

# A Study of Innovative Strategies for the Transmission of Artistic Traditional Culture Education

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**Abstract:** The transmission of traditional art and culture education is an important issue in the field of education in China, yet the effect of transmission is not satisfactory. This study aims to address the current situation and problems of art and traditional culture education and transmission, and to find innovative strategies to steadily improve the efficiency of art and traditional culture education and transmission, promote the prosperity and development of traditional culture, and guide future innovation. This paper adopts the methods of literature survey and case study analysis to conduct the study, while systematising relevant research at home and abroad, in order to find innovative strategies for the educational transmission of artistic traditional culture, so as to provide reference and guidance for future educational practice. This study proposes a number of innovative educational heritage strategies, including research and practical exploration focusing on curriculum design, information technology strategies using technological tools such as artificial intelligence, popularisation of art activities and the establishment of a pool of artists' educational heritage teachers. Through the research inquiry in this paper, we can find that innovative strategies have some potential and wide application in solving cultural heritage problems.

**Keywords:** Artistic traditions; Cultural education; Heritage strategies; Innovative strategies

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## Introduction

“The study of innovative strategies for the inheritance of traditional art and culture education is a study aimed at exploring the integration of traditional culture and modern design, and promoting the inheritance and innovation of excellent Chinese traditional culture in the field of art and design. At present, many scholars and experts at home and abroad have conducted studies on the heritage of traditional culture and educational heritage. From different perspectives and using different research methods and approaches, these studies have explored and researched various aspects of China's traditional martial arts cultural heritage and educational heritage, and put forward various suggestions and strategies to solve problems. However, relatively little research has been conducted on the educational heritage of traditional culture in the arts, and this is an important issue for this study. This study will also explore the ways of teaching art literacy education, how to guide students to properly understand the treasure of traditional Chinese culture and the artistic and cultural values it contains, and further promote the excellent cultural heritage and apply it to modern design.

## 1. The current situation and problems in the education and transmission of traditional art culture

### 1.1 The importance of traditional art culture

Art traditional culture is an important carrier of history and culture, a precious heritage of human wisdom and spiritual wealth. It is an important symbol reflecting the cultural taste and spirituality of a nation, and has an important role in inheriting and nurturing national culture. Artistic traditional culture can reflect a characteristic of the times and inherit the history, culture and social evolution

of the Chinese name<sup>[1]</sup>. It is an integral part of the excellent traditional culture of the Chinese nation, an important part of the national culture, the root and spiritual invocation of the national culture. Art traditional culture in the inheritance at the same time there make the cultural development of the pulse, is gradually perfected.

## **1.2 The current situation and problems of education inheritance**

Education inheritance is an indispensable link in the inheritance of art traditional culture. However, at present, there are many problems with the educational transmission of traditional art culture in China. Firstly, due to various reasons, including the lack of educational resources, the lack of heritage subjects, and the single method of heritage, it is difficult to fully develop the educational heritage of art traditional culture. Secondly, influenced by the diversified development of modern society, more young people have shown a lack of interest, understanding and concern for traditional culture and arts, which has exacerbated the difficulty of education and heritage work. At the same time, the links and ideas of inheritance are not complete enough, and the source and content of inheritors' duties are unclear, lacking a clear guideline. Finally, the current low level of art and traditional culture education and transmission has led to many art and traditional culture and skills being at risk of being lost and diluted in today's society<sup>[2]</sup>.

## **1.3 The need for heritage innovation**

The necessity of inheritance innovation is mainly reflected in the following levels: first, inheritance needs to focus on innovative thinking, requiring a new exploration and excavation of artistic and cultural connotations, strengthening the resonance with the times, integrating multiple cultures and multiple artistic expressions to form a more exciting artistic practice; second, innovation is not a fetter, and originality and uniqueness need to be focused on maintaining<sup>[3]</sup>. In the inheritance work, the traditional artistic connotations and cultural characteristics should be respected, while at the same time, through reform, promoting innovation in artistic traditional culture to meet the diverse and globalised cultural needs of modern society; thirdly, in the process of inheritance, the balance between tradition and modernity needs to be weighed. The links and differences between traditional art and culture and modern culture must be fully explored, and the excellent traditional culture must be integrated with modern culture so that cultural values and artistic expression have a wider and more modern character<sup>[4]</sup>.

