

# Research on the Cultivation Model of Applied Art and Design Talents Based on the Integration of Industry and Education

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**Abstract:** The integration of industry and education is the driving force and goal of the development of vocational colleges, the key to solving the structural contradiction of talent demand, and the objective requirement to improve the quality of talent cultivation. At present, there are still problems in the talent cultivation of art and design majors, such as low matching between talent supply and enterprise demand, insufficient close cooperation between schools and enterprises, and a single form of integration between industry and education. Exploring the construction of an applied art and design talent cultivation model, specific measures include establishing a composite teaching team, deepening the construction of professional connotation, highlighting the combination of "Taoism and technology" and "three equal emphasis" in talent cultivation, and achieving "four changes" in teaching reform and curriculum system construction.

**Keywords:** Cultivation Model, Applied Art, Design Talents, Industry and Education

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## 1. INTRODUCTION

The integration of industry and education is a powerful guarantee for higher vocational education to cultivate talents, assist regional economic development, and promote industrial upgrading. The new vocational education law implemented on May 1, 2023, clearly states that "vocational schools and vocational training institutions should focus on the integration of industry and education, and implement school enterprise cooperation in implementing vocational education". Among them, the term "integration of industry and education" has replaced the previous "integration of industry and education" in the vocational education law. Although there is only a one-word difference, it has a deeper meaning. 'Integration' focuses more on surface connections, while 'integration' refers to the deepening of industries and education, forming a new system.

Firstly, the art and design industry serve as a service object and partner for education. Under the educational concept of integration of industry and education, the purpose of education is to provide more applied talents that meet the development requirements of the art and design industry to enterprises, so the art and design industry is the service object of education; At the same time, the integration of industry and education requires enterprises to always pay attention to the talent cultivation process and provide sufficient assistance to schools. From this perspective, the art and design industry are also a partner in education. Secondly, the integration of industry and education shapes professional characteristics and enhances students' professional abilities. Connect with new technologies in the industrial chain and develop school enterprise cooperation courses.

Reform the talent cultivation plan, establish two directions in the field of visual communication design: brand image design and promotion, and cultural creative design, and form new courses such as "innovative design of intangible cultural heritage", "tourism souvenir design", "brand market research", "brand planning", "brand image design", "brand display and promotion", "brand management", "cultural tourism market

research", and "cultural tourism planning creativity" to connect with the cooperative enterprises of the college, develop cultural and creative design and brand promotion, collaborate on the development of school enterprise collaborative courses, jointly cultivate students, and sort out course characteristics and achievements, and publish practical course textbooks. Art and design mainly focus on creativity and design. With the continuous progress of technology, the cultural and creative industry gradually integrates with the Internet and the Internet of Things, and integrates virtual reality technologies such as AR, MR, and VR, enabling product design to develop from two-dimensional visual graphics to interactivity.

The integration of the cultural and creative industry with the new generation of information technology has expanded the demand for technical and skilled talents in the design industry, and the cultural and creative industry has also entered a period of rapid development. The demand for enterprises brought about by industrial upgrading also develops with changes in the market, especially influenced by technological changes and technological updates. Enterprises urgently need composite technical and skilled talents with high aesthetic literacy, able to master new technologies and processes, and meet the needs of the information age. However, the author found through research in multiple vocational colleges that the hardware equipment and teaching content of many schools cannot keep up with market changes, and the software and hardware facilities are severely lagging compared to enterprises, resulting in the quality of talent cultivation in schools unable to meet the employment requirements of enterprise positions. The development characteristics of each art and design industry are different, so under the educational concept of integrating industry and education, it is more conducive for schools to shape their professional characteristics.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The necessity of integrating industry and education in art and design majors

For art and design majors, the integration of industry and education can further demonstrate the perfect combination of "art" and "design", with theory and practice running parallel. Students can take their professional knowledge and skills to the next level. Thirdly, the integration of industry and education is an effective way for schools to cultivate applied art and design talents. With the power of the art and design industry, schools can obtain richer social resources (most importantly, teaching staff and practical training environment), thereby further improving the educational level of the school. Strengthen the guidance of teachers' professional education ideas, attach importance to the training of professional skills from an ideological perspective, and actively participate in the training of professional skills. Encourage teachers to actively participate in the construction of experiments and training rooms, as well as the development of new experiments and training projects. Actively apply for scientific research projects with enterprises, participate in project design, and seek comprehensive graduation practical projects for students from production practice. Implement a "studio system" to provide more teachers with the opportunity to lead students in professional work such as product design and development.

