

The exploration and practice of integrating curriculum ideology and politics into art education under the strategy of cultural revival -- Take “Pattern Design” course as an example

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Abstract: In non-ideological and political courses, educating people is the need of the development of the new era and the establishment of university knowledge system. This paper aims to integrate the “Pattern Design” course under the visual communication major into the perspective of ideological and political education. Through the exploration and practice of the research basis, teaching integration points, teaching objectives, strategies and other aspects of the ideological and political course of pattern design course, the goal is to cultivate college students to establish the correct three views and improve their cultural literacy, so as to achieve the effect of mutual enhancement and mutual promotion between the ideological and political course and the curriculum. To realize the teaching purpose of attaching equal importance to teaching and educating.

Key words: Curriculum ideology and politics pattern design teaching practice

I. The necessity of integrating ideological and political education into professional curriculum

Under the situation of cultural rejuvenation strategy and training new people to assume the responsibility of national rejuvenation era, college education and personnel training should be close

To carry out in-depth education and practice around the cultural Renaissance, especially for the ideological and political education and values education of college students put forward a clear goal.

Influenced by the diversification of value concepts brought about by information globalization, in the special period when the mainstream value system has not been consolidated, the price of contemporary college students

The value concept is very easy to be influenced by the phenomenon of “exquisite egoism” and excessive pursuit of material enjoyment. In addition, in the era of “fast food culture”, with mobile media gradually replacing paper media, in the context of “picture reading era” and fragmented information reading, people lack the perception and thinking after “reading”, making “reading” lose its essential meaning.

From three dimensions of cognition, emotion and behavior, this paper analyzes the learning situation of students majoring in visual communication, showing that, for example, design works only pay attention to the sense of form and visual stimulation, but lack spiritual connotation, and can not generate emotional resonance; Lack of sense of social responsibility; Learning attitude impetuous and other problems. It reflects that students’ thinking still stays in the surface visual form, without a sense of career mission, etc., which is against the design thinking requirements of “thinking before acting” and “integration of knowledge and action”. Based on this, ideological and political education for college students, guiding them to establish the correct three views, has become the key to college education.

II. Analysis of the research basis and integration point of the integration of pattern design course and ideological and political education

“Pattern Design” is a compulsory course for visual communication design. As a link between basic modeling courses and professional courses, it is an important course to train students to transform from sketchmaking images to design images, to establish design concepts, to cultivate design thinking and to improve innovation and expression ability, and is a key course for students’ aesthetic education.

1. The research foundation of the integration of pattern design course and ideological and political education

(1) Theoretical research basis

The core of pattern design course is to cultivate students’ aesthetic education and aesthetic view, with the purpose of improving students’ aesthetic quality, training students’ thinking mode and expression ability to discover beauty and create beauty.

While appreciating the excellent traditional pattern works, students also have an in-depth understanding of the social politics, life situation, craft technology and people’s thoughts, emotions and spiritual outlook of an era and a nation. These information enable students to understand history, pursue truth and think about culture. In the observation and analysis of traditional Chinese patterns, they also popularize the excellent traditional Chinese culture. Improve the humanistic quality, increase the students’ national pride and cultural self-confidence, effectively encourage students to think and reflect, cultivate lofty sentiments and the sense of responsibility to inherit culture, to carry out education work with professional knowledge as the carrier, and promote the realization of the overall goal of “moral education” in colleges and universities.

In the teaching of pattern design course, it is necessary to give full play to the characteristics of applied disciplines, combine the essence and soul of Chinese traditional culture with aesthetics and the development of The Times, and then carry out creative transformation through design to achieve innovative development.

Practice exploration and research

Ideological and political education includes professional courses ideological and political and ideological courses of two aspects of

the content, is divided into two fields, two disciplines of cultural education, and different categories of professional courses, undertake the training of different entry points, with their own disciplinary characteristics of teaching and education tasks and objectives.

