

Research on the Construction Path of Teaching Model of Art Design Major in Universities

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Abstract: College art design major is an important major to cultivate art design talents. In order to cultivate more high-quality art design talents, college art major must form a scientific, perfect and standardized teaching model to fully adapt to the current social demand for art design talents. In this regard, this paper analyzes the necessity of the construction of the teaching model of art design major in colleges and universities, introduces the existing problems in the teaching model of art design major, and finally puts forward the countermeasures for the construction of the teaching model of art design major. Through this study, it can effectively provide new ideas for the teaching of art design major in colleges and universities, and help to improve its teaching level and talent training quality.

1. Introduction

As a major with strong practical nature, the main educational goal of art design major is to cultivate excellent innovative application talents, who should not only have the ability of independent thinking, but also have strong creative ability, and more importantly, have advanced design thinking. With the continuous development of society and economy, people's requirements for art design are becoming higher and higher, which brings higher standards for the talent training of art design in colleges and universities. In order to meet the needs of society, college art design majors must carefully analyze the current requirements of art design development and future trends, adapt to the new requirements of the development of The Times, constantly innovate the teaching model of art design majors, comprehensively improve the teaching quality of art design, and do a good job in talent output[1].

2. The necessity of constructing teaching model of art design specialty in colleges and universities

Due to the continuous improvement of living standards, coupled with the gradual improvement of aesthetic consciousness, people's spiritual and cultural needs have become more personalized and diversified, which puts forward higher requirements for the current art design work. Therefore, in the field of art design to constantly innovate and change, so as to meet the spiritual and cultural needs of modern people. Art and design major is the main front for cultivating art and design talents. However, the talent training objectives and teaching mode of art and design major in many universities are seriously out of line with the social needs, which affects the quality and effect of school education, as well as the future employment and development of students. Facing the development of The Times,

art design majors in colleges and universities must speed up the reconstruction of teaching mode, innovate teaching ideas and teaching methods, so that professional teachers can form a high awareness of the importance of curriculum reform. Through the reconstruction of teaching mode, they can constantly improve the pertinence and directivity of professional curriculum construction, and finally form a perfect and sound curriculum teaching mode[2-3].

3. The problems existing in the teaching of art design specialty in colleges and universities

In the new era, many colleges and universities have implemented a series of reforms for the major of art and design, and achieved certain results. However, there are still some problems that affect the education quality of the major of art and design, which are as follows:

3.1. The curriculum system is not perfect, there is no personalized curriculum

The art design major of some colleges and universities has not formed a special teaching plan, and the whole curriculum planning is lack of strong scientific and feasible, and often apply the teaching plan of other colleges and universities, do not give full consideration to their own characteristics and philosophy of running a school, in the whole curriculum structure is unreasonable. Meanwhile, some highly efficient art design majors lack personalized courses, which not only affects students' employability and survival ability, but also fails to fully meet the development needs of The Times[4].

3.2. The importance of artistic design practice is not properly recognized

Compared with other disciplines, the major of art design has strong practicality, among which advertising art design, fashion art design, environmental art design and other majors have put forward high requirements for students' practical ability. In specific teaching, on the one hand, we should pay attention to the cultivation of students' theoretical literacy and improve their level of theoretical knowledge, and on the other hand, we should improve their operational ability. Only in this way can we better meet the needs of modern society for art design talents. However, art design majors in some colleges and universities do not correctly recognize the important role of art design practice. As a result, students' practical operation ability is poor and they cannot apply their theoretical knowledge to practice after employment[5].

3.3. The construction of teaching staff lags behind

Nowadays, with the continuous development of Internet technology, the Internet not only expands students' vision effectively, but also provides students with more learning resources. In this case, teachers and students have access to the same resources, which puts forward higher requirements for teachers' teaching ability and teaching literacy. However, the construction of art teaching staff in colleges and universities is relatively backward. Some teachers are backward in teaching concept and lack of strong practical teaching ability, which greatly affects the teaching effect of art design.

4. The construction countermeasure of teaching mode of art design specialty

4.1. We will strengthen the construction of teaching staff

It is necessary to integrate and optimize the current team of art design teachers through communication and cooperation, further study, temporary training and other methods, so as to ensure the reasonable allocation of teachers as far as possible. It is necessary to vigorously introduce enterprise managers with rich practical experience and work pioneers as special teachers of the school

to enrich the team of teachers and improve their practical operation ability.

4.2. Make clear the core theme of teaching model construction

In the process of constructing the teaching model of art design major, it is necessary to carefully analyze the teaching tasks and training objectives of art design major, and finally define the core theme of the construction of teaching model, which is as follows:

First, the problem-oriented curriculum teaching model: In the teaching of art design in colleges and universities, it is necessary to attach importance to students' ability to solve practical problems, so that students can constantly discover and explore problems and solve problems independently in the process of learning professional courses. Only in this way can they improve their theoretical knowledge level, improve their problem-solving ability, and further improve their ability of independent research and innovation. For example, when teaching visual communication design, students are faced with the problem of transferring commodity information to customers quickly and accurately; In the course of fashion design teaching, students are faced with the problem of designing comfortable, beautiful and fashionable clothes; In the course of environmental art design, students are faced with the problem of creating a beautiful space environment[6-7]. See Table 1 for details.

