

# The application of traditional cultural elements in the practical teaching of art design professional courses

*Kai Guo\**, *Xiaoyu Shi*

Guangdong Technology College, Zhaoqing 526100, China

**Abstract:** Chinese traditional culture contains rich content. Inheriting traditional culture not only meets the needs of The Times, but also the mission of art design education. Based on the standardization and pattern of product design, people put forward higher requirements for art design. In order to improve students' aesthetic ability of work design, colleges and universities can integrate traditional cultural elements to improve professional teaching effect. Starting from the major of art design, this paper analyzes the application of traditional cultural elements in art design, and puts forward specific practical strategies to optimize teaching activities.

**Key words:** Traditional culture; Art design; Practical teaching

## Introduction:

With the continuous development of social economy, the cultural pattern is becoming more and more diversified, the traditional culture has been impacted, the living space has been compressed, and the actual cultural inheritance is facing severe challenges. In the current era, the inheritance of traditional culture has attracted wide attention from all walks of life. By inheriting traditional Chinese culture, it can inject vitality into the great rejuvenation of the Chinese nation and the realization of the "two centenary goals". Among them, the major of art and design can tell about traditional Chinese culture, and guide students to improve their cultural consciousness and self-confidence.

## I. The application of traditional cultural elements in art design

In the context of globalization, traditional Chinese culture has received more attention because of its profound cultural deposits and values. From an objective point of view, traditional Chinese culture is not only a kind of national wealth, but also the wealth of the whole world. Based on design and cultural market, it promotes traditional Chinese culture and sets off a wave of Chinese culture around the world, such as "Made in China" and "Made in China" business cards. With people's emphasis on traditional culture, traditional culture is gradually applied to product design, architectural design, garden design and environmental design and other fields, which has a great influence on modern design.

First of all, the elements of traditional Chinese culture can be directly applied to art design. Among them, with the help of traditional cultural connotation and graphics, well-designed works of art can enrich the cultural connotation of artworks and better carry forward traditional culture. For example, the LOGO adopted by China Unicom is a form of unity, which contains rich traditional cultural content, and shows the cultural characteristics of enterprise unity, and also indicates the spirit of employee cooperation and efforts in one direction. Through the combination of corporate culture and modeling, it can flexibly integrate traditional cultural elements, and show symbolic significance, and promote the integration of traditional culture and art design.

Secondly, the traditional cultural elements help to extend the artistic design. Therefore, in art design, it is necessary to strengthen the understanding of the connotation of traditional culture, appropriately extend the depth of traditional cultural elements, and appropriately combine modern art design to promote the sublimation of traditional culture. For example, folk paper-cut, shadow play and New Year picture, etc., this form has strong cultural characteristics, and its art forms are favored by people. In the actual design process, simplification and abstract processing can promote the extension of graphic art and enhance the vitality of art.

Finally, traditional cultural elements can be organically combined with art design. Designers need to master certain traditional cultural concepts, pay attention to the design process, and better tap the connotation of traditional culture. For example, the "Chinese Seal" of Beijing Olympic Games, the classic design is mainly inspired by traditional calligraphy, and integrates Chinese characters, seal cutting and other cultural elements, and adopts modern visual design to show it, highlighting the rich cultural heritage. Especially the "Jing" character, the designer through flexible processing, the integration of Chinese structure and human image, not only to express the meaning of the Chinese character itself, but also to show the emotion of cheering. The above design activities show the application value of traditional cultural elements in artistic design, which comes from the deep understanding of Chinese characters, and also includes the analysis of humanistic thoughts.

## II. The application significance of traditional cultural elements in the practice teaching of art design

The teaching of art design majors focuses on color, graphics and other contents. Only by integrating key elements can the teaching effect be improved. Under the influence of teaching reform, some teachers are easily confused and unable to implement targeted teaching. The integration of traditional cultural elements will help optimize practical teaching and bring different feelings to teachers and students. Through the mining of traditional cultural elements, teachers can better carry out analysis activities, clarify the educational value contained

in traditional culture, optimize professional teaching activities, and ensure the development of practical teaching of art design. At the same time, the integration of traditional cultural elements and professional practice of art design can help students understand cultural knowledge, stimulate their innovative ideas, better inherit traditional culture, and improve teaching effects.