Pattern is a kind of visual art and beauty experience, which conveys some emotional guidance and reflection to people through visual senses. The teaching practice of pattern course pays attention to enlightening the thought-leading value in spreading knowledge, and pays attention to the integration of knowledge point and the general goal of “cultivating morality and people”, so as to achieve teaching and educating people in parallel. We combine typical cases and value education to achieve the goal of cultivating socialist core values, promote the growth of individual ideological realm in learning, and realize the improvement and transformation from knowledge to art, from form to spirit.

2. Analysis of the integration point of pattern design course and ideological and political education

According to the teaching objectives and educational objectives of the course, the integration of the knowledge content of pattern design course and ideological and political education is mainly reflected in the following points:

(1) National pride and patriotic education

The history of the development of Chinese patterns is also a history of the development of Chinese civilization, which is inseparable from the conquest of nature, the improvement of productive forces and social progress. In the teaching practice, especially in the explanation of the origin and development theory of patterns, through the appreciation and analysis of classic decorative patterns and patterns in the past dynasties of China, students can understand the value and significance of the production and existence of decorative patterns and patterns from daily necessities to ritual vessels for festivals and sacrifices, from material life to the spiritual world.

From the Stone Age painted pottery to the Song, Yuan, Ming and Qing dynasties porcelain; From the foreign trade of the Silk Road to the brilliance of Chinese porcelain, which is popular and influences the world, students not only have an overall understanding of the Chinese culture and art to the world, and the impact on world civilization and culture, but also cultivate students' national pride and patriotism, strengthen cultural self-confidence, which is conducive to pooling Chinese strength and carrying forward the Chinese spirit.

(2) Propagating the core values of socialism

The state awards state MEDALS and honorary titles to our heroes and role models. The commendation of heroes and models not only reflects their patriotic spirit and outstanding contributions, but also praises and propagandizes their dedication, sincerity and trustworthiness, simplicity and friendliness, and distinctive character. It is also a vivid representation of the fine spirit of the Chinese nation and core socialist values.

During the awarding ceremony of the National Medal and the National Honorary Title, we saw three MEDALS specially designed for the heroes and models and international friends, namely the Medal of the Republic, the Medal of Friendship and the Medal of the National Honorary Title. Medal is a symbol, meaning, blessing and other abstract concepts tangible embodiment and material form transformation, each medal is the recipient of the effort and spirit of the embodiment and affirmation, from this fresh case, not only teach professional knowledge, but also encourage students in their own study, to carry forward these distinctive character.

(3) Enhance cultural self-confidence, improve humanistic literacy

Each piece of cultural relics has witnessed the cultural confidence and the strength of the country, which is the so-called “culture will not be destroyed, the country will live forever”, so that contemporary college students are firmly confident in their cultural confidence, only a confident civilization can maintain its own characteristics, tolerate various advanced achievements, and create a new brilliance of Chinese national culture.

Through the analysis of typical cultural relics cases, students can not only appreciate the exquisite and ingenious patterns, but also lead the students into the historical era where the cultural relics are, so that they can feel the tune of The Times, the social appearance, the life scene of the people, the production technology, and understand the thoughts and feelings of the ancients and the national spirit. For example, a Jin Ou Yonggu cup is not only a rare emperor's special drinking ritual in the Qing Palace, but also shows the Qing Dynasty emperor's mentality of reviving the ancient ritual - opening the pen ceremony. The four characters of “Jin Ou Yonggu” in the middle of the mouth of the cup imply the permanence of the territory and the regime, and reflect Qianlong's sincere wish for government. Cup foot for the three-legged elephant-head type, take “auspicious” homonym meaning, this cup is also the eternal hope of the long-cherished wish of the country and the people, Haiyan River Qing.

(4) Cultivate the spirit of artisans and develop the professional quality of inheritance and innovation

In today's fast-paced social environment, emphasis on speed and results, making people impatient, the so-called “haste makes waste”, “do a person in advance, a person first moral”. Through the story of “craftsmen”, students can experience the persistence and perseverance behind their achievements, so as to correct their working mentality and firmly love the belief of this major. The craftsman is the ultimate focus on a job; And ingenuity is to witness the soul of the work, precipitate the values of The Times, and is also the driving force for us to withstand loneliness in an impetuous society, which is the precious culture and ideological tradition of our nation. As a designer and communicator, we must adhere to the character of originality, in order to make good use of traditional cultural elements in the design, and use art to tell Chinese culture and Chinese stories.

