

Research on the Cultivation Strategy of Students' Innovative Thinking in College Fashion Design Teaching

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Abstract: Clothing design has a certain degree of artistry, the current clothing industry development of an important driving force, after careful design, clothing is not limited to a material product, but with the designer's innovative spirit of the product, can to a certain extent reflect the designer's ideological concept and the emotions to be expressed. In the education of colleges and universities, in order to meet the development needs of the economic market, colleges and universities have carried out the fashion design major, in this process, students need to have innovative design awareness, the cultivation of innovative thinking is an important teaching content of colleges and universities. In the traditional teaching mode, teachers often adopt the teaching method of theoretical knowledge transmission, which to a certain extent has limited students' thinking, and it is difficult for students to fully reflect theoretical knowledge in practice. Therefore, in view of such a teaching situation, teachers need to actively change their teaching concepts, meet the training requirements of market professionals, adopt the teaching principle of combining theoretical knowledge and practice, and help students obtain a broader space for thinking expansion.

Keywords: College clothing design; Innovative thinking; Cultivation strategies

Introduction

In the current stage of education, for the field of clothing design industry, foreign modern clothing design ideas have formed a huge challenge to domestic clothing design, clothing design industry is facing higher design requirements, need to conform to the trend of diversified development, respond to the current trend of internationalization of clothing design, realize the update of teaching mode, and ensure the cultivation of college students' professional comprehensive quality.

1. The current situation of clothing design teaching in colleges and universities

1.1 Insufficient teaching innovation

In the process of teaching, colleges and universities are often affected by traditional teaching concepts, forming a solidification of teaching thinking, and some teachers do not really realize the key role of students' innovative awareness cultivation, and it is difficult to combine teaching with the development trend of the times, which makes the clothing teaching mode lag. The current teaching mode is difficult to promote the formation of students' innovative thinking due to various limitations, so teachers need to adopt diversified teaching methods to create a broader teaching space for students and provide corresponding conditions for the expansion and improvement of their innovative ability. At the current stage, the scale of running schools in colleges and universities is gradually expanding, and relevant teachers need to undertake more heavy teaching work, so the cultivation of students' innovative consciousness cannot be integrated into the teaching process. Although some teachers have made powerful innovations in the teaching mode, they often copy the Western fashion design teaching concept to the hard way, failing to consider the modernization trend of domestic clothing design and the actual development of students, in this process, students are difficult to adapt to such innovative teaching, not only did not achieve the corresponding teaching goals, but also not conducive to the formation of students' sense of self-creation.

1.2 The teaching concept is out of touch with the market

Some colleges and universities in the process of carrying out the fashion design major, still limited to classroom theoretical

teaching, failed to achieve the combination of theoretical and practical teaching and social market economic needs according to the development trend of modernization, so that the current fashion design teaching and the market formed a disjointed state, the overall design concept of students is too old, in such a teaching environment, colleges and universities are difficult to cultivate application-oriented talents suitable for the development of market economy, hindering the development of the clothing design industry from the perspective of human resources. From the perspective of teachers' teaching philosophy, teachers fail to actively investigate the development of the modern market, the market is changeable, especially in the field of clothing design, the design concept should follow the development principle of keeping pace with the times, and teachers should also assume corresponding responsibilities to continuously integrate advanced design concepts with teaching classrooms. In the actual course development, the theoretical teaching is combined with the actual situation, so that students can be comprehensively developed in a modern teaching environment and form the ability of self-innovation.

2. The characteristics of innovative thinking of students in college fashion design teaching

In the context of the rapid development of the information age, the current economy and society put forward more extensive requirements for the clothing design industry, in this environment, the relevant clothing design talents not only need to have a high level of theoretical knowledge, but also need to form a relatively perfect clothing design thinking on this basis, and promote the cultivation of comprehensive quality from an overall perspective. From the perspective of cultivating students' innovative thinking, teachers need to first cultivate students' insight into things in daily learning and life, and gradually develop their own unique design ability. In terms of fashion vision, fashion students should have corresponding design inspiration and motivation, continuously improve their aesthetic and appreciation level of clothing design in the process of theoretical guidance and practice, timely discover the fashion trend in the current market economy through their own insight ability, creatively apply popular elements to the overall link of clothing design, and improve the professionalism of clothing design.

