

Research on teaching reform of art design major in higher vocational education in the new media era

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Abstract: In the new media era, information is spread faster and more widely. Therefore, the teachers of art design major in higher vocational colleges should adapt to the development of the times, constantly innovate the education model, and promote the development of vocational education to provide a broader development space for students of art design major. In the new media era, college students' art design learning process and creation process rely more on various art design technology software, which requires art design teachers to explore more efficient and reasonable teaching methods based on the development trend of art design. Based on this, this paper analyzes the teaching reform path of art design major in vocational colleges under the background of the new media era, with a view to providing reference for educators.

Keywords: new media era; Higher vocational colleges; Major in art design; reform in education

Introduction

The development of new media has brought great changes to people's daily life and production activities, and has also had a significant impact on art design. As the main position of delivering high-quality talents to the society, higher vocational colleges should adapt to the development of the times, actively respond to the new requirements of the times, constantly optimize the teaching system and teaching methods of art design major, and provide new impetus for the educational reform of higher vocational colleges. With the advent of the new media era, mobile applications are becoming more and more popular. Network information has become the mainstream of society, and science and technology have made unprecedented achievements. Teachers of art design should keep pace with the times, promote the progress of art design teaching, promote the effective combination of professional teaching and new media technology, and carry out in-depth professional teaching reform.

1. Problems in the Teaching of Art Design Major in Higher Vocational Colleges in the New Media Era

1.1 Inadequate ideological and political construction of the curriculum

Curriculum ideological and political education is an important measure to promote curriculum teaching and ideological and political education to go together. However, in the process of practice, the problems of inadequate construction in higher vocational colleges are mainly reflected in the following aspects: first, security. In the process of practice, affected by many factors, higher vocational colleges have not set up implementation rules for ideological and political construction of courses, lack corresponding collaborative education mechanism, and lack support for specific implementation and construction. The second is the curriculum. The ideological and political construction of art and design professional courses is a systematic and complex project, which needs to cover the whole process of art and design talent training, and needs to be coordinated according to the characteristics of the specialty. However, in the actual implementation process, the school lacks the planning of curriculum construction from the perspective of construction, and has not set up a scientific and reasonable teaching system in combination with the ideological and political needs of the curriculum.

1.2 Lack of sufficient practice space

The major of art design has strong practicality, which requires vocational colleges to provide students with sufficient practice platform and space. However, the practical teaching space provided by higher vocational colleges is limited, which is mainly reflected in the following aspects: First, the professional practice space is insufficient. In the work of teaching reform, higher vocational colleges have strengthened the construction of practice space for art design specialty. However, due to the influence of funds, there are unreasonable problems in equipment construction and practice arrangement, such as limited equipment that can be truly applied, imperfect practice design structure, and insufficient base construction, It makes the students of art design major unable to grasp the demand of the society for relevant talents and the development trend of the art design industry in a timely manner. Second, there are few opportunities for practice. Students have fewer opportunities to contact practice and participate in art design. The main reason for this problem is that the school has less contact with industry enterprises, the cooperation is not deep enough, and the latest standards of social posts and enterprise employment cannot be grasped in time. It is difficult to create a good practice environment for students, which is not conducive to the development of students' comprehensive practical ability. With the support of new media technology, the art design industry has been well developed, and the design concept and design technology have been updated and changed rapidly. If there is a problem of information exchange disconnection, it will

not only affect the good development of innovation and entrepreneurship education in schools, but also hinder the career development of students.

1.3 School enterprise cooperation is not deep enough

School enterprise cooperation is an important measure to achieve a win-win situation between schools and enterprises. It is of great significance to apply it to the teaching of art design to promote the development of professional construction. However, in the process of practice, the cooperation between the school and the enterprise is not deep enough, resulting in the school being unable to obtain the latest industry information in a timely manner; The enterprise's insufficient participation in the school's talent training, and its failure to participate in the construction of the talent training system and curriculum resources, is not conducive to the renewal of the school's teaching system, which leads to the failure of the quality of talent training to meet the ideal standard.

2. The Importance of Teaching Reform of Art Design Major in Higher Vocational Education in the New Media Era

2.1 It is conducive to promoting the development of art design education in higher vocational colleges

In the context of the new media era, the art design industry has put forward higher requirements for relevant talents. They are required not only to have solid art design skills, but also to have such qualities as craftsmanship and professionalism. Craftsman spirit is the content that every industry pays more attention to. It not only represents the achievements of highly developed civilization, but also represents the spiritual core of social progress and development. The strategy of Made in China 2025 emphasizes the important value of craftsmanship in vocational education. In this context, art design teachers should pay attention to the craftsman spirit as the guide, reasonably set up teaching, and effectively cultivate students' professional ethics and craftsman spirit in the process of professional skills teaching. As far as the teaching of art design major is concerned, it is not only an inevitable choice for the art design major to achieve good development, but also an important guiding ideology of school education to adhere to the integration of craftsmanship into teaching.

