

# Vocational art design talent training mode based on market orientation

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**Abstract:** under the background of industrial upgrading transformation, market to talented person's demand is higher and higher, it also for higher vocational schools are also put forward higher requirements. In this regard, higher vocational schools should keep pace with the development of The Times, actively optimize and innovate the current mode of talent training, constantly improve the quality of talent training, and then cultivate the industry needs the high quality talent. In this regard, this paper will take art design major as an example, firstly analyze the characteristics of vocational art design talent training under the market-oriented, and then analyze the shortcomings of art design talent training, and then put forward feasible optimization strategies for reference.

**Key words:** market-oriented; Higher vocational colleges; Art design; Talent training

At present, most higher vocational schools still have the problem of emphasizing theory and neglecting practice in teaching, which makes the teaching activities disjointed from the market development. Especially for art and design majors with a relatively high sense of innovation, teachers fail to highlight the characteristics of art and design profession, and still carry out teaching activities based on theoretical knowledge explanation, which can not effectively improve the effect of art and design talent training. Therefore, vocational schools should take the market demand as the guidance, to enhance the students' professional skills as the core, to reform the training mode of art design talent, so as to constantly improve the quality of art design talent training in vocational schools.

## 1. The characteristics of vocational art design talent training under the market-oriented

First of all, they will rely on the market. Market-oriented vocational art design talent training needs to be combined with the actual needs of the art design market development and the characteristics of The Times, in-depth analysis of market requirements for art design talents, full integration and combination with market research feedback, adjustment of art design talent training objectives, curriculum modules and evaluation methods. In a word, in the training process of art design talents in higher vocational colleges, it is necessary to take the market orientation as the core, and make clear the training direction of art design talents, so as to improve the overall quality of talent training.

Secondly, focus on enhancing students' design thinking and ability. According to the professional knowledge, technology and innovative thinking that designers need to master in art design, the talent training mode is optimized and innovated. In this way, by transforming the cultivation mode of art and design talents, students' creative ability and design thinking can be significantly enhanced, and their comprehensive professional level can be significantly improved, so as to cultivate talents that are actually needed by the market and inject inexhaustible impetus for the development of the art market.

Finally, make comprehensive use of educational resources. Under the market-oriented, in order to effectively optimize the training mode of art design talents in higher vocational colleges, it is necessary to integrate new elements into the training mode of talents and keep pace with The Times. Moreover, teachers will also use modern teaching technology to constantly train art design talents in higher vocational colleges, and broaden the speed and channels of industry information collection, realize the comprehensive utilization of all kinds of resources, and then effectively improve the quality of talent training.

## 2. The training status of art design talents in higher vocational colleges under the market-oriented

### (I) Talent training mode to be innovated

At present, the training mode of art and design talents cannot meet the specific needs of the market, so it is urgent to innovate the training mode of talents: first, update the original teaching materials on campus. At present, the content of textbooks in many colleges and universities cannot be effectively integrated with the actual industry, and the textbooks used at the present stage are slightly outdated, which cannot fully meet the development needs of the art design industry. In addition, most of the textbooks used are compiled by teachers based on their own experience, and even young teachers who lack teaching experience will participate in them. From the perspective of teaching content, it is not consistent with the development of the art design industry, and the teaching content is lack of scientific and normative. Secondly, innovate the teaching methods. Restricted by traditional educational concepts, there are still a small number of teachers carrying out talent training activities in the way of irrigation and cramming, which not only fails to highlight students' subjectivity in art design talent training, but also restricts their enthusiasm to participate in talent training activities because they are in a passive state to acquire professional knowledge and skills. It is difficult to ensure that the talent training can achieve the expected effect. In addition, training activities also need to be carried out with the assistance of corresponding technology and equipment. At present, because most teachers attach too much importance to theoretical knowledge, and then ignore the development of practical courses, it is unfavorable to improve the training quality of art design talents in higher vocational colleges.

### (2) Vocational ability does not match the market demand

At present, the demand for talents in the art design industry not only includes the ability to master professional knowledge, but also

requires them to have a more thorough understanding of their own positions. However, at present, there are obvious problems in the training of art design talents in higher vocational colleges, that is, the vocational ability of students does not match the market demand, most students have obvious deviations in the grasp of professional knowledge, and there are also deficiencies in cognition. In addition, most students fail to correctly understand the development trend of the art design market, unable to improve their own ability according to the market demand, so that their knowledge and skill level can not meet the development needs of the art design industry, and then can not cultivate the talent needed by the art design industry, and restricts the improvement of the quality of talent training, is not conducive to the realization of high-quality development of vocational schools.

### 3. Vocational art design talent training strategy based on market orientation

#### (1) Improve the curriculum teaching module, improve the quality of talent training

Under the guidance of the market, teachers should improve the curriculum teaching module according to the market demand, so as to lay a solid foundation for improving the quality of talent training. The details are as follows: First, the general curriculum module, which is mainly for the cultivation of students' basic quality, including the following courses: ideological and political education, English, employment guidance, computer courses; Secondly, vocational and technical course module lays a foundation for efficient teaching of professional courses by consolidating students' professional foundation. It is composed of the following courses: design sketch, Basis of color, basic course of two-dimensional and three-dimensional composition, design drawing and other courses. Moreover, when explaining the knowledge of these courses, teachers can make appropriate adjustments to the teaching content according to the development trend and demand of the market, so that students can gradually transition from professional basic courses to professional courses and improve their learning efficiency; Thirdly, vocational ability course, this module belongs to the focus of art and design talent training activities, is also the most important part of teaching practice, this part of course should take market demand as the core, increase the proportion of skills training hours, such as the introduction of tutorial system, studio system mode, so that real enterprise projects and effect drawing skills courses, computer software courses, etc., integration. And the integration of several courses such as hand-painted performance and creative performance. In this way, teachers can make the training of art design talents in higher vocational colleges more targeted and further improve the quality of talent training by improving the teaching modules of the course.

