

# Construction of art clubs and practical workshops for college students

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**Abstract:** This paper mainly analyzes the nature and mode of college students' art association, explains how to guide the teaching and practice of art design subject by students' own interest, and then studies and analyzes the management and operation mode of practical workshops in colleges and universities. To illustrate how to make students familiar with the social business operation mode and the response to the enterprise management structure in the workshops in colleges and universities to adapt to social practice, and at the same time improve students' professional and social ability. Therefore, this paper mainly discusses how to set up art clubs and practical workshops to lead college students to improve their social cultivation and comprehensive quality as well as sustainable development learning ability.

**Key words:** College students; Art association; Practical workshops

## I. College Student Art Troupe from the perspective of aesthetic education

Nowadays, most of the aesthetic education work in colleges and universities is based on the establishment of art associations, and revolves around the whole process of the construction and management of the comprehensive integration of Lide and Shuren into art associations. The art societies in colleges and universities focus on carrying forward the construction of campus culture, combine the advantages and culture of each school, and integrate the core socialist values with the great Renaissance of the Chinese nation in a deeper level in the continuous progress of absorbing the essence of traditional culture, so as to give full play to the art societies' spiritual civilization to enhance students' personal social consciousness.

### 1. Research on the management structure of college students' art troupes

Under the framework of the current university system, most of the management framework has been formed for college teachers to guide members of the student union or organize students to participate in the free form. In order to improve the social practice and professional ability of students in vocational colleges at undergraduate level, a new management framework and performance system can be considered to manage social organizations.

#### (1) Strengthen the flat organization management

The activities and tasks of art clubs in colleges and universities of aesthetic education are generally based on promoting the brand and image of the school, so as to achieve the public welfare goal of art clubs serving the school and the teachers and students. In the social activities and project tasks which are not carried out with vested interests as the dominant goal, it is necessary to strengthen flat management in spirit guidance and flat reward and punishment system.

The flat management of the art community can use the performance system to screen the members of the student community annually. Under such a management framework, the performance assessment is usually carried out according to the team standard, and the assessment content is the specific implementation degree of the annual work tasks completed by the community. In this way, the teachers in the efficient team are required to design a clear and feasible target management system for the student association organization, and fully evaluate the annual assessment content and members, so that the goals of the association team can be better realized.

#### (2) Implement task-based personnel management

Training students to integrate into the education management system is the basic guarantee for the function and development of the art community. The flat management system mentioned in point 1 above can help the community team to establish a set of effective and keep pace with The Times. The teacher of community management should deeply study and explore the objective law of the flat management of the team, as well as the mechanism for the implementation of community work formed by community members according to the project system and performance appraisal, and how to gradually form a high-quality community management mechanism with increasingly high subjective initiative.

#### (3) Create quality activities

The inheritance of the country's magnificent traditional culture is the great ideal and responsibility of colleges and universities as an extension of government functions to train socialist successors for the society. The essence of our history is the effective deepening of the humanistic spirit, enhancing national confidence and promoting the all-round development of young people

Ways. As the brand representative of the university, the art community should strengthen the interaction between the community activities and other surrounding universities in the design of daily activities, design some professional and artistic activities combined with traditional culture, and create a batch of high-quality activities with core competitiveness. With the participation of art and design students and the guidance of teachers and students, Imperceptibly, excellent art works and activities should be used to enhance the campus and social image of the association, and the influence of the student association in the society should be continuously strengthened, so that all members of the association can fully exercise the improvement of social ability and gain social confidence and self-cultivation.

### 2. Improve the policy to ensure the good education mechanism of art associations

Guided by the fundamental task of cultivating morality and cultivating people, art societies in colleges and universities should cultivate and establish a group of leading social talents with innovative thinking and ability to put ideas into practice in the innovation and invention of cultural quality activities. The new historical position of our country puts forward a new and urgent demand for this fundamental task shouldered by colleges and universities. As teachers of colleges and universities, we should take the education mechanism of colleges and universities and guarantee it with innovative thinking and methods, so that the culture and civilization of colleges and universities can be passed on, and more talents with comprehensive quality and all-round development can be trained for the new era and new pattern of society.

### 3. Implement the guarantee mechanism of the community association system

In order to ensure the healthy development and growth of college art societies, the implementation of community management system is the most important and key method. The establishment of such a system guarantee mechanism can be based on the regulation of the association's development charter and objectives, the formulation of specific organizational framework and recruitment conditions, management plans and forms, and performance appraisal mode to form a set of multi-directional and multi-level community development practice model. First of all, after clarifying the post setting, organizational system and performance assessment standards of guiding teachers, reasonable reward and punishment measures are formulated, and the leading and guiding art associations are included in the accounting mechanism of teachers' hours and workload. The second important part is to formulate a scientific evaluation system for the students recruited into the club, to mobilize the cohesive force within the club as a whole, so as to stimulate the creativity of the teachers and students members of the club.

