

Theoretical Research on the Training Mode of Fashion Design Talents Under the Background of Internet +

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Abstract:Theoretical research on the training mode of fashion design talents under the background of Internet + is studied in the paper. Fashion design and engineering majors should integrate production and education with regional clothing enterprises, adopt part-time jobs and mutual employment, and establish a double-qualified teacher team under the scenario of the Internet +. We should promote open interaction of discipline construction and cross-fertilization of talent cultivation. Promote the sharing and optimal integration of resources across departments, disciplines and specialties, and cultivate new liberal arts professionals with interdisciplinary thinking and the ability to solve complex problems. Then, the suggestions are provided and in the future, the applications will be considered.

Keywords: Internet +, theoretical research, training mode, fashion design, talent training, general background

1. INTRODUCTION

In the face of the country's cultural strategy and the high requirements of the current market, there is a problem that colleges and also universities' fashion design majors focus on professional knowledge education and neglect the cultivation of humanistic quality. Traditional culture education lacks systematic systematized, regular and also the institutionalized guidance, and main channel of traditional culture education is the classroom. The main channel for the traditional culture education is the classroom, while the information from other channels is mixed.

According to the review, the core educational focuses of the fashion design talents can be understood from listed aspects.

(1) The principle of the autonomy is to give full play to the subjectivity of students when carrying out practical teaching, actively participate in drawing, model making, cutting and sewing activities, and implement active learning.

(2) In the context of the today's diversified clothing industry system, in view of the weakening of vocational education practice teaching, we should try to introduce enterprise project practice and build a new model for vocational education clothing design application-oriented talents training.

(3) The principle of continuity is to ensure the development of professional activities of the apparel design and engineering continuity and systematization, follow the requirements of gradual progress, follow up the feedback of practical teaching activities, and focus on the improvement of teaching methods to meet the development needs of students.

At present, the graduates majoring in fashion design in my country are usually employed in the branded clothing industry, engaged in market-oriented or ready-to-wear design positions, and these two positions require students to then grasp and understand the market, adjust design concepts according to market demand, design and Modulate clothing style, color and structure. Accordingly, in the figure 1, the fashion design talent issues are presented and in the following sections, the details will be discussed.



Figure. 1 The Fashion Design Talents (Source of Image: <http://www.chinadaily.com.cn/a/201706/08/WS59bbe683a310ded8ac18b024.html>)

2. THE PROPOSED METHODOLOGY

2.1 The Importance of Cultivating Professionals in Fashion Design and Engineering

Under the conditions of the new era, new situation and new technology, the construction of new liberal arts should follow the concept of inclusiveness and intercommunication, build morality and cultivate talents, integrate and innovate talents, cultivate students' humanistic quality across disciplines, and cultivate students' homeland across thinking circles empathy, cultivating students' innovative spirit across the organizational circles. The new mode of the talent cultivation breaks the traditional theoretical-practical fragmentation teaching system, breaks the mismatch between the content of school education and the application of enterprise job skills, it can effectively promote the integration of students' professional theory and practice of the fashion design, guide students' project practice with theory, promote digestion and absorption of professional theory of fashion design with project practice, and transform to practical skills, activate students' creative potential.

Currently, we are facing with the listed challenges.

(1) However, due to influence and limitations of traditional teaching concepts, design teaching in colleges and universities lacks an overall understanding of enterprise practice, and only takes enterprise practice as a supplementary part of theoretical teaching, so that the corresponding enterprise practice content is not involved in the teaching content and teaching system. When students carry out practical teaching in enterprises, they have to learn from scratch, and they have to hone and improve their abilities from a practical point of view. In addition, the time for enterprise practice is limited, which seriously affects the efficiency and quality of the colleges and universities in cultivating fashion design talents.

(2) The reason for this problem is that there is an excessive focus on theoretical education and not much attention on practical education. The reason for this problem is that the focus is too much on theoretical education and not too much on practical education. It is impossible to achieve the purpose of further cultivating and innovating people through practical teaching.

2.2 The Training Mode of Fashion Design Talents under the Background of Internet +

The fashion design and engineering major focuses on then cultivating talents who will adapt to the development of the apparel industry, cultivating talents with humanistic literacy, innovation awareness, and development potential, mastering basic knowledge and the basic theories, and being able to participate in some apparel design, test evaluation, structural technology, and operation management in the apparel field. Colleges and universities should focus on cultivating students' methodological ability, social ability and professional ability on the basis of building a teaching system, so that they can better adapt to the development needs of modern society and market economy.

For fashion design majors, the studio can also then provide a platform for the students' works to be displayed to the public, so that more people can see the excellent works of the students, and also promote the company to a certain extent. In addition, the studio can also provide an equal amount of the internship positions for the fresh graduates every year and establish an internship base to provide students with advice and assistance during the internship. Around the project, students use the professional theory of fashion design to carry out practical activities, and the project practical activities promote students' understanding of professional theory and improve students' ability to use professional theory to guide practice, so as to establish a channel between the theoretical teaching and practical teaching, and build a theoretical basis, and practice integrated teaching system. When we choose the practical teaching mode, we adhere to the integrated teaching method of production, learning and competition, and optimize and perfect the practical teaching system to obtain significant teaching effects.

3. CONCLUSIONS

Theoretical research on the training mode of fashion design talents under the background of the Internet + is studied in the paper. Theoretical teaching and enterprise practice are the key and basis for cultivating applied, compound and practical talents in fashion design. However, in specific practice, it is found that the traditional classroom teaching activities are

difficult to integrate with enterprise practice. Hence, in this paper, the suggestions are provided.

4. REFERENCES

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