

Research on the cultivation of college art design professionals based on the concept of integration of production and education

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Abstract: From the perspective of the new curriculum reform, in order to meet the needs of quality education reform and the changes of the development environment of The Times, colleges and universities need to adjust the objectives and plans of personnel training according to the needs of talents, so as to make personnel training closely match the needs of the talent market. Under the guidance of modern teaching ideas, art and design teachers in colleges and universities can update their teaching concepts and innovative teaching methods with The Times. Among them, they can build efficient classrooms, optimize the top-level design and activate the classroom atmosphere based on the concept of integration of production and education, so that students can actively acquire knowledge and skills. Gradually develop into art and design professionals needed for social development and national construction. In order to achieve this educational goal, art and design professional teachers need to try to integrate theoretical explanation with practical training, so that students can internalize knowledge and accumulate experience in the process of simulated production.

Key words: Integration of production and teaching; Colleges and universities; Art design major; Talent training

Introduction

Under the new situation, with the rapid development of the national economy, all walks of life are constantly upgrading and optimizing, at the same time, a large number of high-quality talents are urgently needed. Therefore, colleges and universities should shoulder the heavy responsibility of providing high-quality and high-skill composite talents for all walks of life. Based on the practical characteristics of art and design majors, it is necessary for teachers to pay more attention to practical teaching, and infiltrate the teaching concept of integration of production and education into teaching aspects such as teaching content selection, teaching method innovation and evaluation mechanism setting. The purpose is to guide students to deepen their understanding and cognition of basic knowledge such as concept definition in practice and training, so that their comprehensive quality can be steadily improved, and lay a solid foundation for their subsequent further study and career selection. Based on the existing experience and theoretical basis, this paper carries out in-depth exploration, analyzes the training requirements for art design professionals under the concept of integration of production and education, and analyzes the existing problems in the current teaching of this major. Finally, it puts forward specific talent training paths based on the concept of integration of production and education, in order to provide reference basis and practical experience for teachers to carry out relevant research.

I. The training concept of application-oriented art design talents with the integration of production and education

With the rapid development of social economy, the demand for art and design talents from all walks of life is increasing. Therefore, colleges and universities should take effective measures to improve the training quality of art and design talents, enhance students' comprehensive literacy and optimize teaching effectiveness. Among them, teachers can introduce the concept of integration of production and education to carry out the cultivation of art and design talents. The concept originates from "cooperative project", that is, the effective integration of actual production and professional teaching. The "industry" refers to the object of art and design education service, including industry, enterprise and industry. Among them, teachers need to promote education and teaching reform based on the needs of art and design talents proposed by the above institutions, so as to build a talent training system integrating production and education and achieve win-win cooperation between universities and enterprises. In view of this, colleges and universities need to adjust their goals and plans according to the development needs of enterprise art design, and carry out teaching activities in accordance with the principle of close connection between theory and practice, so as to realize the effective integration of art design teaching and practical training and cultivate applied art design talents. However, according to the previous achievements in the training of art design talents, it can be seen that teachers do not closely combine theory with practice, and at the same time, the industrial demand and talent training are separated from each other, which ultimately makes talent training unable to meet the needs of social development. Therefore, teachers of art design in colleges and universities need to formulate talent training plans based on the integration of production and education and promote curriculum teaching reform.

II. Analysis of teaching problems of art design major in colleges and universities based on the concept of integration of production and education

1. The curriculum of the major is outdated

At present, the curriculum of art design major in colleges and universities is the same, resulting in the lack of professional characteristics and school-running characteristics of the whole curriculum system, such a traditional curriculum system has been unable to meet the needs of the current social, economic and cultural development. At the same time, in the setting of basic courses, compulsory courses and elective courses, teachers do not make mandatory provisions for students, resulting in students' low emphasis on courses, only

focus on the completion of credits, they are more inclined to theoretical courses, while few people choose design courses, which results in students' thoughts are still limited to traditional classes. Therefore, the teaching effect of the course is affected.

2. Real teaching seriously out of line

The course teaching of art design in colleges and universities mainly includes two parts: theoretical explanation and practical teaching. Under normal circumstances, teachers will explain theoretical knowledge in class, while practical teaching will be completed through practical training bases, off-campus practical training and enterprise internship. Although this teaching mode can improve students' theoretical level and practical skills to a certain extent, from the perspective of professional practice teaching, the practical teaching is seriously out of line and cannot achieve the deep integration of the two. According to the practical survey, some colleges and universities will choose to build school-enterprise cooperation mode to promote the integration of science and practice, but often due to the lack of in-depth cooperation and low enthusiasm for enterprise participation, the cooperation results are not good, unable to fully train students' practical skills, and ultimately not conducive to their subsequent career selection and further study.

3. The teaching method is relatively simple

When recruiting employees, the art and design industry or related enterprises are more inclined to recruit job seekers who understand the job and have practical skills. If they have some interpersonal skills and cooperative exploration ability, as well as innovation awareness and exploration ability, they can get more career choices. However, most colleges and universities have not optimized the talent training plan for art and design majors according to the above recruitment standards and needs. They still carry out teaching activities with the traditional method of teaching or cramming, focusing on the teaching of theoretical knowledge while ignoring practical training. As a result, students lack practical operation ability and cannot apply what they have learned into practice. In the end, it will restrict the development of their professional ability.

