

The Coupled and Coordinated Development of Public Aesthetic Literacy Cultivation and Art Design

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Abstract: In order to construct modern citizens' aesthetic attitude towards life and achieve happiness, design culture, as an important aesthetic carrier in contemporary society, plays a significant role in promoting citizens' aesthetic literacy. The author takes city A as the object, and based on the construction of a coupling and coordination model between cultural and artistic talent cultivation and regional cultural industry development, designs cultural institutions, cultural activities, and cultural venues in the process of mutual interaction between culture and industry. These new models have made contributions to the development of urban design and cultural industry, and have also played an important role in allowing residents to experience the beauty of design art. The formation of this design cultural ecology is of great significance for comprehensively improving public aesthetic literacy.

1. Introduction

The cultural industry is an important component of national economic and social development. Developing the cultural industry is an important driving force for cultivating new drivers of economic development, promoting economic and social transformation and upgrading, and promoting innovation and entrepreneurship^[1-2]. "The 14th Five Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of the Vision and Objectives for 2035" clearly proposes to build a cultural power by 2035. The construction of talent teams in the cultural industry is an important fundamental guarantee factor for promoting the prosperity and development of the cultural industry, while talent shortage is currently an important bottleneck affecting the development of the cultural industry in various regions of China. From the perspective of the employment positions and nature of talents in the cultural industry, they can be roughly divided into four categories: Research posts (innovation and creativity), technical posts (development and implementation), management posts (marketing management), and application posts (application skills). As human society enters the era of consumption, every individual is trapped in the wave of consumption, and visual advertising and a wide variety of goods are constantly striking people's eyes, while bringing convenience to people, it has also formed a consumption ideology of blind fetishism in contemporary society. The formation of consumption ideology has made utilitarianism and anxiety a spiritual shackle that is difficult to escape in the

survival and development of modern society, abundant material life has not brought people joy and spiritual enjoyment in life. The construction of the human spiritual world requires the beautification of life, the pursuit of beauty is human instinct, and it is also what contemporary people diligently seek in the process of improving the quality of life. Therefore, learning to explore the value and significance behind daily life while facing it and forming an aesthetic attitude towards life is the key for modern citizens to transcend material utility and achieve happiness. It can be said that the aesthetic quality of a city's citizens is an important manifestation of the degree of civilization of a city. While empowering the industry with design, we should give full play to the public aesthetic function of design art, promote integrated development through multiple channels such as design cultural institutions, design cultural activities, and design cultural environments, it provides A citizens with a rich design and cultural feast, enriching their amateur cultural life, while allowing urban residents to gain aesthetic feelings and experiences through subtle influence.

2. Construction of a model for coupling and coordinating the cultivation of cultural and artistic talents with the development of regional cultural industries

Coupling refers to the phenomenon that two (or more) systems affect each other through interaction. The higher the degree of coupling, the better the coordination between systems and the higher the degree of mutual promotion, namely, benign coupling; On the contrary, it is a poor coupling. The coupling coordination degree can further measure the coordination degree of two systems in the development process, and can avoid the high coupling degree phenomenon caused by two low development level subsystems, reflecting the coordinated development state between systems. Based on relevant research, this article constructs a coupled and coordinated evaluation model for cultural and artistic talent cultivation and regional cultural industry development, which can comprehensively reflect the overall status and synergistic effects of the two subsystems to a certain extent ^[3].

2.1 Research methods

Firstly, the entropy weighting method is used to calculate the weight of each indicator, and the specific steps are as follows:

This article establish the evaluation original matrix $X = (x_{ij})_{m \times n}$, after dividing the indicators into positive and negative directions, the range standardization method is used for dimensionless processing. Secondly, we need to calculate the evaluation values of the two subsystems of culture and art talent cultivation and regional cultural industry development. Further calculate the comprehensive evaluation value of the two subsystems. Thirdly, using the coupling degree model in physics for reference, we need to calculate the coupling degree of the two subsystems. Finally, the coupling co scheduling of the two subsystems is calculated. The coupling coordination degree is further divided into 10 levels, as shown in Table 1.

Table 1: Classification criteria for coupling and co scheduling levels

Coupled co scheduling	grade		Coupled co scheduling	grade	
	[0.9,1]	coordinate		high quality	[0.4,0.5)
[0.8,0.9)	good		[0.3,0.4)	light	
[0.7,0.8)	secondary		[0.2,0.3)	moderate	
[0.6,0.7)	primary		[0.1,0.2)	serious	
[0.5,0.6)	reluctantly		[0,0.1)	extreme	

2.2 Indicator system and data sources

Following the principles of scientificity, systematism, and representativeness, taking into account factors such as the availability of data, and combining theories related to vocational education and economics, 17 indicators are selected to construct a comprehensive evaluation index system for the cultivation of cultural and artistic talents and the development of the cultural industry, as shown in Table 2, all indicators are positive indicators. The culture and art talent cultivation subsystem selects seven indicators from three aspects: quantity, structure, and quality. The regional cultural industry development subsystem selects 10 indicators from the economic and social benefits of the cultural industry. Among the economic benefits, "input-output ratio=business income of cultural industry enterprises/local general public budget cultural sports and media expenditure", "capital profit and tax ratio=total profit and tax amount of cultural industry enterprises/total assets", "labor productivity=business income practitioners of cultural industry enterprises", and "operating profit ratio=total profit amount of cultural industry enterprises/business income"; In social benefits, the "number of publications per capita" and "library circulation rate" are calculated by dividing the quantitative indicators such as "number of publications" and "total circulation times of the library" by "total population at the end of the year in the region"^[4].