III. Pattern design curriculum and ideological and political education integrated teaching mechanism construction

1. Construction of curriculum and curriculum mechanism

Under the ideological and political philosophy of the curriculum, the professional course of “Pattern Design” should not exist alone or in isolation. The fundamental purpose of ideological and political education is to educate people. In order to achieve education, it is necessary to strengthen the construction of the overall curriculum mechanism, start from the teaching team, course characteristics and course content, and establish a systematic teaching mechanism with teaching practice, teaching evaluation and other links. To cooperate with the whole school’s ideological and political public basic course, school-based general education course, art public theory course, to carry out a comprehensive and systematic construction and implementation.

Team cooperation is needed to match the integration points of ideological and political elements and teaching contents of pattern courses. The “team” here includes not only the cooperation between teachers of the major, but also teachers of ideological and political majors and teachers of art and design. Through collective lesson preparation and joint teaching and research, teachers of ideological and political majors and teachers of art and design work together to explore the exact and appropriate integration points and teaching and educating cases. Only in this way can we increase the depth and accuracy of ideological and political thinking in the course, so as to improve the persuasion and effectiveness of the course, and also mobilize the enthusiasm of professional teachers for ideological and political thinking in the course and improve their confidence in teaching, which is also the difficulty of carrying out ideological and political thinking in the course of professional courses.

2. The establishment of teaching objectives

Formulate a dual goal model, that is, the curriculum goal of cultivating knowledge ability and the education goal of value shaping. In the appreciation and analysis of traditional patterns, the students popularize the excellent traditional Chinese culture, enhance the humanistic quality, increase the national pride and cultural self-confidence, and transform the Chinese culture and aesthetics through design, so as to promote the sound development of culture. Taking the professional knowledge point as an opportunity and the organic integration of ideological and political elements, through the knowledge goal, ability goal and the idea of “moral cultivation” interpenetration, to achieve the overall goal of all-round education.

3. Analysis of teaching strategies

It is necessary to take students as the center and educate people as the purpose to achieve innovation in teaching practice and evaluation.

The design and practice of teaching links should be based on majors and highlight the characteristics of applied disciplines, strengthen the cognition and understanding of the vividness of professional knowledge, mobilize the enthusiasm and sense of participation of students, and give full play to the advantages of various methods and media to innovate teaching links, so as to improve the teaching effect of ideological and political courses.

The assessment of students’ work and course evaluation are the guarantee and guiding embodiment of course ideological and political teaching. The evaluation of the course work should not only look at the expressiveness and innovation, but also reflect its ideological and cultural characteristics, so the evaluation standard of professional ability and ideological and political mapping have been subdivided and considered. We should also pay attention to the students’ course feedback, in order to improve and move forward in the evaluation summary. The achievement exhibition of curriculum teaching can not only mobilize students’ learning enthusiasm and sense of achievement, but also promote exchanges among peers, and expand the coverage of curriculum ideology and politics, so that the innovation reform of curriculum ideology and politics can be constantly improved and developed.

IV. Concluding Remarks

College students are the disseminators and creators of civilization and culture, and design is a creative creation work that emphasizes the integration of knowledge and action. Only under the guidance of correct values can correct and benign communication be carried out. Pattern design is the most perceptual and intuitive expression of aesthetic education, which plays a vital role in the formation and development of personality base. This paper analyzes the integration of ideological and political education into the teaching of pattern design course, aiming to explore the traditional culture and wisdom of the Chinese nation’s thinking language, so as to demonstrate a primary design system grown from the traditional cultural view, so as to achieve the effect of strengthening and promoting the ideological and political course and “curriculum ideological and political”.

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