Collaborate with schools and enterprises to carry out horizontal research on folk art intangible cultural heritage projects and self-media projects, and jointly carry out guidance on college student entrepreneurship training programs and research on educational reform topics. Schools, enterprises, industries, etc. jointly plan projects and topics, and implement project-based teaching through the model of order-based training. For example, the School of Art and Design of Guangzhou Panyu Vocational and Technical College, through the model of jointly building core professional groups between schools and enterprises, carries out order-based training for industrial parks, and cooperates with industrial parks including China Leather Industry Cultural and Creative Park, Shenzhen Intelligent Wearable Products Industrial Zone, and Dongguan Digital Products Industrial Zone to jointly educate people. The new products jointly developed by students at this school and enterprises through practical courses have entered the export market. Establish a composite teaching team composed of schools and enterprises. Composite teaching teams have multiple advantages.

School teachers have professional theoretical knowledge, while enterprise trainers have rich work experience. The combination of the two can jointly promote the improvement of students' comprehensive abilities, which is more conducive to cultivating applied art and design talents with equal emphasis on theory and design. Therefore, schools and enterprises should strengthen cooperation and cultivate composite teaching teams. Enterprises should regularly select excellent trainers to give lectures at schools and actively exchange teaching experiences with schoolteachers.

Firstly, talent cultivation should emphasize both theory and practice. Based on the platform of the base, the project as the carrier, and the product as the goal, the enterprise production process is introduced in the teaching process. Student works are planned, developed, and produced completely according to the enterprise's standards, achieving effective integration between works and products. A mechanism for large-scale output and transformation of teaching results is established, so

that art and design education directly serve the industry and industry. We will gradually form a practical experimental teaching model and mechanism in the new system of practical teaching, with scientific and improved aspects from platform, content, management, to evaluation standards.

### 2.2 Reforming teacher training and practical teaching mechanisms

Closely focusing on the integration of industry and education, expand the professional group of "platform courses specialized courses plus practical courses", and achieve professional sharing, school enterprise sharing, and market sharing. Implement online teaching of design basic courses through the platform, establish a resource library, and achieve resource sharing. Conduct product design and development through specialized courses, integrating product development with enterprise needs; Through practical training courses such as on-the-job internships, graduation design internships, and innovation and entrepreneurship practical exercises, students can achieve employment and entrepreneurship. The equal emphasis on theory and practice is the main characteristic of applied art and design talents. Therefore, under the concept of integrated education between industry and education, schools and enterprises should not only cooperate with each other but also have a clear division of labor. The main task of schools is to cultivate students' theoretical knowledge, while the main task of enterprises is to provide students with an excellent practical training environment to enhance their practical abilities.

Implement three 'improvements'. Firstly, the teaching philosophy needs to be improved. Reforming student-centered and results-oriented "studio based" teaching. The reform of practical teaching has shifted from "content oriented" to "student oriented". In traditional teaching, teaching content exists before teaching objectives and occupies a core position; In the context of the integration of industry and education, the "studio system" teaching prioritizes students' expected learning outcomes based on the teaching content, and activities such as project resource development, student management system (credit exchange, rural activities, social practice, labor education, etc.), and tutoring (tutorial system) should be carried out around the expected goals. Taking the school enterprise cooperation base as the platform, the real projects of the enterprise as the carrier, and the goal of designing market recognized products and works, the production line of the enterprise is connected to the specialized courses in the teaching process. According to the marketing, design, and construction processes of the enterprise, corresponding to the real teaching projects, the products and works are effectively connected, completing the transition and transformation from platform courses to specialized courses, enable schools and enterprises to achieve a "win-win" situation.

On the practical course platform, students go to enterprises for graduation projects and on-the-job internships. During the internship, students' graduation project topics should be based on the most popular projects in the market, assisted by enterprise mentors to complete, and ultimately form enterprise achievements. We must deeply implement the people-oriented development concept, actively practice the student-centered teaching philosophy, effectively fulfill our educational responsibilities, and be responsible for the future development of students and the healthy development of the art and design industry.

Secondly, the teaching environment needs to be improved. Further enhance the diversity and artistry of the teaching environment, subtly enhance students' artistic cultivation, and strengthen the teaching of cultural courses. Finally, the teaching content needs improvement. The teaching content should meet the basic requirements of the development of contemporary art and design industry. The school level is composed of the academic affairs office and the teaching supervision group. At the departmental level, the leadership of the college is responsible for the division of labor, with specific coordination by teaching management personnel and participation of enterprise mentors in the evaluation; Pay attention to the work of basic teaching and research rooms and laboratories (studios); With students as the main body, it is ultimately implemented at the level of practical teachers and experimental technicians.

### 3. CONCLUSION

In summary, the educational concept of integration of industry and education not only includes the advantages of traditional university education models, but also incorporates many excellent social resources such as enterprises and groups, greatly expanding the content of art and design education, strengthening the faculty, and cultivating more and better applied art and design talents for society.

### 4. ACKNOWLEDGEMENT

The funding:

History of Uyghur Arts and Crafts National Social Science Foundation Art Project No. 18BG127

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