Table 2: Comprehensive evaluation index system and weight of cultural and art talent cultivation and cultural industry development

system		index	weight
Culture and Art Talent Training S	quantity	Number of cultural and art graduates	0.167
		Recruits of Culture and Arts	0.122
		Number of students majoring in culture and art	0.162
	structure	Number of cultural and art graduates Total number of graduates	0.110
		Recruits of Culture and Arts 1 Total Enrollment	0.147
		Number of students in culture and arts/total number of students in school	0.181
	mass	Proportion of cultural and art graduates who have obtained vocational qualification certificates	0.111
Cultural Industry Development E	economic benefits	Input-output ratio	0.124
		ratio of profits and taxes on funds	0.097
		labour productivity	0.093
		Operating profit margin	0.079
	social results	Number of publications per capita	0.092
		Library circulation rate	0.097
		Museum visit rate	0.120
		Viewing rate of literary and artistic activities	0.100
		Training rate of training class	0.084
		Visiting rate of exhibitions held	0.114

3. Various design and cultural institutions are the main force of public aesthetic literacy education in City A

In 2003, a city was designated by the central government as one of the nine comprehensive pilot areas for cultural system reform. The municipal party committee and government vigorously implemented the "cultural city" strategy and began to establish a public cultural service system that is public welfare, basic, fair, and convenient. During this process, measures were taken to expand the social education function of the original art museum, build new institutions, and continuously enrich and improve public aesthetic education channels. As the "City of Design", City A has formed a public education platform built by different types of public welfare social institutions around creative design art, including City A Urban Design Promotion Center, City A Contemporary Art and Urban Planning Museum, Design Interconnection, China Art Museum, Guan Shanyue Art Museum,

these institutions establish links with the public through various activities to encourage public participation, it has played a significant role in popularizing design concepts and knowledge, promoting public artistic accomplishment, and stimulating public creativity^[5]. Among them, the Urban Design Promotion Center of City A takes "encouraging public participatory urban design" as its work function, attaches importance to the role of the public in relevant work processes and activity design, and guides the public to participate together, through activities such as cool tea parties, design&life, master forums, and design forums, a communication platform between different groups such as design institutions, design celebrities, designers, students, and citizens is established in different levels and categories to build a dialogue space between professionals and the general public. Since its establishment, design Interconnect has been defined as a "public institution that takes serving society as its responsibility". Whether in the selection of exhibition content or the design of public education projects, it must balance academic and universality, connect cutting-edge design with people's daily lives, and evoke the widest resonance of the audience. For example, as the opening exhibition of the main exhibition hall, the "Digital Dimension" exhibition focuses on the latest developments in the field of digital design, translating the narrative theme of the exhibition into social reality, exploring how the current digital wave affects our way of thinking, interpersonal relationships, and society, and meticulously create an immersive digital design space, allowing visitors to participate in creative activities in a specially designed interactive area, strive to provide high-level exhibitions that combine academic value and participation experience for audiences of different ages and educational backgrounds. In its public education projects, it uses its ample public space to carry out diverse activities such as seminars, performances and screenings, international forums, volunteer development plan workshops, design experience classes, exhibition guides, and so on, through a series of multi-level public education projects, the public can participate, understand, appreciate, and learn the art of design in a unique cultural experience, create a unique cultural life stage for citizens. In addition, the Contemporary Art and Urban Planning Museum of City A, the Chinese Art Museum, and the Guan Shanyue Art Museum serve the cultural development direction of City A, design art has always been regarded as an important academic orientation, promoting cultural exchange of design creativity through regular activities such as design exhibitions and public lectures, and becoming an important cultural institution for citizens to recognize design concepts and experience the charm of design art^[6-7].