3. The way to cultivate innovative thinking for middle school students in college fashion design teaching

3.1 Stimulate students' interest

In the stage of college education, students' learning life has a corresponding degree of freedom, therefore, in this learning stage students' independent learning ability is particularly important, for clothing design teaching, teachers should be clear that life is the source of inspiration, if you want to cultivate students' sense of innovation in this link, first need to pay attention to the improvement of students' observation ability, can use diversified teaching methods to guide students to focus on learning interests. Fashion design courses offered by colleges and universities have certain complexity, and teachers should conduct corresponding integrated analysis of the teaching content at this stage, find the connection between various subjects, and pay attention to the improvement of students' interest in learning. For example, teachers can carry out comprehensive classroom teaching according to the actual development needs of students, in order to improve the three-dimensional sense and picture sense of students' clothing design, teachers can efficiently combine materials and color courses, which can help students make corresponding observations to a certain extent. Students can get inspiration from natural things such as flowers and trees during observation, and integrate them into the clothing design process, so as to better reflect the design elements of nature in the clothing design works. Fashion design needs a certain amount of imagination space, teachers can guide students to connect with real life in teaching, and express their imagination in life in clothing design, which is conducive to shortening the distance between students and creation, and mobilizing students' enthusiasm for independent innovation and learning. In addition, with richer design elements outside the teaching classroom, teachers can recommend students to go deep into modern exhibitions and museums according to teaching needs and students' thinking expansion needs, immersively feel the artistic charm of clothing design, and improve the reserve of clothing elements. It is conducive to improving students' acceptance of theoretical knowledge to a large extent, gradually forming perfect subject ability, achieving the goal of cultivating innovation ability, and laying the foundation for subsequent learning practice ^[1].

3.2 Rational use of information technology

In the context of modern education, teachers should improve the efficiency of the application of information technology, for example, teachers can show students New York Fashion Week, Paris Fashion Week and other videos, mobilize students' senses, enhance their sense of learning experience. In the process of watching relevant videos, students can have a certain understanding of foreign design concepts and get inspiration from the level of innovation awareness. Correspondingly, you can also watch domestic

and international fashion weeks and Shanghai Fashion Week to further understand the fashion trend of clothing at the current stage, clarify the development reality of clothing design at this stage, and actively explore the public's demand for clothing design in modern society. In order to concretize abstract knowledge in front of students, teachers can choose highly competitive clothing design brands at this stage, such as the legend of Gaia, and use multimedia to display the clothing works they design, and teachers and students need to establish an interactive and cooperative relationship to ensure that teachers can clarify students' learning design ideas, so as to find nodes that stimulate their innovation ability. Teachers and students can actively discuss the design principles and elements in the PPT display, and in this process, students can look at the design concept and element problems from multiple angles and get an extension of thinking. In order to increase students' own knowledge reserve and improve their understanding of the innovative elements of modern clothing design, teachers need to guide students to analyze and appreciate accordingly, and clarify the innovative ideas of modern clothing design. Effectively integrate art, fashion and technology^[2].

Conclusion

All in all, in specific practical teaching, teachers should keep pace with the times, combine teaching links with actual market changes, guide students to actively change the concept of learning design development, rely on solid theoretical knowledge and practical skills, and constantly obtain the expansion and extension of thinking. Teachers should clarify the importance of the comprehensive improvement of students' comprehensive ability under the background of quality education, put the cultivation of students' innovative thinking in the key teaching links, promote the economy through education, and continuously meet the needs of market development.

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