## II. The construction of practical workshops in vocational colleges at the undergraduate level

### 1. The training mode of art design professional studio in colleges and universities

Art design is a very comprehensive major, which requires students to have a wealth of comprehensive knowledge, but also to pay attention to social hot spots, and effectively screen the occurrence of thinking and thinking, while being able to imagine and innovate unimaginatively and then put into practice. Art design has the two main characteristics of science and service, and the social mission in the new era puts forward the rigid requirements of innovation for this major. Our design products need to meet the premise of artistic uniqueness, but also can achieve practice in line with the objective scientific framework and its supporting theoretical system. The concept of establishing studios in undergraduate vocational colleges originated from the Bauhaus Institute in Germany at the beginning of the 20th century, which opened up the only concept and innovation mode in the field of design education with the form of workshop studio.

However, the development of this model has gradually failed to meet the needs of the new economic era. At this time, teachers in colleges and universities put forward the concept of real project teaching, which can solve this problem. The real project cases shared by social resources are incorporated into the classroom teaching, so that the students are already familiar with the content of the project book, the project requirements and the design assignment book in class, so that all the exercises and learning of the students in class and the design results issued by the students are of social value and significance. Through the teacher's workshop real project practice in colleges and universities, coupled with the model of real project into the classroom, students' works can be used, accepted and recognized under the premise of social project remuneration. Students with excellent design ability can directly enter the teacher's studio and cooperate with enterprises and companies after graduation. The mode of receiving projects in college teachers' studios and putting real projects into classroom teaching is very efficient to help students solve the practical problems of internship opportunities and employment after graduation in the senior year.

### 2. Optimization of talent training mode for art and design studios in colleges and universities

At present, the talent training mode of art design studios in colleges and universities has not been popularized, and to a large extent, it also lacks more cooperation between platforms and resources, such as the lack of actual project docking in classroom operation, the imperfect control of teachers for projects, the insufficient hardware facilities of studios to provide a good simulation working environment, and the shortage of teachers. Colleges and universities need to carry out independent innovation in a timely manner, optimize the development path of talent training mode, and provide more solutions for studio talent training.

#### (1) Build a "company + studio" linkage platform

The university's internal studios and external enterprises in the form of linkage, to achieve the university and enterprises to jointly train targeted talents cooperation platform. First of all, consider the actual project as the main carrier to build a platform for school-enterprise cooperation. After all, the studio is still in the campus of colleges and universities, not a purely commercial studio. Therefore, in terms of talent training, it is necessary to create a good atmosphere for art creation for students in art education, and cultivate students' scientific and cultural literacy as well as ideological and moral comprehensive quality. It is necessary to constantly improve students' artistic understanding ability and exercise them to actively shape a positive personality in art design learning. In this way, full-time teachers are required to be relatively selective in the projects they introduce into the studio, so that students can learn how to inherit the excellent traditional Chinese culture in the field of art design and realize the positive and negative judgment ability of cultural and social trends, so that students can achieve comprehensive accomplishment in the field of art design after they go out into the society. To ensure that art and design products and concepts have a positive impact on promoting the national market and entering the international and overseas markets.

#### (2) Innovate the operating mode of studio teaching

The studio follows the project-guided, teacher-led and student-centered teaching mode, and through cooperation with enterprises,

cultivates students' innovative thinking and practical creative ability in art design. First of all, the teaching method has changed from one-way indoctrination to two-way interaction.

In the project-oriented studio teaching, teachers should actively change the teaching concept and change the interactive teaching mode from infusing teaching to guiding learning. Teachers insist on teaching students according to their aptitude, customize learning plans according to their actual ability, guide students to complete the project as a drive, and constantly enhance the ability of innovation as a goal, give full play to the initiative and enthusiasm of students, through cooperation and inquiry, so that students can truly understand the whole process of art design, and realize the integration and complementarity of theory and practice. Secondly, the assessment method is changed from monistic evaluation to multi-teaching evaluation. The single evaluation of teachers should be changed, and the evaluation mechanism of teacher-student parallel should be introduced. All students should be asked to comment on other students' works as teachers, and teachers should evaluate students' achievements according to their creative level and appreciation level. This practice improves students' ability of artistic identification and promotes mutual improvement through mutual learning, thus perfecting the traditional results-oriented educational evaluation mechanism.

In summary, in the current upsurge of education reform in contemporary colleges and universities, the training of students' vocational ability and project practical ability after graduation is the requirement and expectation of the country for colleges and universities in the new economic era. As a college teacher, we should treat the new teaching requirements in the new era innovatively and dialectically, especially as a teacher of a vocational college at the undergraduate level. In addition, I have accumulated many years of experience in enterprise management and professional project management, and summed up the enterprise management methods and project operation rules. Our responsibility is to sum up a set of methods and schemes that can be innovatively applied to art community management and task implementation in colleges and universities from social practice. At the same time, we consider introducing social practice projects that meet students' practice into college studios to give students enough opportunities to practice, and then summarize and review the practical experience. To further integrate teaching reform into the cooperation process and efficiency improvement of vocational projects, so as to bring good project participation experience to students, and realize the obligation of social service and social responsibility of colleges and universities.

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