

An Analysis of College-enterprise Cooperative Teaching Strategies for College Clothing and Costume Design

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Abstract: College-enterprise cooperative teaching strategies of clothing and costume design in colleges and universities is a kind of new teaching mode, which closely combines enterprises and universities to promote students' practical ability and employ-ability through joint development of courses, practical projects, internship training, etc. Taking the college clothing and costume design major as an example, this paper discusses the role of college-enterprise cooperative teaching strategies in improving students' practical ability and employ-ability, and puts forward corresponding suggestions.

Keywords: College clothing and costume design; College-enterprise cooperation; Teaching strategies

1.Introduction

The Fashion and Costume Design major is a comprehensive discipline that involves art, culture, society and other aspects, and requires students to master various skills and practical experience. However, traditional classroom teaching often struggles to meet the needs of students, and there are large gaps in students' practical ability and employ-ability. In order to solve this problem, colleges and universities began to explore the college-enterprise cooperative teaching model, combining the practical experience of enterprises with the theoretical teaching of colleges and universities to improve students' practical ability and employ-ability. Taking the college clothing and fashion design major as an example, this paper discusses the role of college-enterprise cooperative teaching strategies in improving students' practical ability and employ-ability, and puts forward corresponding suggestions.

2.The significance of college-enterprise cooperative teaching strategy

By working with enterprises, students can gain an in-depth understanding of the development trends and market needs of the industry, understand the latest technologies and trends in the industry, and thus better adapt to career development. In addition, college-enterprise cooperative teaching can also allow students to participate in practical projects and practical training, helping students better understand their career direction and employment prospects. Through college-enterprise cooperative teaching, students can build more contacts and social networks, laying the foundation for future employment and career development. College-enterprise co-teaching can also help students develop teamwork skills and leadership. In practical projects and practical training, students need to work closely with employees, classmates, etc. to complete tasks and projects together, which can give students a better understanding of the importance and methods of teamwork, and improve their teamwork ability and leadership.

College-enterprise cooperative teaching can also promote cooperation between universities and enterprises, and promote the development and innovation of the industry. By cooperating with enterprises, universities can better understand the trends and needs of industry development, adjust curriculum and teaching content, and provide better support for talent training in the industry. At the same time, enterprises can also explore new technologies and market opportunities with universities, promote industry development and innovation, and contribute to social and economic development. Hence, the implementation of the college-enterprise cooperative teaching strategy of college clothing and clothing design can not only promote the improvement of students' practical ability and employ-ability, so that they can better adapt to career development, but also promote the cooperation between universities and enterprises, promote the development and innovation of the industry, and contribute to social and economic development.

3.Analysis of college-enterprise cooperative teaching strategies

3.1 Curriculum development

The first step of college-enterprise cooperative teaching is to jointly develop courses, combining the practical experience of

enterprises and theoretical teaching in colleges and universities to develop courses that meet actual needs. In the college clothing and fashion design major, designers and production managers of enterprises can be invited to serve as guest professors to impart practical experience and skills to students. At the same time, colleges and universities can also refer to the needs of enterprises, adjust curriculum and teaching content, so that students can better adapt to career development. In the college clothing and clothing design major, college-enterprise cooperative teaching can be achieved through the following aspects:

3.1.1 Inviting business professionals as visiting professors

Universities can invite designers, production managers and other professionals to serve as guest professors to impart practical experience and skills to students. These corporate professionals have a wealth of practical experience and practical skills, and can provide students with practical guidance and technical support to help students better understand the development trends and market needs of the industry. At the same time, these professionals can also help students build relationships in the industry and improve their employ-ability.

3.1.2 Adjusting the curriculum and teaching content with reference to the needs of enterprises

Colleges and universities can also adjust curriculum and teaching content with reference to the needs of enterprises, so that students can better adapt to career development. In terms of course design, practical courses can be added, such as model training, clothing production, marketing, etc., so that students can apply what they have learned. In terms of teaching content, it can increase the actual case analysis of enterprises, so that students can better understand the trend of industry development and market demand, improve their practical ability and problem-solving ability, and also increase students' interdisciplinary learning, and introduce the knowledge of other related majors into the major of clothing and fashion design, such as engineering, business management, psychology, etc., so as to cultivate students' comprehensive quality and diversified thinking ability. In addition, universities can also invite enterprise representatives to participate in course design and teaching assessment, so that the needs of enterprises can be more directly integrated into the curriculum, so as to better meet the talent needs of enterprises. Finally, college-enterprise cooperative teaching is an important driving force for the professional development of clothing and clothing design in colleges and universities, which can not only improve students' practical ability and employ-ability, but also promote the development and innovation of the industry. Therefore, colleges and universities should actively promote college-enterprise cooperative teaching, establish closer ties and cooperation with enterprises, and make greater contributions to students' career development and social and economic development.