2.2 It is conducive to promoting the all-round development of students majoring in art design

The art design major has a strong comprehensiveness, which requires a high level of students' innovative thinking and practical ability. Most vocational college students have a weak foundation, poor learning initiative, lack the spirit of in-depth exploration of professional knowledge, and do not set a reasonable learning plan based on their own learning status. At present, vocational colleges pay too much attention to the training of professional skills, which does not help students establish a correct attitude towards learning. In the work of teaching reform, teachers should pay attention to setting up diversified teaching, stimulate students' enthusiasm for learning through various means, help students find the correct life goal, guide students to devote themselves to professional learning, and obtain comprehensive ability development. In the context of the new media era, the art design industry is developing rapidly. If vocational college students simply have professional skills and lack the awareness of lifelong learning, they are likely to be unable to keep up with the development of the times. This requires art design teachers to pay attention to cultivating students' cultural heritage, stimulate their internal driving force, and cultivate their good learning attitude to promote their all-round development.

3. Teaching reform path of art design major in higher vocational education in the new media era

3.1 Actively carry out ideological and political education of courses in combination with professional teaching practice

Ideological and political education is an important way to establish students' correct ideas and cultivate students' professional quality and dedication. In this regard, teachers of art design in higher vocational colleges should pay attention to combining professional reality and actively carry out ideological and political education in the curriculum mainly from the following aspects: first, focus on integrating patriotism education. Patriotism is a quality that every art design talent must possess. Teachers should pay attention to the guidance of patriotic education, integrate traditional cultural content into the daily teaching process, so as to enhance students' national self-confidence and let students understand who they are. For example, teachers can introduce intangible cultural heritage skills such as woodcut New Year pictures and black pottery into the classroom, promote the effective combination of traditional handicrafts and art design, enable students to inspire inspiration in the collision between tradition and fashion, design works with more traditional connotation, and let students understand the broad and profound Chinese culture, thus establishing a sense of national pride. In this process, the school should establish deep cooperation with relevant departments of intangible cultural heritage, move the practice class to the intangible heritage inheritance studio, and require relevant professionals to teach skills, so that students can feel the charm of traditional Chinese skills. The second is to focus on value education. Correct values can not only guide students' current learning, but also have a positive impact on their future career and life. When students enter the workplace in the future, their designed posters, handicrafts, etc. will be presented to the public in a variety

of forms, and the values of designers are often permeated in these works, which shows the importance of integrating values education into professional education. In this regard, teachers should pay attention to promoting the education of correct values in teaching, so as to enable students to design positive and positive works. Third, social ethics education. After graduation, students majoring in art and design will become real social workers. They have good social ethics and develop good living habits, so that they can better integrate into the society and fully display themselves. In this regard, teachers should pay attention to the infiltration of social morality awareness education in curriculum teaching. For example, teachers can guide students to get along harmoniously through group activities. Teachers can implement project-based teaching in combination with curriculum content, create a good learning atmosphere in project practice, encourage students to cooperate with each other, and achieve win-win cooperation. In addition, teachers should pay attention to infecting students through teaching by words and deeds, and pay attention to excellence and civility in daily teaching and life, so as to encourage students to develop good living habits.

3.2 Strengthen innovation and entrepreneurship education and create a good practice training platform

Strengthening innovation and entrepreneurship education can not only adapt to the changing needs of the talent market in the new media era, but also help promote the good development of art design. Facing the new requirements of the development of the times, higher vocational colleges should strengthen the training of innovative talents and pay attention to the innovative ability of new media art design talents. First of all, the school should pay attention to setting different courses according to the students' stage development. Teachers should take the market as the guide and industry as the core, and set up targeted innovation and entrepreneurship education courses around students at different stages. For example, for freshmen, teachers should pay attention to tamping students' professional foundation, and focus on explaining professional knowledge; For students who are about to graduate or practice, the proportion of mass entrepreneurship and innovation practice courses should be increased to help students smoothly transition to the workplace environment. Secondly, teachers should pay attention to the implementation of the task of cultivating innovative ability. In the face of the new requirements of the development of the new media era, teachers should attach importance to their ideas and strengthen the cultivation of students' innovative thinking in the process of knowledge teaching. They should not only infiltrate it into the curriculum settings and curriculum content, but also reflect it in the assessment and evaluation standards, so as to promote innovative thinking throughout the whole process of talent training. Finally, the school should focus on building a good practice training platform. Higher vocational colleges should build a practice training base for students majoring in art design, help students find their own innovation and entrepreneurship orientation, constantly improve their own workplace experience through practical participation, form a good professional ability, and provide a practical basis for future innovation and employment. For example, the school can organize activities such as art design entrepreneurship competition and design club with local enterprises to provide students with rich practical opportunities and resources, and solve problems such as students' lack of social experience.

