

# The Development Status and Consideration of Higher Vocational Design Art Education

Jing Wang

Xi'an Siyuan University, Shaanxi Xi'an, 710038, China

---

**Abstract:** The core purpose of higher vocational design art education is to cultivate more skilled and practical talents for the society. However, due to certain problems in the traditional higher vocational education, it is easy to have the situation that the cultivation of talents in design art education cannot meet the professional needs of the society, which is undoubtedly very unfavorable to the development of higher vocational art and design education. This paper analyzes the development status and causes of higher vocational art and design education, and proposes measures to optimize higher vocational design art education for reference.

**Keywords:** Higher vocational education; Design art; Development and reform

---

The art and design industry is one of the essential industries in modern society, such as graphic design, branding design, advertising design, interior design, and architectural design, etc. They all belong to the category of art and design. Since most of the contents of art and design education and computer education are interchangeable, many higher education institutions have also launched art and design education majors. However, due to the late development of art and design education majors, many higher education institutions have encountered a series of problems in starting art and design majors. For this reason, the optimization of higher education design art education is one of the key initiatives to improve higher education design art education.

## 1. The development status of higher vocational design art education

With the surge of demand for creative talents in society, design art has become an industry needed by all walks of life, from graphic design, brand design, advertising design, product design, to interior design, architectural design, 3D modeling design, all need professionals with certain artistic qualities and design skills to meet the social units' Talent demand.

## 2. Second, the causes of the current situation of higher vocational design art education

It can be seen that the current construction of higher vocational design and art education is not perfect, and the process of talent training does not meet the changing market demand, so many higher vocational students are difficult to put into work immediately after graduation, and must experience a period of familiarity and cultivate enough experience before they can have a certain level of design art, and the current situation of higher vocational art and design education mainly contains the following points: The following

### 2.1 Course objectives are designed to be too technically oriented

In the analysis of the current situation of the development of higher vocational design and art education, we know that the teaching direction of art and design in most higher vocational colleges and universities is similar to that of computer majors, which is based on the teaching of professional skills, such as the operation of design software like PS, 3D MAX, CAD, etc. As long as students learn the application of these design software and are able to complete projects independently, they can complete the academic requirements of the school. However, the needs of social units and the market for design and art talents are very different. The design and art talents needed by social units and the market tend to be creative talents, and it is very easy to train simple software operation, but very difficult to train creative talents, after all, creative talents not only need to have professional design level, but also need to have high aesthetic quality and artistic level, and also need to have Strong market analysis ability to ensure that they can fully understand the market demand for design artworks, so as to meet the requirements of social units for design talents.

## **2.2 Teaching content cannot meet the needs of the times**

Due to the problem of designing teaching objectives of design art majors in higher vocational institutions, it is easy to have old teaching contents and teaching objectives that cannot keep up with the development of the times in the actual talent training. This situation is a very common problem in the teaching of higher vocational colleges and universities, like computer majors and other majors with fast development are very easy to encounter this situation. After all, we are in an era of rapid technological change, simply take the learning of design software, many design software will make updates every year and add new functions, while many higher vocational design art teaching materials are still using the design software of many years ago, so it is easy to cause students not suitable for the new design software. Most importantly, the teaching contents of many higher vocational institutions are also old, and many schools pay too much attention to the teaching of professional theory and skills operation, neglecting the teaching of students' professional thinking and artistic ability cultivation, and lacking the analysis of the actual social situation in the course design, and the classroom project design only focuses on the exercise of students' operation ability, resulting in many students only learning the software operation, and not fully understand the current needs of society for design art.

