

# Research on the Integration of Folk Traditional Culture Into the Teaching of Art and Design Major in Colleges and Universities

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**Abstract:** The art design major in colleges and universities is the main position to cultivate high-quality art talents for the society. The integration of folk traditional culture in the art design major in colleges and universities can enrich the professional teaching content, so that students can deeply understand the local traditional folk culture and realize the protection and inheritance of traditional culture. According to the current teaching situation of art design major, teachers should optimize the teaching content and teaching methods, to clarify the shortcomings in professional teaching, the integration of folk traditional culture needs to be further strengthened. This paper focuses on the analysis of the significance and current situation of the integration of folk traditional culture into the teaching of art and design in colleges and universities, and puts forward specific teaching integration strategies, hoping to provide some references for the teaching of art and design in colleges and universities.

**Keywords:** Folk traditional culture; Colleges and universities; Art design major; Teaching strategy

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My country's traditional cultural forms are rich, and there is a certain cultural heritage in all regions. As the core driving force of national development, folk traditional culture integrates the life wisdom and artistic literacy of local people. It is a valuable asset of our country. The integration of folk traditional cultural content in college art design majors allows students to have a deeper understanding of local folk traditional culture, not only can provide more teaching resources for art design majors, it can also provide effective channels for the inheritance and development of folk traditional culture, but there are still some problems in the current professional teaching. The teaching of traditional culture has one-sided problems, and the integration is not in place, which has caused the teaching work of art design major to be affected. Actively explore effective channels of integrated teaching, so as to achieve the improvement of teaching quality and efficiency.

## 1. The Significance of Integrating Folk Traditional Culture into the Teaching of Art and Design Major in Colleges and Universities

### 1.1 Contribute to the protection and inheritance of folk traditional culture

Protection and traditional folk traditional culture have always been the key content of my country's cultural construction work. The education and teaching work in colleges and universities needs to actively assume this responsibility. The main way is to integrate folk traditional culture with scientific research and professional teaching, and integrate folk traditional culture into art design. The major allows students of this major to have an in-depth understanding of the content and cultural connotation of traditional folk culture, so that students can use traditional folk culture, the application of folk traditional cultural elements in the design of art works can effectively strengthen students' artistic literacy and professional design ability. At the same time, the integration of folk traditional culture can enrich students' cultural and artistic knowledge, enhance students' artistic aesthetics, and allow students To establish national cultural self-confidence in the process of cultural learning is conducive to the protection and inheritance of folk traditional culture<sup>[1]</sup>.

### 1.2 Folk traditional culture is a compulsory course in art design

Art design requires students to have certain original design capabilities. The application of traditional folk culture in art design can

provide students with more design elements. The subject matter and content of traditional folk culture are rich, and it should become a compulsory course for students to learn art design<sup>[2]</sup>.

## **2. The current situation of the integration of traditional folk culture into the teaching of art and design majors in colleges and universities.**

Combined with the current teaching situation of art and design majors in colleges and universities and the integration of folk traditional culture, it can be found that there are still the following problems in the integration of the two teaching. First, most students do not know much about folk traditional culture, and they have not been able to learn and grow. Establish cultural self-confidence in the process, and even individual students fail to realize the value of folk traditional culture from the ideological level; second, colleges and universities have relatively few courses for folk traditional culture. Most colleges and universities will set up some elective courses related to folk traditional culture. Whether to choose or not depends entirely on the students' interest in learning. The types and class hours of the courses are less, and the curriculum content setting is still It stays in the teacher's theoretical knowledge explanation, which cannot achieve the expected teaching effect; third, the integration and application of folk traditional culture in the art design major is not in place, for example, teachers will guide students to use folk traditional cultural elements for artistic design, but fail to teach the connotation of folk traditional culture, resulting in teaching work staying on the surface<sup>[3]</sup>.