# **2. Innovative strategies for the transmission of traditional culture education in art**

## **2.1 Diversified forms of education**

Diversified education forms are one of the innovative strategies for realising the heritage of art and traditional culture education. Traditional cultural heritage education is often single, and only on the basis of diversified education forms can art traditional culture be better inherited. Diversified forms of education include campus cultural activities, community cultural activities, online and offline cultural activities and so on<sup>[5]</sup>.

## **2.2 Innovative educational content and methods**

Innovation in educational content and methods needs to be based on traditional culture and focused on the actual needs of students and educational goals. As students are the recipients of traditional culture, the design of the curriculum content needs to be based on students' age, gender, educational background and other characteristics and needs to develop teaching objectives and programmes. Innovative educational methods can combine a variety of artistic means to achieve the transmission of traditional culture, such as lectures, images, music, poetry, drama, film and television, games, etc. These artistic means can guide students emotionally and cognitively in a number of ways, so that they are willing to engage with the transmission of traditional culture.

## **2.3 Cultivation of inherited talents**

To cultivate heritage talents with advanced ideas, high-level artistic skills and profound cultural cultivation, we need to pay attention to the selection and cultivation of talents, focus on their comprehensive quality, cultivate innovative consciousness and research ability, guide students to pay attention to social development trends and focus on cultural innovation while inheriting culture. In this way, we can better inherit and promote the value and essence of traditional culture in the arts.

# **3. Analysis of successful cases of artistic traditional culture education inheritance and innovation**

The heritage of arts and traditional culture in education has long been one of the most pressing issues in the education sector. And there are some successful cases to learn from on this issue. For example, in a primary school in a city, after learning the basics of ancient Chinese calligraphy, the students learned through copying experience and creative practice, effectively increasing their awareness of traditional culture.

The main reason for the success of this case is that its educational format is innovative, passing on the culture through a form

of artistic creation, allowing the students to learn about traditional culture while engaging in practical exploration and creating new values while embracing traditional culture. The teachers are also actively involved, focusing on the individual characteristics of the students and teaching them according to their differences, which makes it more interactive and thus better stimulates their interest.

#### **4. Suggestions for improvement**

The purpose of traditional art and culture education should be clarified, and the innovative concept of schooling should be clearly advocated. In terms of educational content and form of heritage, try to innovate ways to attract students, such as using social resources to organise online and offline cultural experience activities, and using modern educational tools to assist in the teaching of traditional skills, so that students can better experience the charm of traditional culture.

Secondly, the construction of the teaching staff should be strengthened to improve teachers' professionalism, innovation awareness and practical skills. Teachers should always pay attention to the learning process and needs of students in the process of education and teaching, and pay practical attention to and reflect on their own education methods and approaches in order to continuously improve and enhance their teaching.

Finally, break the regional restrictions on education and promote the national popularisation of arts and traditional culture education. As traditional cultural practices and artistic characteristics vary from region to region, it is important to actively seek out and explore local cultural resources and develop innovative educational programmes and teaching materials that are tailored to the characteristics of different regions in order to better promote the transmission of traditional arts and culture education across the country.

In conclusion, understanding the differences between successful and unsuccessful cases and the experiences of successful cases is an important guide to promoting innovation in the transmission of traditional arts and culture education. Only by constantly improving educational concepts, refining educational content and methods, strengthening teacher teams and spreading disciplinary culture can the innovation of artistic traditional cultural education inheritance develop in a more comprehensive and extensive direction.

#### **5. Summary and outlook**

Educational institutions were found to be lacking in effective transmission strategies and methods for transmitting traditional culture in the arts. To address this issue, diverse heritage research methods, such as conducting research on teaching practices and case studies, are needed to uncover the essence and inner laws of heritage. Some innovative strategies are then proposed that are applicable to the transmission of traditional arts and culture education. For example, a participatory teaching model can stimulate students' motivation and creative thinking skills, and a diversified curriculum can meet the learning needs of different students. Finally, the diversity and importance of transmission vehicles were discovered. Artistic traditions and cultures have multiple forms of expression and can be passed on through academic seminars, art performances and community activities. The diversity of transmission vehicles can meet the transmission needs of different people and can also promote a wider transmission.

To sum up, art traditional culture education and transmission needs to explore new methods of transmission, innovative thinking and practice, to form a scientific and perfect, diversified transmission system, and to promote the transmission and development of art traditional culture.

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