III. Based on the concept of integration of production and education, college art design professionals training paths

1. Optimize the construction of curriculum system based on the integration of production and education

The education and teaching activities carried out by colleges and universities have their unique features, which require students to master the basic theoretical knowledge at the same time, but also need to carry out operational skills training, so as to gradually become the application-oriented talents needed by social development and national construction. In this process, school administrators and teachers should establish a sound curriculum system based on the idea of the integration of production and education. First, the content of textbooks should be selected according to the integration of history. When selecting the textbook version, art and design teachers in colleges and universities should choose the textbooks that contain the practical cases and cooperative training projects of enterprises, and at the same time fully listen to the reasonable suggestions of the staff of enterprises. In this way, not only can students have access to new materials, but also can optimize the teaching content, expand the practice methods, on this basis, the construction of the integration of production and education teaching model. Secondly, the proportion of practical teaching should be appropriately increased. Teachers should have a comprehensive understanding of students' interests, hobbies and cognitive level through their classroom performance and after-class feedback, so that they can increase the proportion of practical teaching according to their own ability and potential, so that students can apply the theoretical knowledge they have learned to practical training. In order to promote students' knowledge internalization, skill transfer ability, so as to truly improve the effect of art design production-teaching integration teaching. To be specific, teachers should actively introduce typical cases and design competitions, so that students can lay a solid foundation of knowledge, exercise practical ability and improve their social core competitiveness in the process of participating in practical exercises and competitions.

2. Improve practical teaching conditions based on the integration of production and education

The major of art and design has certain artistic and practical characteristics. Therefore, teachers should put the explanation of theoretical knowledge and practical design training in the same teaching position, so as to make the education of art and design closely connected with the market demand of art and design, and avoid the separation of professional education and talent market. However, there is a big gap between the result of art and design education in colleges and universities and the practical application. Art and design education needs to be closely related to the manufacturing industry, not only focusing on appearance design, but also design application and technology research and development. Based on this realistic demand, teachers should change the traditional didactic teaching, encourage students to participate in highly creative and practical activities, and require them to exercise their comprehensive quality in the process of practical operation and thinking. In order to realize the initial practice of art design courses, colleges and universities should invest more manpower and material resources to improve experimental equipment, strengthen equipment management, and set up professional laboratories or simulated production workshops. At the same time, they should also be equipped with the necessary computer equipment and book resources, so that they can continue to learn more professional knowledge and skills through the Internet search and read books, and finally enrich their knowledge system.

3. Strengthening school-enterprise cooperation based on the integration of production and education

In order to implement the concept of the integration of industry and education, colleges and universities should sign cooperation agreements with enterprises, deepen school-enterprise cooperation, expand the integration of industry and education, and finally create your own teaching model based on this platform. According to the actual survey, in the process of collaborative teaching between universities and enterprises, the two sides lack of communication and interaction, have not established a scientific and reasonable education system, and have

not jointly formulated goals and programs, which eventually lead to great differences in personnel training. In order to effectively improve this kind of education situation, colleges and universities should jointly build practice bases with enterprises, reconstruct education models, and run school-enterprise cooperation through the whole teaching process of majors, so as to integrate teaching resources and improve teaching effects. For example, colleges and universities can encourage teachers to carry out theoretical teaching and practical training, and at the same time, they should also allow technical personnel and front-line staff of enterprises to assist and cooperate, promote the organic combination of theoretical and practical teaching, and effectively make up for the lack of practical experience of teachers in colleges and universities. In the teaching process, some professional teachers and engineers can also be invited to the school to give lectures, and pass on their practical work experience and practical operation skills to students and teachers. Schools should also work with the technical personnel of enterprises to screen the version of textbooks and compile the school curriculum, so that the content of textbooks can meet the needs of actual development.

4. Strengthen the construction of teaching staff based on the integration of production and education

College leaders and teachers should be fully aware that teachers' professional ability, practical experience and teaching skills play a crucial role in the overall effectiveness of production-education integration. To this end, teachers should not only build a professional knowledge system, but also enrich practical experience. Based on this background, college leaders need to take active and effective measures to continuously improve the comprehensive quality of professional teachers. For one thing, colleges and universities can organize teachers to participate in professional teacher exchange meetings or project studies, so that teachers can communicate with each other, so as to ensure that each teacher can reach an agreement on the teaching objectives and core contents of art design. In order to improve their professional quality. Second, colleges and universities should strengthen the training of teachers, through systematic and professional training of teachers, so as to improve their professional level and ensure that they continue to improve their education level under the premise of having practical work experience. In addition, the university can also invite some excellent enterprise technical personnel and management personnel to the school to give speeches, the knowledge and practice will be linked together, and finally can ensure the success of professional personnel training, so as to promote the economic development of the region. Third, teachers should also form a sense of lifelong learning, be able to actively rely on the network platform to obtain advanced technology, advanced ideas, and explore appropriate opportunities and practice paths into classroom teaching, and finally can constantly improve their professional ability and promote their professional development.

Statements:

All in all, with the further implementation of quality education, colleges and universities should effectively promote the reform of integrating production and education in art and design majors. Teachers of art and design majors can take measures to optimize the construction of curriculum system, improve practical teaching conditions, strengthen school-enterprise cooperation, and strengthen the construction of teachers' teams based on the concept of integrating production and education to implement this educational goal. In the end, it can cultivate high-quality art and design talents for social development and national construction, and at the same time, it can also promote the process of college education reform.

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