

Research on Educational Reform of Practical Talents Training in Industrial Design

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Abstract: In order to cultivate practical talents in the major of industrial design, it is necessary to constantly strengthen the cultivation and optimize teaching measures, so as to ensure the improvement of teaching efficiency, cultivate students' practical abilities, and promote the all-round development of every student. In this paper, based on the analysis of the importance of cultivating practical talents in the teaching process of Industrial Design, the relevant ideas of educational reform was fully studied in order to provide reference for the training of high-quality practical talents in Industrial Design.

Keywords: Industrial Design; Practical talents; Educational reform

The major of industrial design is highly comprehensive, mainly covering the following disciplines, such as science, economics, aesthetics and so on. Cultivating practical talents is the core teaching goal. Students' ability to solve and analyze problems should be fully cultivated, which is in line with the needs of national and personal development. From the perspective of industrial design major, compared with foreign countries, China got off to a late start, and the teaching method also lags behind. These problems have been fully displayed. In recent years, universities and colleges have been expanding the enrollment scale, and most students have not yet been able to organically combine social practice and theoretical knowledge, and the overall teaching efficiency can not reach the due level. Therefore, it is important to study and cultivate practical talents in the major of industrial design ^[1].

1. The importance of cultivating practical talents in Industrial Design

Industrial Design is an emerging discipline. This major attaches great importance to "application" in practical teaching. The level of students' practical application ability can fully reflect the quality of teaching efficiency. It is the most important evaluation standard. In essence, it refers to whether students can design qualified products according to corresponding requirements and standards, whether the users are satisfied with the usage experience. At this stage, in the process of cultivating practical talents, the traditional teaching mode-testing of corresponding theories, basic professional skills and other related knowledge-is usually adopted. In the actual teaching of industrial design, although certain experimental projects have been set up, the experimental development is still biased towards the direction of demonstration, which deviates from the current teaching focus of studying and cultivating practical talents. Therefore, in order to meet the current teaching objectives to the greatest extent, it is necessary to cultivate the practical ability of relevant talents. In practical teaching, we need to constantly explore new ways of training practical talents and form a harmonious teaching atmosphere, so as to effectively improve the quality of talent training ^[2].

2. Educational reform strategy of cultivating practical talents in Industrial Design

(1) Creating a curriculum platform with practical characteristics

For the sake of constructing the curriculum platform of Industrial Design, it is necessary to concentrate on the development of practicality, constantly promote the improvement of students' adaptability and innovation, provide high-quality and compound talents for the society and meet the needs of social development. During innovating the curriculum system and training the practical talents, we need to have a certain comprehensive practicality, lay a stable foundation for students' development, and constantly explore a teaching system in line with students' physical and mental development in the curriculum platform. The platform is as follows:

Firstly, the mode of university-enterprise cooperation should be adopted to build the practical platform. The platform jointly built by universities and enterprises is conducive to strengthening the in-depth cooperation between them and further helping students improve their practical ability. When the university carries out daily course teaching, it can also fully integrate enterprises' projects and carries out targeted ability training activities for students. Its advantage is that it can effectively integrate the needs of enterprises when actually carrying out the teaching activities of Industrial Design. Students can timely understand and master new science and technology and clarify the development needs of enterprises, find their own shortcomings and constantly improve themselves, which is beneficial to students' graduation and employment. In addition, it can also promote the continuous optimization of teaching mode. Secondly, a large number of industrial design studios can be established. Studio platform, which students can participate in full depth, can provide the corresponding space for the practical teaching of Industrial Design. From the perspective of the design studio, the external main task is to provide corresponding design services, and the internal main task is to be responsible for scientific research and teaching. In the process of participating in the program of the design platform, students can get a more intuitive feeling of the

design work, optimize the traditional teaching mode, effectively and truly control the first-hand materials, and turn the theoretical knowledge into their own practical ability. Moreover, students can also carry out targeted learning according to the research directions of different studios, so as to ensure the improvement of students' comprehensive ability. Thirdly, foreign cooperation and exchange can be carried out for the sake of building the practical platform. In most cases, the platform was constructed by exchange students and workshop groups, and certain academic exchanges were carried out between schools. If this kind of education mode can have a successful mechanism, a large number of complementary advantages will be presented, which can help students continuously broaden their horizons [3].

(2) Creating a teaching model with open characteristics

In the teaching process, teachers should actively use various forms of teaching means to make students clear the teaching objectives of this course. The main teaching goal of Industrial Design is to cultivate practical talents. The relationship between teachers and students is inseparable. While teachers are introducing knowledges, students also need to constantly exercise their ability through practice, so as to become practical talents. In the actual teaching process, we should fully stimulate students' enthusiasm, encourage students to actively participate in learning, and change the traditional teaching indoctrination mode. For example, when teachers teach relevant theories of industrial design. Firstly, they need to regard the whole class as a unit for open teaching, give clear time for students to discuss, and students report the results of the discussion; Secondly, teachers and students jointly determine problems and discuss their solutions; Finally, the students are divided into groups to demonstrate the scheme, and the teachers give corresponding evaluation and summarize the display. The open teaching mode needs to exchange the roles of teachers and students, drive "learning" with "teaching", fully mobilize students' learning enthusiasm and stimulate their desire for knowledge learning.

(3) Constantly improving the diversified assessment mode

Before providing education and training, teachers need to master the characteristics of their specialty. In order to make up for the shortcomings of traditional assessment model, teachers need to actively adopt various forms of assessment models such as self-assessment and group mutual assessment, and use the reporting project model to fully mobilize students' learning enthusiasm, so as to cultivate high-quality talents and meet the needs of social development. In essence, group mutual evaluation is to divide students into groups and score each other. Firstly, divide the students into several equal groups, and each group selects the corresponding proposition to carry out the research work together. Secondly, different groups design personalized product schemes according to the results of their discussion and research. Finally, each group reports their work, show the corresponding creative ideas and sources of inspiration. Students will evaluate other groups after developing corresponding designs according to the actual situation and completing the works. This can make students fully reflect and understand themselves. Various forms of assessment models can help students recognize their abilities, cultivate students' sense of responsibility and team concept, so as to achieve the purpose of education. At the same time, it creates opportunities for students to exercise, and their comprehensive ability can be effectively improved.

Conclusion

From the perspective of the construction of industrial design major, it is very important to cultivate practical talents. Only by taking the cultivation of practical talents as the core of construction, constantly promoting teaching reform in practice and meeting the needs of students' physical and mental development, the major of industrial design can get better development.

References:

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