3.1.3 Providing practical projects and internship opportunities

In the practical project, students can participate in product design, market research, marketing promotion and other activities with enterprises to improve their practical ability and problem-solving ability. During the internship, students can gain an in-depth understanding of the production process, sales mode and management system of the enterprise, increase practical work experience, and prepare for future career development.

3.2 Credit internship

Another important component of college-enterprise cooperative teaching is the practical project, which allows students to participate in actual design, production and sales activities through cooperation with enterprises, so as to improve their practical ability and comprehensive quality. In the fashion and fashion design major, design competitions, practical projects, corporate cooperation and other activities can be carried out, so that students can master various skills and knowledge in practice. Hands-on projects can also facilitate students' connections with businesses, provide more opportunities and resources for their career development, and help companies understand and select outstanding talents.

The implementation of practical projects requires both universities and enterprises to jointly formulate plans, goals and programs, and clarify their respective responsibilities and tasks. Universities can use enterprise resources to provide employment planning and guidance for graduates to ensure the smooth progress of practical projects. Companies, on the other hand, need to provide hands-on venues, equipment and professional guidance to ensure that students have access to real production and sales links. In the development of practical projects, universities and enterprises need to work closely together to continuously optimize the design and implementation of projects and improve the effectiveness and quality of practice. At the same time, it is also necessary to pay attention to students' practical achievements and feedback, make timely adjustments and improvements, and provide students with better practice opportunities and growth space. In short, college-enterprise cooperative teaching is a very effective teaching strategy, which can effectively improve students' practical ability and professional quality, but also contribute to the development and innovation of enterprises, help students

better understand and adapt to the needs of the industry, and also make more contributions to the development of the industry.

3.3 Practical training

Another important part of college-enterprise cooperative teaching is practical training, through cooperation with enterprises, so that students can learn and practice in a real working environment, and gain insight into industrial trends and market demand. In the fashion and fashion design major, you can cooperate with enterprises to carry out summer internships, graduation internships and other activities, so that students can gain more experience and skills in practice, and also provide more opportunities for their employment and enhance their competitiveness.

The development of internship training requires universities and enterprises to sign college-enterprise cooperation agreements to coordinate and plan together, formulate internship plans, goals and programs, and clarify internship tasks and requirements. Universities need to provide students with the necessary guidance and support to ensure that internships can be carried out smoothly, and at the same time, they need to pay attention to students' internships and feedback, and make timely adjustments and improvements. At the end of the training, suitable clothing talents can be provided for enterprises, and enterprises need to provide students with internship venues, equipment and professional guidance to ensure that students can learn and practice in a real working environment, and also need to pay attention to students' internship performance and feedback, and provide them with necessary guidance and support. In the process of internship training, students need to make full use of the opportunity, study and practice carefully, communicate and cooperate closely with enterprise professionals and colleagues, improve their practical ability and comprehensive quality, and also need to pay attention to self-reflection and summary, so as to better cope with the challenges and opportunities of career development. In college-enterprise cooperative teaching, practical training is a very key part, which can enable students to learn and practice in actual work situations, so as to have a deeper understanding of the development of the industry and market demand, and provide more opportunities and resources for their future employment and career development.

4. Conclusion

In summary, college-enterprise cooperative teaching of college clothing and clothing design is a new teaching mode, which can promote the improvement of students' practical ability and employ-ability, and contribute to the development and innovation of the industry. At the same time, when implementing the college-enterprise cooperative teaching strategy, it is necessary to strengthen the connection with enterprises, establish a sound teaching management mechanism, actively promote students' participation in practical projects and practical training and other measures to improve the quality of education and teaching effectiveness.

References

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