### **III. The application strategy of traditional cultural elements in art design practice teaching**

#### **1. Integrate innovative ideas and adjust practical teaching**

The art and design industry takes innovation as the basis and implements innovative ideas, which helps to improve the effect of art and design. Innovation does not mean negating the traditional culture, but is an innovative measure. Ideology refers to the guide of behavior. In the current era, teachers need to strengthen the understanding of traditional cultural elements, so as to change their own ideas and better carry out practical teaching activities. Moreover, according to the level of professional knowledge, teachers need to improve students' understanding of traditional culture through traditional culture in teaching practice, timely integrate artistic design methods, guide students to flexibly apply traditional culture, and form good artistic design inspiration. For example, when teaching the content of willow armchair, teachers can show the skills of willow armchair, improve students' attention to traditional culture, respect traditional culture, and analyze the connections between willow armchair and life, art aesthetics, etc., so that students can carry out good art design practice on the basis of traditional skills inheritance.

In addition, from the level of colleges and universities, we can strengthen the attention to management innovation, not only need to adjust the management concept, integrate traditional cultural elements, better innovation curriculum resources, improve the effect of education. It can also set a fixed time, organize special activities of art design, constantly update teachers' ideas, form a good sense of activism, form a rich knowledge connotation, share work experience, and inject wisdom into the follow-up work. At the same time, based on the construction of the curriculum system, colleges and universities need to constantly innovate the curriculum, so that teachers can integrate traditional cultural elements into the practice of art design in a timely manner, build good curriculum standards, and find out the teaching strategy in line with the inheritance of traditional culture.

#### **2. Combine the traditional culture to enrich the curriculum structure**

From a macro perspective, in order to better integrate traditional cultural elements into the courses of art and design, teachers need to innovate the curriculum system and add traditional culture sections to match the teaching requirements of art and design. In general, when teachers train professional students, the number of courses is fixed. Adding new courses means deleting some courses and reclassifying teaching courses, which is necessary according to the cultural development, social and professional needs. In the course of art and design, in order to better integrate traditional cultural elements, teachers need to optimize the training of talents according to the situation of the school and the major. In the training of talents for art and design majors, colleges and universities need to combine regional culture, adjust professional teaching, help students understand regional culture, and promote the realization of talent training goals.

In addition, traditional cultural elements include many types, among which intangible cultural heritage is one of the important components, which provides important teaching resources for the curriculum practice of art design major. As the inheritance of intangible cultural heritage has a unique path, it is difficult for teachers to master it in a short time. Based on this, in order to better integrate traditional cultural elements into art design practice courses, colleges and universities can invite non-genetic inheritors to integrate them into curriculum teaching. By inviting non-genetic bearers to the podium, it can help students understand traditional culture and master solid artistic design literacy. Under the above background, teachers need to integrate the characteristics of art design, strengthen cooperation with non-genetic bearers, carry out active exploration, find a good way to transform traditional cultural elements, and ensure the development of practical curriculum construction of art design major. In the teaching of logo design, teachers can integrate text and graphics, and apply cultural symbols to innovate artistic design. In the long development of Chinese characters, rich writing art has gradually formed. In this regard, teachers can add contents such as official script and running script to optimize logo design and enhance the beauty of works. In addition, when teachers explain the package design, they can cleverly integrate the elements of calligraphy. With the help of the shading effect of calligraphy and the black and white elements, the package design can be more lively. It is not difficult to find that the integration of traditional culture and art design teaching can help students create artistic works, improve the charm of works, and better show the characteristics of the Chinese nation.

#### **3. Integrate into traditional culture and optimize practical training**

The development of practical teaching of art and design is conducive to inheriting and carrying forward traditional cultural elements. In this regard, teachers can organize students to participate in practical training in theoretical teaching, master professional knowledge of art and design, and understand traditional cultural knowledge, so as to provide more materials and inspiration for subsequent art and design.