4. Creative design cultural activities are increasingly branded, becoming an important window for A-citizens to share design art

As the "City of Design", over the years, a City has gradually developed multiple cultural brand projects around creative design and art, such as the China (A City) International Cultural Industry Expo, Creative December, Shenzhen Hong Kong Design Biennale, A City Design Week, a City Fashion Week, etc. These projects have greatly promoted the development of the cultural and creative industry in City A and the construction of the "City of Design". On the one hand, they have provided a window and opportunity for the citizens of City A to fully understand and participate in the creative design industry. On the other hand, they have also cultivated the aesthetic emotions of the people and stimulated their creative passion. Take the Creative December event as an example, the event, founded in 2005, has been developing for 15 years now. In order to widely share the creative culture, Creative December always regards public welfare and broad participation of citizens as an important development goal in the design of various activities, through various civic creative competitions, public welfare exhibitions and performances, parent-child activities, art festivals, etc., the creative design culture is widely recognized and shared by the public, and infinite creativity is generated. As a brand event for City A to promote the overall development of the design industry and enhance the international influence of the city, while holding various design

exhibition and exchange activities, we always emphasize the interrelationship and influence between design and industrial design and society. The first A City Design Week attracted over 100000 visitors through 45 design activities held in 16 cultural and creative venues throughout the city, while promoting display and communication, it has achieved the public education function of design culture, allowing design to truly integrate into the lives of citizens. The Shenzhen Hong Kong Design Twin Cities Exhibition is based on the exhibition hall style exhibition, the exhibition area will be expanded to places for daily leisure and entertainment of citizens such as Happy Coast, Qianhai, OCT LOFT, and Dalang Fashion Creative City, in the diversified form of exhibition+public activities, provide citizens with exciting activities such as workshops, forums, creative park tours, customized products, and exclusive offers, attracting nearly one million citizens to participate. During the "Design Innovation Journey" activity of the first Shenzhen Hong Kong Design Biennale, designers led the masses to visit relevant exhibitions, and the participants further understood the design concepts of each part and the connection between the designers' work and daily life through communication with the designers themselves; In the "DIY Furniture Design Workshop" activity, professional designers and design students lead children to design their own furniture using simple materials, allowing them to learn how to use simple shapes to construct a piece of furniture, understand the structure, materials, and design and production methods, and experience the joy of design and creation; During the "Design Fair" event, design entrepreneurs from both locations displayed and sold their design works at T Street, North District, OCT Creative Culture Park, while appreciating designers' original works, citizens can also communicate directly with designers, providing an excellent opportunity to listen to design ideas.

5. The diverse design cultural environment makes design and artistic beauty a daily life for citizens

Design art is an art category closely related to people's lives, which exists in every corner of people's lives, as a young city, faced with the upgrading and transformation of early old factory buildings and neighborhoods, a large number of new commercial centers are constantly emerging, these architectural forms form the daily life of citizens. As the creative design culture becomes increasingly popular, utilizing and displaying the artistic beauty of design has become an important consideration in the development and construction of these new and old buildings^[8]. During the construction process of over 10 years, A City has gradually formed a new model of commerce+design art culture characterized by creative industrial parks, shopping malls, museums, etc., allowing citizens to experience the beauty of design and art in their daily consumption life. The OCT Creative Culture Park was transformed from an old factory building, during the upgrading and reconstruction, the OCT (OCT Group) Contemporary Art Center was built in the park, at the same time, different types of creative industry studios have been introduced, as well as creative and characteristic related industries that serve the life of citizens throughout the park, such as concept restaurants, lounge design, creative retail stores, coffee shops, bookstores, fashion stores, etc, including the famous furniture brand Vitra, the Old Paradise Music Bookstore, which integrates music and humanities and art books, and the Yan Tao, which promotes Zen tea, etc.^[9]; In addition, there are often held art exhibitions, music exhibitions, creative market activities, all this has made OCT Creative Culture Park a creative industry base that integrates "creativity, design, art commerce, and entertainment", attracting a large number of citizens to consider this place as a good place for leisure and entertainment, while resting, citizens can enjoy extremely pleasant visual enjoyment and feel a rich artistic atmosphere. In addition to the OCT Creative Culture Park, there are also Nanhai Yiku, Dalang Fashion Town, these are all successful examples of City A's exploration of linking industry and commerce, design and life in urban upgrading and transformation^[10].

6. Conclusion

With the increasing improvement of people's material lives in modern society, more and more people begin to pursue a rich spiritual and cultural life, hoping to obtain more aesthetic experience in life, however, traditional art forms such as painting and sculpture in the past have always been placed in the "shrine", the excessive interpretation of modern art has instead separated some artistic forms from the essential attribute of "beauty" and created a greater distance from the lives of the people. However, the art of design is completely different, with rich and diverse forms, it is not only an extremely professional art category, but also a daily life that can be seen everywhere in people's lives, this cultural form, which is within reach of people in life, is rich in aesthetic knowledge, it is the best carrier to guide people to establish aesthetic awareness and get rid of consumerism and blind worship, it should play a greater role in meeting people's aesthetic pursuit of life in modern society. To a certain extent, it is necessary to construct a coordinated evaluation model that can comprehensively reflect the overall state and coordination effect of the two subsystems, namely, the coupling of cultural and art talent cultivation and regional cultural industry development. As a "design capital", City A promotes integrated development through multiple channels such as design cultural institutions, design cultural activities, and design cultural environments, it provides citizens with a rich design and cultural feast, allowing them to achieve an overall improvement in aesthetic literacy while gaining aesthetic experience.

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