Table 1: Practical problems that students of different majors need to solve

Major	Real problems that need to be solved
Visual Communication Design	How to use information technology and visual communication design concept, the product information quickly and accurately delivered to customers
Fashion Design	How to design comfortable, beautiful and fashionable clothes through advanced design concepts and reasonable application and cutting of clothing materials to fully meet the wearing needs of different groups
Environmental Art Design	Based on the concept of green design, livable concept and the concept of harmonious coexistence between man and nature, and on the basis of giving full consideration to the needs of customers, we create a beautiful space environment to meet the needs of customers in living, working, studying, living and other aspects

Secondly, break the boundaries of professional science of design: In the traditional course teaching of art design, the teaching is usually carried out from a single course. However, in real life, it is often necessary to comprehensively apply the knowledge of various disciplines in artistic design, so as to form a practical and effective design scheme. Therefore, in the teaching of art design, it is necessary to attach great importance to the overall view of students' design thinking, so that students can realize the organic combination of logical thinking and image thinking, as well as the organic combination of art and design in the process of art design.

Finally, project-based teaching should be carried out to emphasize the research and innovation of courses: the Internet era has had a huge impact on the field of education. Students can not only learn and receive all kinds of knowledge, but also create and share all kinds of knowledge. The implementation of project-based teaching in college art design majors can effectively cultivate students' innovative consciousness, innovative thinking and innovative ability. In specific course teaching, students can be organized to study in the form of practical projects, and at the same time, students can be guided to carry out independent exploration, providing more time and space for free exploration to students, so that students can constantly feel the charm of innovation and creation in the process of exploration, and effectively transform various design ideas from a realistic perspective. To make it a product that can solve real problems. Project-based teaching can optimize the structure of art design curriculum, and allow students to organically combine learning, research and creation, and eventually become a virtuous circle, comprehensively improve students' creative ability[8]. See

Figure 1.

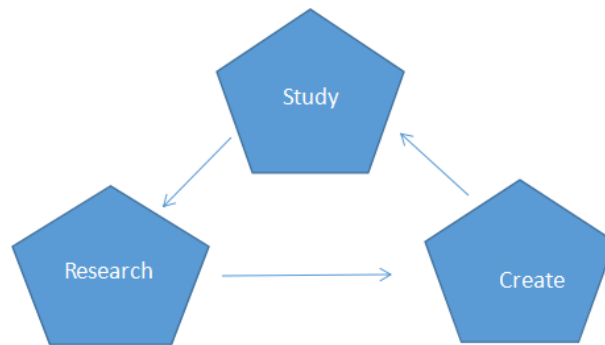


Figure 1: Interactive mechanisms of learning, research, and creation

4.3. Build a mixed teaching model that combines online and offline organically

In order to better meet the learning needs of students, the teaching of art design in colleges and universities must be organically combined with online and offline mixed teaching, so as to build a good learning environment, make full use of the advantages of the Internet, and provide students with an integrated research and innovation environment. In offline teaching, teachers should fully respect the principal position of students, organize students to conduct independent exploration, and give full play to their own guiding role to provide on-site guidance to students. In online teaching, teachers should organize students to learn through various online learning platforms or online apps. They can also discuss various design project problems with other students on the online learning platform, or exchange their learning experiences. They can also publish their own design works or project works on the online teaching platform, so as to communicate and interact with others, and learn from each other[9].

4.4. The construction of studio teaching mode

In the traditional teaching of art and design courses, teachers mostly teach and indoctrinate students with various knowledge, but do not pay attention to the cultivation of students' practical ability, and students can only passively learn, so the overall classroom teaching effect is not ideal. In order to better cultivate students' practical ability, the studio teaching mode can be applied in the art design courses of colleges and universities. Corresponding studios should be set up reasonably according to different art design majors, including costume art design studios, visual communication art studios and environmental art design studios. In the studio, curriculum theory teaching, market research, practical teaching and project training teaching are carried out, which effectively ensures the authenticity and practicality of art design teaching. In the specific teaching process, the teachers of the studio should guide the students to participate in the whole process of product design and development. In this way, on the one hand, students can deepen their understanding of professional knowledge and theoretical knowledge, on the other hand, they can improve their practical ability and ensure the consistency of theory and practice[10].

5. Conclusion

In the face of the new situation of social development, college art design majors must constantly innovate the teaching mode, based on the needs of social development and industrial development trend, reasonably adjust the teaching mode, adapt to the current field of art design talent requirements and new standards, cultivate more high-quality art design talent.

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