For example, when teachers carry out the training of architectural design, they can go through three steps to optimize the training activities and improve students' comprehensive literacy. In the first step, teachers pay attention to the training activities and guide students to understand the design style, space and shape of local buildings. In the second step, teachers lead students to visit the Folk Museum to deepen their understanding of folk art, architecture, customs and culture. In the practical training, teachers can carry out simultaneous explanation activities, answer students' questions, help them master professional knowledge of art and design, so as to better draw the architectural plan. Thirdly, teachers can choose the appropriate training method according to the actual situation of students from the perspective of students. For example, divide students into reasonable groups, design architectural models, and integrate traditional cultural elements into the design,

including mortise and tenon structures, cornices and other architectural forms. The development of the above practical activities can enable students to carry out better hands-on practice, sublimate the learned knowledge, and form a good professional quality.

#### 4. Pay attention to the classroom organization and reform the evaluation activities

In order to better integrate traditional cultural elements into the classroom, teachers need to pay attention to the classroom organization. In the major of art and design, the teaching effect of art and design can be improved by stimulating students' enthusiasm for participation. Since the major of art design values creativity, the creativity of a single person is limited, and it cannot be separated from team cooperation. Therefore, in the practice of art design, teachers need to cultivate students' teamwork ability. From the perspective of classroom organization, the implementation of group tasks can improve students' enthusiasm for participation. From the perspective of class organization, the development of group tasks can mobilize the participation of students and realize the dynamic exchange of ideas.

In the practice course of art design specialty, the traditional theory assessment adopted by teachers attaches great importance to students' grasp of theoretical knowledge, which is difficult to show students' application of knowledge, and the actual evaluation effect is poor. In this regard, teachers need to start from the major of art and design, apply the method of "theory test + design homework" to evaluate students' professional quality, understand students' professional ability of art and design, and analyze their understanding of traditional cultural elements to improve the effectiveness of evaluation. By optimizing classroom organization activities, it is helpful to enhance students' learning enthusiasm, deepen their understanding of knowledge and improve the effectiveness of teaching.

## IV. Concluding Remarks

To sum up, in order to promote cultural self-confidence in the current era, it is necessary to pay attention to traditional cultural elements, so as to better tell Chinese stories. Among them, in the practice teaching of art design in colleges and universities, the integration of traditional cultural elements has become the mainstream trend and shows the characteristics of art design, which also belongs to the needs of professional development. According to the current teaching practice, the inheritance and development of traditional culture has gradually become the key to art design. Therefore, in the practice teaching of art design, colleges and universities need to integrate traditional culture, carry out organized professional teaching, and improve the effect of education.

## References:

- [1] Yan Du. Ideological and Political Teaching Design and Practice of Art Design Major Course in Higher vocational Colleges from the perspective of traditional culture: A case study of Graphic Design Course [J]. Science and Technology, 2023, (26): 39-42.
- [2] Hui Pan. Research on the Application of Traditional Arts and Crafts in the Teaching of Decorative Arts and Design [C]// Journal of New Curriculum Research. Focus on the New Curriculum Reform to Promote the High-quality Development of Education Collection (4). Guangxi Arts and Crafts School; , 2023: 2.
- [3] Yarong Zhu. Expansion Analysis of Regional Culture in University Environmental Art Design Teaching [C]// New Curriculum Research Magazine. Inquiry on Educational Theory of New Curriculum Reform, vol. 6. Shaanxi Institute of Fashion Engineering; , 2021: 2.
- [4] Qing Xiao, Xuejuan Wang, Yan Wu, et al. Application of local traditional culture and art resources in the Teaching of Design majors [J]. Journal of Anyang Institute of Technology, 2019, 19(05): 106-108.

**Fund Project:** 1.2023YBSK086, Research on the promotion of Creative Product Design Course to the Development of Zhaoqing Cultural Tourism Industry in Guangdong New Liberal Arts Background, Science and Technology Project of Guangdong Institute of Technology.

2.KTJXGG2024103, "World Design History" classroom teaching Reform, Guangdong Institute of Technology Teaching reform Research Project.