

# Research on the Teaching Reform Path of Art Design Major in Colleges and Universities Under the Background of the New Era

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**Abstract:** With the continuous development of science and technology, the teaching of modern art design is completely different from the past. Facing the emergence of the new era, big data and the Internet, the teaching methods have changed greatly. This article will start with the teaching reform of art design under the background of the information age, explain the teaching of art design in colleges and universities, and provide reference for the reform of modern art teaching. This paper puts forward a new plan for practical teaching curriculum design and puts forward opinions on the interdisciplinary innovative practical teaching mode, hoping to provide valuable suggestions for staff in related fields, and promote the continuous development of art design professional teaching under the background of my country's new liberal arts.

**Keywords:** Teaching Reform; Art Design Major; New Era

## 1. INTRODUCTION

Education is life, school is society, and teaching should be integrated with life. This is the essence of Tao Xingzhi's educational thought, and it should also be the guiding ideology of teaching workers who are teaching art design in colleges and universities. Modern art design teaching is facing a completely different teaching environment from the past. In this rapidly developing information age, the wide use of the Internet, big data, and information technology in teaching has led to new teaching methods, teaching concepts, and new training directions. It is constantly integrated into the current teaching. Therefore, we should combine the current information-based teaching background to carry out the reform of art design teaching. The following are some reference suggestions that the author wants to provide.

The art design major is a comprehensive practical, applicable and marketable design discipline, which has high requirements for students' professional theoretical knowledge, design ability, drawing ability, software operation skills and other professional knowledge. Familiar with the functions and properties of various materials required for design content and related production or construction techniques. However, as far as the current art and design professional teaching is concerned, many colleges and universities overemphasize the instillation of theoretical knowledge and the beauty of design content when offering related courses, while ignoring the rationality of its production and the coordination and unity of materials. The design lacks applicability and flexibility, which in turn leads to the lack of practical ability of students, and it is difficult to meet the needs of the social market.

In my previous traditional education, most colleges and universities usually arrange students to study basic courses in the first two years and start to carry out some professional courses of art design in the third year, and the content is relatively concentrated. In the course, because there are more content to be learned and the time ratio is relatively longer, most of the students are doing theoretical study and less practice. Some design techniques in art design teaching need to be learned in my past traditional education. Most colleges

and universities usually arrange students to study basic courses in the first two years and start to carry out some art design professional courses in the third year and then the content is relatively concentrated. While learning majors, due to the need to learn a lot of content, the time ratio is relatively long, so most of the students are studying in theory and less in practice.

Some design techniques in art design teaching need to have gone through the study of grades 1 to 2, and the students have almost laid the foundation. Then in the third grade, students should face the integration with society and begin to understand society. For art design professional needs, that is, actual combat exercises. Therefore, for junior students, the school can adopt the method of cooperation with off-campus enterprises to provide students with the opportunity to go out or provide opportunities for practice in the on-campus studio. Through actual project combat, students can conduct actual combat exercises with their counterpart positions. The specific time can be arranged according to the specific situation of the school, but it is necessary to fully ensure that the students have really learned something and gained a good experience in this process. Interdisciplinary innovative practice of art and design majors. Under the background of the new liberal arts, art majors should also fully implement interdisciplinary innovative teaching. Art design majors mainly include visual communication design, digital media design, environmental art design, fashion design and other fields, and there are certain intersections between different fields.

## 2. THE PROPOSED METHODOLOGY

### 2.1 Current situation of art design professional course teaching

The fundamental purpose of art design is to express the connotation of products or art through a series of media means. Style involves many different factors such as material, media, society, technology, art, and business. Therefore, in visual communication design, many different disciplines are involved, fully including knowledge in different fields such as culture, art, science, social psychology, etc., which also reflects the characteristics of interdisciplinary. The purpose of

the design art major in colleges and universities is to cultivate talents with ideas, art design methods and good cultural literacy. In the process of art design teaching, students must have their own ideas and dare to create. In addition to artistic techniques, we must also have our own ideas, which cannot be imprisoned. Most of the students are not very creative. This is related to their usual extracurricular self-study and mastery of basic theoretical knowledge.

In addition, there are some irregularities in teachers' guidance to students, whether in basic courses or professional courses. After the teachers are selected for training, the teachers will be dispatched in a decentralized manner, and the teachers will be assigned to different well-known companies for internships, such as on-the-job internships, or temporary training, etc., so that the teachers can directly learn the business and management models of the enterprises. As well as questions about the bidding process for business establishment, let the teacher learn the preparations for the early stage of starting a business. Interdisciplinarity is a brand-new research thinking, which is of great significance to promote the common development of multiple fields. It requires the integration of disciplines and promotes the close connection between disciplines, thus forming a multi-dimensional art system. Art design has always been based on practice and continues to develop. In the process of practice, the integration of interdisciplinary knowledge can also improve talents' innovative thinking and knowledge transfer and application capabilities. At the same time, we can make full use of the tutor's professional studio as a platform, based on social practice feedback, and relying on horizontal topics, to introduce talents from related industries, integrate interdisciplinary teachers from schools, form a multi-professional talent training team, and explore in the specific practice of the project. training methods and teaching methods. In daily study and life, not only students and teachers are also affected by the pressure of life, work, and other aspects. For teachers, creation and academic research are their main tasks. When they do these two things, some teaching will be affected. For example, after a lot of work, teachers' energy is limited, and they can design art efficiently. The complexity of the teaching content is not only a technical requirement, but also a requirement for the students' humanistic quality and art theory.

