

# Construction and Practice Exploration of Curriculum System of Product Design Specialty under the Integration of Production and Education

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**Abstract:** With the vigorous development of education, in recent years, the new teaching system of production-education integration has been widely concerned in the education industry. In this study, a series of problems encountered in the course system construction of product design major under the background of integration of production and education as well as advantages and disadvantages are compared, so as to improve the quality of product design courses and cultivate outstanding talents to ensure that talents can meet the needs of the market.

**Keywords:** Integration of production and education; Product design specialty; System construction; Practice exploration

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Our country's economy is also making continuous progress under the background of economic globalization. The product design major covers all large and small Chinese enterprises. In order to meet people's needs for diversified products, product design must adapt to the development of our economy. This requires universities to adjust their curriculum system and increase the proportion of practical courses in the process of training talents.

## 1. The significance of research

The integration of industry and education refers to the combination of professional knowledge and industry in related fields. The practical curriculum in the teaching field is closely linked with the factory; Schools and educational research institutions organically combine these three aspects. How to better integrate these three products requires universities to adjust the professional curriculum system.

### 1.1 Provides rich resources for the development of product design

Under the integration of industry and education, students' professional knowledge is consolidated and their practical ability is also improved. Graduates will no longer be a white job in the graduation season. They will apply the experience accumulated in practice to practical work and train talents in combination with local characteristic industries, which will provide rich resources for the development of design major in the future.

### 1.2 Meet the common needs of schools and enterprises

Students in school can learn a wealth of professional knowledge, but lack of practical experience in the production process; Enterprises have skilled staff in product production, but lack of innovative design and research personnel. Under such a background, enterprises and universities can provide students with local characteristics of process teaching and design practice opportunities for students majoring in products, in order to achieve the self-development needs of both sides and implement the integration of industry and education to meet the needs of both sides. The school provides enterprises with innovative talents and takes from each other to promote the development of local characteristic industries.

## 2. Problems existing in the curriculum system of product design major and improvement measures

### 2.1 Existing Problems