## **3. Strategies for Integrating Folk Traditional Culture into the Teaching of Art and Design Major in Colleges and Universities**

### **3.1 Establishing Curriculum Groups to Optimize Teaching Contents**

Integrating folk traditional culture into the art design major of colleges and universities can enhance the characteristics of the major. For this reason, colleges and universities need to build a curriculum group to realize the full integration of folk traditional culture. First of all, it can be used in art sketching, pattern design, and cultural products. Infiltrate traditional folk cultural elements in courses such as design, at the same time, the specific curriculum system can be divided into three levels: basic design ability courses, special design application courses, and comprehensive design intensive courses. Through step-by-step penetration, students can learn art design knowledge systematically while understanding folk traditional culture, Can correctly realize the application value of folk traditional culture; secondly, teachers need to improve the teaching content of art design majors and build a folk traditional culture curriculum system, teachers can use literature, folk museums, art and art exhibitions and other resources to dig deeper into the local traditional culture, organize teaching resources through personal experience, and add them to the teaching of art design. Teachers can also use online teaching The platform provides students with more learning resources for art design and folk traditional culture. You can use courses such as MOOC and Superstar, building a network curriculum resource system<sup>[4]</sup>.

### **3.2 Innovating and Improving Teaching Mode**

In view of the current teaching problems of art design major, teachers need to innovate and improve the teaching mode. Teachers can adopt project-driven teaching mode. Through the implementation of teaching projects, students can deeply understand the core connotation of folk traditional culture. Art design major involves many directions, and various cultural elements in folk traditional culture can provide students with innovative thinking directions, therefore, teachers can set different teaching requirements according to different courses of the major. In the specific teaching process, teachers can use local traditional culture and art as the theme of the project, and require students to use folk traditional cultural elements to complete modern packaging design and guide students Pay attention to local art, architectural art and other content. Driven by the project, the student union will follow the main direction provided by the teacher, excavate the artistic elements of folk traditional culture, and finally complete the product design through a series of project processes such as color matching and modeling design, and realize the integration of folk traditional culture and modernity.

In order to ensure that the quality of professional teaching work can be effectively improved, colleges and universities need to provide students with more space for innovative design. Innovative design projects can be used as a platform to carry out practical design activities, organize competitions between disciplines, and exercise students' innovative ability and Art design level, teachers can integrate the teaching content of professional courses under the overall framework of design competitions, the School of Art can also set up a competition instructor group, which is organized and guided by teachers, so as to form a teaching mode integrating teaching, scientific research, guidance and practice<sup>[5]</sup>.

### **3.3 Setting up Elective Courses of Folk Traditional Culture**

For the curriculum of art design majors in colleges and universities, colleges and universities need to adopt a combination of

compulsory and elective forms. First, a compulsory course of folk traditional culture and art design can be set up in the art design major of colleges and universities. When teaching conditions permit, Colleges and universities need to organize teachers to compile teaching materials in combination with local traditional cultural forms and characteristics, so that folk traditional culture becomes a main course content of art design majors; secondly, colleges and universities effectively broaden the types of elective courses for traditional folk culture. For example, for art courses, different folk art appreciation courses can be set up according to the teaching requirements of art design majors. The content of teaching needs to include art development history, form categories, and aesthetics Features, etc., so as to enrich students' art knowledge system. For example, courses for environmental art design can set up elective courses such as ancient architecture and gardens; finally, when electing courses, a certain range can be set for students. It is necessary to choose 2 or more elective courses related to the major. The specific course content can be selected by the students themselves, which can ensure that the elective course content has a strong correlation with folk traditional culture and art design, and can fully respect the opinions of students.

## **Concluding remarks**

In short, the teaching work of art design majors in colleges and universities needs to be integrated into traditional folk culture. Colleges and universities need to actively explore effective integration channels to guide students to apply traditional folk cultural elements in art design, so as to achieve the improvement of students' cultural and artistic literacy. Promote the inheritance and development of folk traditional culture.

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