In the new media era, the update speed of knowledge is faster than before. Many students cannot notice by themselves. Teachers should let students feel it in a timely manner through some means. It was also mentioned earlier that teachers should lead students to start businesses, but for art and design majors, innovation and entrepreneurship courses do not seem to be carried out, but in fact, innovation and entrepreneurship education should also be carried out for art and design students, so that they also have the relevant knowledge of innovation and entrepreneurship. In other words, we should add innovation and entrepreneurship education content to the existing teaching system, not as a professional course, but as an elective course, allowing students to choose freely, whether to obtain a few credits.

## 2.2 Innovative Exploration of the Practical Teaching Mode of Art Design

With the continuous development of science and technology and the continuous deepening of the industrial revolution, in the teaching process of art and design industries, fully promoting the optimization and integration of teaching content and teaching material system and promoting the cross-integration and development of multiple disciplines has

become an important aspect of teaching reform. The measures are to fully understand the needs of the market, pay attention to the cutting-edge news of the industry, especially pay attention to the integration of science and technology and human culture, and the innovation of cultural products. Fully predict the demand for talents in the industry and use this as a benchmark to arrange and design course content and optimize the structure of talent training. In today's new media era, information is received quickly. We can study and research from various aspects and teachers at various schools. Watching knowledge explanations online has a certain positive effect on the teaching of design majors in art colleges. Online knowledge most of the explanations are the content explained by some famous teachers. Students can watch some courses to absorb the strengths of hundreds of schools. When studying, they can watch and learn repeatedly. Online learning can improve students' knowledge level and vision. It has been opened to a certain extent, and it is also helpful to understand the latest cutting-edge information.

In addition to the points mentioned above, the most important point in the reform of art design teaching under the background of informatization is to strengthen the management of teaching quality and improve the evaluation system of students' learning outcomes. Here, the suggestion I would like to make is to include students' participation in a certain entrepreneurial topic, entrepreneurial project, or practical results in an enterprise into the student's performance evaluation, rather than just using the student's learning situation at school. to measure. Introducing enterprises into the classroom is also a very good evaluation method, which can improve students' enthusiasm for integrating into society and make them dare to face society. That is to say, the method of school + enterprise + society is adopted to evaluate the performance of students, and the specific division of grades is selected according to the situation of each school.

Art and design majors are divided into two parts: theoretical courses and practical courses, both of which are complementary to each other. A doctor without clinical experience, no matter how high a degree and diploma he is equipped with, can hardly complete a simple surgical operation; likewise, a designer with a wealth of theoretical knowledge reserves cannot do it without certain practical ability. Complete the creation of an excellent design product. Therefore, to comprehensively improve students' professional quality, it is not only necessary to educate them in theoretical knowledge, but also to train their practical ability. Practical teaching is the consolidation of students' professional knowledge and the improvement of design thinking. Schools should reasonably allocate the hours of practical courses and theoretical courses according to their own training goals, to meet the individual needs of individual students and the changes in the market's demand for talents. Make dynamic adjustments in time.

The reform of the teaching mode online and offline joint learning has certain practical significance for the art design teaching in the new media era. Teachers should also fully control the application of time in the classroom, ask students more questions and let students carry out thinking and using some new technology to assist your teaching. Questioning is a very important part. It can let students use their brains to think and fully develop their brains and thinking skills. This can also exercise them when encountering difficulties. Solve by yourself and think for yourself. Classroom questions can also fully reflect the students' mastery of classroom knowledge.

Teachers can understand students' learning progress based on the questions answered by students, help students clear up blind spots and obstacles in knowledge, and let them learn knowledge more smoothly.

### 3. CONCLUSION

With the rapid development of information technology, how to use scientific means to improve teaching methods, establish a teaching system that meets the needs of contemporary development and synchronize with the market, integrate teaching with society, improve students' future social adaptability, and synchronize classrooms with the market. Simultaneous development of teaching and enterprise is a problem that art design teachers in colleges and universities need to explore and solve. Organically combine knowledge and practice to promote the construction of first-class disciplines and first-class majors. At the same time, it is necessary to actively carry out school-enterprise cooperation, establish an extracurricular practice base, provide strong support for the development of students' practical activities, and promote the all-round development of students.

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