In fact, such a state of education is very unfavorable to the overall development of China's design and art industry, after all, the design industry wants to get long-term development, it must have creativity as a support, and in such an educational background, many students' design thinking and artistic ideas are severely restricted, although most students can quickly complete the design according to the needs of the unit, but the design content is too rigid, single. Although most students can quickly complete the design according to the needs of the unit, the design content is too rigid, single, and even lack of sufficient innovation and creativity. The lack of creative designers, the lack of innovative design works, and even the lack of a good aesthetic market are the keys to the vicious circle of the design art industry in China,<sup>[1]</sup>so higher education institutions should also take up an important responsibility to improve the training mode of traditional design art talents in order to ensure the cultivation of more innovative design talents for the design art market in China. This will ensure that more innovative design talents are cultivated for the design art market in China.

## **2.3 Teaching methods do not meet students' growth needs**

Teaching methods are an important reason for the lack of students' professional level, and there are two main teaching methods adopted by many higher education institutions: the first one is theoretical instruction, which allows students to learn how to operate design software and learn certain art theories by observing teachers' operations, but when teachers adopt this method for teaching, they usually use the indoctrination teaching mode, which will not only not arouse students' interest, but also cause students' resentment. The second is project practice, which is more interesting to students than theoretical instruction, but the lack of sufficient theoretical operation knowledge makes it easy for students to encounter repeatedly in the project practice.

# **3. Optimization measures of higher vocational design art education**

## **3.1 Improving the educational objectives of design art majors**

In order to be able to meet the society's demand for design art talents, changing education objectives is a must for higher education institutions. The education goal of design art should not only focus on cultivating students' operation skills, but also need to cultivate students' artistic thinking, so that students can understand art and love art, in order to stimulate students' artistic creativity and imagination, and ensure that students can combine the operation of software to play their own innovation and creativity,<sup>[2]</sup> so as to ensure that students' design art level can be further improved. Therefore, the education goal of higher vocational design art should start from two aspects: firstly, higher vocational colleges need to refine the curriculum content, and divide the design art courses into graphic design, 3D design, drawing design and other types according to the skill demand, and also can be refined into graphic design, product design, architectural home decoration design and other contents according to the occupation, so as to take the curriculum design goal; secondly, it is necessary to strengthen the training of operational skills, to ensure that students can be proficient in the operation of design software, and can complete design projects independently or cooperatively; finally, to train students' artistic thinking, so that students can improve their art appreciation, art creation and market analysis through art appreciation, project creation and market analysis, so that students can improve their own imagination and creativity through the training of teachers. Students can improve their imagination and creativity through the training of teachers, so as to lay a good foundation for the improvement of students' professional ability.

## **3.2 Teaching content should keep up with the times**

Design art education in the context of the information era should be optimized with the changes of time, to ensure that the

teaching content can keep pace with the times in order to effectively meet the fundamental needs of society for design art talents. For this reason, higher vocational institutions must establish a sense of innovation and reform to ensure that the teaching content can be reformed every year in order to meet the development of the times. First of all, the reform of teaching materials and skills teaching, the teaching materials must be adapted and innovated every year, the software demonstrated in the teaching materials must be based on the latest version of design software, and students should be able to understand the new functions of the software to ensure that students can adopt the new software for design at any time, is to continuously improve the teaching environment, the school should not only replace the teaching equipment in a timely manner, but also actively organize design art competitions The school should not only replace the teaching equipment in a timely manner, but also actively organize design art competitions and other activities so that students can apply what they have learned, ensure that students can improve their motivation through competitions, and also further optimize the curriculum according to the students' design applications.

#### **4. Conclusion**

In conclusion, there are still development problems that must be paid attention to in the higher vocational design and art majors, and schools must strengthen the optimization of the design and art majors to ensure that the cultivated talents can meet the social units and market demand in order to guarantee that the teaching level of higher vocational art and design majors can be significantly improved.

#### **References:**

- [1] Lian Jiwei. The relationship between art and design education and social practice in higher education institutions[J]. Journal of Liaoning Economic and Technical College (Journal of Liaoning Economic Management Cadre College), 2007(02):59-60.
- [2] Hu H, Wang J, Yin Caihong. The development status and consideration of higher vocational design art education[J]. Career Circle, 2007(05):168+145.