3.3 Embodying the characteristics of vocational education and building a model of industry university research cooperation

School enterprise cooperation is an important way to cultivate high-quality skilled personnel, and also an important guarantee for post placement practice and employment. Higher vocational colleges should pay attention to the characteristics of vocational education, highlight the technicality and practicality of education, guide students to participate in social practice in practice, and achieve good practical results. As students of art design major, designing works that are recognized by the society and can bring good economic benefits can not only verify their comprehensive design ability, but also help them better base themselves on the art design market. In this regard, higher vocational colleges should pay attention to the establishment of cooperation with art design enterprises, including advertising design companies, decoration companies, etc. On this basis, they should establish the corresponding industry university research cooperation model, integrate the real tasks and project cases of enterprises into teaching, and provide students with technical guidance and practical opportunities. In this process, the school and the enterprise jointly set up a teaching group, which mainly includes professional teachers, excellent designers of the enterprise and other members. The group discussed the teaching system settings, teaching content arrangements, etc. The enterprise designers provide industry practice content, and the teachers integrate it into the corresponding curriculum content. The real design project of the enterprise can be completed by the school, so that students can participate in the whole design process under the guidance of the teaching group, and contribute their own innovative ideas to the design of art works. In this process, art design enterprises can apply high-tech and talent advantages to transform advanced technological achievements into real productive forces, obtain students' art design information in the process of participating in talent training, and select the required talents based on their own enterprise characteristics; The school should pay attention to the application of the foreword, information and practical experience provided by the enterprise to carry out in-depth research, and transform them into teaching research results, so as to promote the development of vocational colleges. Through school enterprise cooperation, students can obtain rich practical opportunities, and learn cutting-edge design concepts in practical participation, which is helpful to obtain comprehensive development ability. It can be seen that the industry university research cooperation model can

promote the “three wins” of enterprises, schools and students.

3.4 Strengthen the construction of campus culture and enhance students’ craftsmanship

“Craftsman spirit” is a life belief that the students of art design major in higher vocational colleges must have. The introduction of craftsman spirit into the construction of campus culture can promote the growth of teachers and students. In this regard, the school should strengthen the construction of campus culture, effectively enhance the students’ craftsman spirit, and actively organize campus cultural activities rich in craftsman spirit. For example, schools should pay attention to giving full play to the power of role models, driving the construction of campus spiritual culture with the power of role models, creating a cultural atmosphere with craftsmanship, and cultivating students’ dedication and dedication. For another example, the school can invite relevant practitioners of art and design to hold lectures, promote the craftsmanship spirit with Chinese characteristics, and enhance students’ emotional recognition of the art and design industry. In addition, traditional culture is an important carrier of craftsmanship spirit, which carries the precious spiritual wealth of generations of craftsman masters. The school can invite inheritors of traditional culture and relevant researchers to enter the campus to preach, teach and solve problems, such as inviting inheritors of traditional crafts such as paper-cut and black pottery to enter the campus to explain skills inheritance stories for students, so that students can understand traditional art and culture knowledge and cultivate artistic sentiments at the same time, Can establish the spirit of hard study and dedication. Campus culture is an important platform for cultivating students’ good quality. Craftsman spirit is a necessary ability for new media art design talents. We should integrate craftsmanship spirit into the construction of campus culture, internalize craftsmanship spirit into students’ hearts through environmental conservation, and then promote students’ all-round development.

4. Conclusion

To sum up, with the continuous development of science and technology, new media art creation media and art forms of expression are constantly enriched. Different from traditional media, the comprehensiveness of new media art puts forward higher requirements for practitioners of art design. In this regard, the art design major of higher vocational colleges should focus on adapting to the development of the times, further improving the existing education system, strengthening the innovation of curriculum arrangement and training methods, paying attention to the development of students’ innovation ability and comprehensive quality, cultivating more high-quality and highly skilled talents for the society, and constantly promoting the development of China’s new media art design cause.

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