#### (2) Construct the combination of production, university and research to optimize the teaching model

Whether the training of art design talents in higher vocational colleges can meet the current market demand is the most specific performance, whether the students can solve the problems encountered in the process of work and whether the work is smooth. Therefore, teachers can optimize the teaching evaluation and reflection mechanism for students, regularly ask them about the problems they encounter in the actual work, and invite outstanding graduates back to the school to preach. Through communication with graduates, teachers can improve the talent training plan, so that students can learn the knowledge that is really helpful to employment in training activities. In addition, students must have a variety of professional skills certificates, especially students majoring in art and design, if they do not have the corresponding certificates, their competitiveness will not improve, so teachers also need to set up the training content of professional certificates, to ensure that students can have the relevant certificates during the school. At the same time, in the specific talent training activities, the school can also invite the staff of the enterprise to carry out the market demand and form analysis report for teachers. The vocational skills requirements of the market for graduates are constantly changing with the changes of the economy, and the personnel are at the forefront of the market, so they have a better understanding of the requirements of the market for students, students can also pass the training of the enterprise personnel. To obtain better professional quality and vocational skills, improve the effectiveness of talent training activities, to ensure that students really become in line with the current market demand of outstanding talents.

#### (3) Strengthen the construction of teaching staff and innovate the mode of talent cultivation

The quality of teachers determines the teaching effect and the quality and accomplishment of students. In the face of the current art design industry needs for talents. Vocational schools should strengthen the construction of teaching staff, in order to cultivate professional talents with excellent quality for the industry. In this regard, vocational schools should carry out in-depth research on the employment needs of art design enterprises, and master all aspects of the needs of enterprises for talents. In addition, key teachers will be arranged to study in cooperative enterprises in a planned way, and art design experts or experienced practitioners can also be hired as part-time teachers or skill instructors. Experts, managers and backbone teachers jointly participate in talent training activities, which can ensure that the content of talent training is close to the actual employment needs of enterprises, and teachers' teaching ability can be significantly improved, thus promoting the rapid development of students' professional and technical ability. In addition, higher vocational schools should also recruit talents and introduce professional teachers with high comprehensive quality and excellent professional skills. It is necessary to design and formulate an incentive mechanism with teaching and employment as comprehensive indicators, and reward those who reach the target; Hold teacher professional skill competition and professional knowledge competition regularly to promote the communication among teachers, so as to form a good atmosphere of continuous learning and continuous pursuit of progress, and promote the cultivation of art and design talents to be significantly improved.

#### (4) Strengthen students' professional foundation and innovate teaching evaluation

In the training of art design talents, teachers should clarify the teaching orientation and highlight the professional training of talents. At the same time, it is necessary to focus on cultivating students' innovative consciousness and aesthetic ability, gradually improve their artistic design level, and help them consolidate their own artistic design foundation. At the same time, teachers also need to innovate the

teaching evaluation system in time, so as to make the training of art design talents more targeted. For example, teachers apply the simulated situational teaching method, return the classroom to students, provide students with more independent learning opportunities, highlighting the characteristics of higher vocational schools; Regularly organize employment and study seminars, make full use of school resources, and provide students with more practical opportunities after explaining theoretical knowledge; In addition, in the talent training, teachers can also set up employment case sharing links to promote students to deepen their understanding of professional knowledge and skills of art design, so as to continuously extend the content of art design talent training and improve students' professional level. In this regard, teachers should innovate the scoring system in time, and reflect the content related to market demand in the evaluation system. For example, teaching evaluation can be redefined as testing students' ability to apply art and design, focusing on students' creative ability, logical thinking and ability to flexibly apply art and design knowledge, rather than directly evaluating whether students' answers are correct. In addition, teachers should also focus on examining students' basic knowledge of art design and art design thinking, so as to ensure that the evaluation forms are diversified enough. Finally, teachers should be good at finding students' problems in learning, and help them analyze the causes, so that they can make up for these deficiencies and constantly enhance their comprehensive quality.

### **To conclude:**

In a word, under the market-oriented, vocational schools should improve the current training mode of art and design talents according to the market demand, fully highlight the advantages of market-oriented education, and effectively improve the comprehensive level of students. To this end, higher vocational schools can start from the following links: improve the curriculum teaching module, improve the quality of talent training; Construct the combination of production, study and research to optimize the teaching model; Strengthen the construction of teaching staff and innovate the cultivation mode of talents; Consolidate students' professional foundation and innovate teaching evaluation. In this way, the training mode of art design talents can be effectively optimized, the comprehensive level of students can be significantly improved, and then the high-quality talents truly needed by the art industry can be cultivated, so as to promote the sustainable development of the art design industry.

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