools, animation schools, design schools and so on. Generally speaking, art design education in China evolved from traditional fine art education and art serves as the main foundation of education. However, educators in some colleges and universities do not pay high attention to the relationship between art design education and social development and they fail to connect art design with technology and society. As a result, art design education develops inconsistently with the society and students fail to apply what they have learned to social development. Some of them even ignored social demands[2]. In the actual teaching process, teaching links and teaching objectives of some colleges and universities are set without considering social and economic demands of artistic design. In the current stage, with the rapid development of art design education, some teachers hold that they can transform traditional art design education to modern art design education by adding some software design courses to art design education. However, the practical art design education focuses more on art and ignores the cultivation of design concepts and skills. In fact, as our society develops and people have constantly changing values, art design education does not have corresponding changes.

### 1.2 Theory teaching fails to catch up with practice teaching

At present, some creative art design education concepts in colleges and universities are not highlighted in actual teaching, making it hard for social, humanistic, economic and technical factors to be involved in design teaching. The major art design is strongly practical. Students majoring in environmental art design or plane design should improve their design ability and cultivate their aesthetic feeling in practice, should find problems in practice and learn to solve problems. When conducting art design education, many colleges and universities set less practice activities and their graduation designs are segmentary, which can not connect well with actual social demands. Besides, their theoretical teaching is disconnected with practice teaching[3].

## 2. Development path for art design education in colleges and universities under Internet+ Mode

### 2.1 Promote coordinated development of the society

Under the Internet+ mode, colleges and universities should strictly grasp social development trends when carrying out art design education and should consider actual demands of relevant enterprises. They should have clear objective in setting the art design major so that they provide more services to the development of industrial technology and can apply the Internet+ concept to art design

education according to changes of the times. Only in this way can they cultivate diversified professional technical talents and professional design talents and promote the development of economy[4]. In their practical teaching, they should also increase the input of information technology in the field of art design teaching, should make perfect the construction of teaching software and hardware facilities and create a good atmosphere for Internet+ education. At the same time, colleges and universities should build interactive platforms for enterprises, teachers and students, should break the traditional teaching mode by making full use of the real-time and convenient characteristics of the Internet and should break down teaching barriers between enterprises and schools so as to create good online conditions for design practice and to realize the coordinated development of art design education and the society.

## 2.2 Set more practical teaching

Under the Internet+ mode, colleges and universities should seize the opportunity to realize the reform of art design education. Besides, they should have more practical teaching, provide students with a variety of learning channels to make students less dependent on teachers. Besides, students should learn how to use Internet technology for independent learning and improve their practical abilities. Traditional practice teaching is done with the aid of virtual projects which lacks practicalness[5]. However, in this Internet+ era, students can find projects related to their teaching contents to finish practical learning. This can not only cultivate students' innovation ability and design ability, but also help them improve their Internet thinking skills so that they can adapt to changes of The Times and lay a good foundation for their future work.

# 3. Conclusions

In a word, Internet+ mode provides more opportunities for art design education in colleges and universities. In the reform and development, art design education should deeply reply on the Internet and give full play to the role of Internet+. In addition to using the Internet technology, relying on new media and other platforms to build a network teaching mode, we can also use the Internet live broadcast and other means to enrich the students' design thinking, strengthen the communication between students, teachers and designers, and improve the design level[6].Only in this way can we improve the quality and effect of art design education and cultivate more professional talents for our society.

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