

# Research on the Construction of the “Craftsmanship” Talent Training Model of Art Design Major in Higher Vocational Colleges

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**Abstract:** With the continuous development of society, the society urgently needs highly-qualified technical personnel, which also puts forward stricter requirements for teaching in vocational colleges. How to cultivate artisans in the future society, to promote the arts and crafts students of higher vocational colleges to inherit traditional skills, and to improve their own innovation consciousness, is a problem that needs to be solved especially in the cultivation of arts and craftsmen's spiritual talents in higher vocational colleges in the new period. This article analyzes the inheritance and development of the craftsmanship spirit, analyzes the positive significance of the craftsmanship spirit in the cultivation of talents in art majors and vocational colleges, and contributes to the innovation of the art design professional talents training model.

## 1. Introduction

With the progress of the times, the spirit of craftsmen has been recognized by more people. The emergence of artisan spirit fully demonstrates the importance attached to the cultivation of art design professionals at this stage, and reflects the educational direction of higher vocational colleges. Fundamentally specify the society's measurement standards for art design professional skill talents, and pave the way for the professional talent savings. How to base on the environment of art design professional talent training, and actively carry out the talent training work according to local conditions, has opened the channel for the continuous supply of talents to the society. It is a focus problem that many high vocational schools need to pay attention to.

## 2. The Inheritance and Development of Modern “Artisan Spirit”

In recent years, the craftsman spirit has become very popular. The so-called craftsmanship is actually to do a good job and be meticulous in your own hands, and handle everything carefully with a rigorous work attitude. Maintaining a good working attitude is the first prerequisite for doing anything, and it is also the basic point. The true craftsman spirit is the fusion of life ideas and values. The craftsmen strive to do every job well, insist on being different, and achieve spine. At present, the reason why our country can develop into a manufacturing country is far from the support of the craftsmanship.

The higher vocational colleges in China are the main positions for training modern craftsmen, and most graduates of higher vocational colleges are the backbone of hard work and prosperity. The craftsman spirit is a rare professional ethics, not only contains the strong respect of multiple craftsmen, but also an irreplaceable code of conduct. The craftsmen carefully check the professional behavior, strive to be meticulous, and achieve professional breakthroughs. With the actual professional environment as the background, if you want to realize the professional dream, you must have the support of technical talents. The key to the cultivation of technical talents' skills and professional qualities is to actively inherit the spirit of craftsmen.

At this stage, most of the art design majors in higher vocational colleges in our country have more or less contradictions, and the actual teaching in higher vocational colleges is not related to the general development trend. For higher vocational colleges that train skilled and applied art professionals, how to find a breakthrough in the fierce reality contradiction, the first task is to reshape the craftsmanship. Doing a good job of learning the theoretical connotation and cultivating

practical experience is a problem that all teachers and staff in higher vocational colleges need to reflect deeply on.

### **3. The Value of “Artisan Spirit” in the Art Design Profession**

At present, the purpose of cultivating talents in most vocational colleges in China is to cultivate skilled talents with strong design ability, obvious process awareness, sufficient production ability and hands-on skills. After all, it is similar to the connotation of the craftsman spirit. The creativity and skill level of the craftsman are concentrated in who squeezes the work. This is not only the crystallization of the craftsman's efforts and wisdom, but also the reproduction of the craftsman's spirit. The spirit of craftsmanship focuses on the pursuit of excellence in producing works, and pays attention to fostering a unique creativity. This is similar to the ultimate goal of the cultivation of art design professionals in higher vocational colleges. It is worth noting that art professionals in vocational colleges are committed to cultivating talents with firm attitudes, and require professionals to apply skilled techniques to actual operations. At present, when the art design professionals apply the spirit of excellence to practice, it is the exact manifestation of the craftsman's spirit. The craftsman spirit pursues creative, practical and developmental talent cultivation. At present, China is still some distance away from the development of a big country. The reason is that China's education system still has serious shortcomings. Most vocational colleges focus on the cultivation of students' skills when they start actual teaching, and seriously ignore the impact on your students' professional ethics and professional ethics. The unbalanced status of vocational education just shows that China's vocational education lacks a perfect system. The existence of the artisan spirit is conducive to truly training students' innovative spirit and sense of responsibility. For this reason, incorporating the craftsmanship into the current higher vocational education can truly improve the professional abilities of students. Facing the country's innovative development trend, the integration of traditional skills and art design is the basic condition for the development and survival of vocational colleges. Cultivating professional talents with craftsmanship can virtually help students to open employment channels, and will be favored by more and more companies, thereby improving the school's talent competitiveness. The combination of the artisan spirit and the art design profession has increased the added value of art in a certain sense, promoted the perfect presentation of art ideas in art design, and finally exerted the value and beauty of art design to promote the improvement of people's aesthetic standards. Based on this, the integration of “artisan spirit” in the cultivation of art design professionals in higher vocational colleges is very in line with the development situation of the international manufacturing industry and has played a great role in promoting the transformation and upgrading of the domestic economy.

### **4. The Countermeasures for Constructing the Talent Training Model of the Art Design Major Based on the “Artisan Spirit”**

#### **4.1 Teaching According to Plan, So That the “Skills of Craftsman” is Deeply Rooted**

For the teaching of art design major in vocational colleges, whether it is the selection of teaching materials, or the arrangement of teaching plans and teaching methods, in a sense, it is an indispensable part in the teaching of art design major in vocational colleges. content. Based on the teaching materials and lesson plans, carrying out planned, orderly, and targeted teaching can promote the perfect connection between the teaching materials and lesson plans. Formulating a basic plan, carefully integrating it into the classroom teaching of the art design major, resetting the assessment method, and striving to expand the student's contact surface are of great significance to the cultivation of students' professional abilities. Held planned teaching, required relevant educators to implement a well-organized talent training model, and appropriately launched a group discussion teaching model to lead students to understand the craftsmanship spirit and how to grow into a talent with craftsmanship spirit, and participate in the cultivation of art design professionals Every process. The development of group teaching is the primary condition for the integration of students and

teams. Participating in each project in a group collaboration mode ensures that the teaching process is closely related to the professional scene, so as to deeply develop the value of the craftsman spirit and can be deeper in future work. Face their own careers, and establish a perfect value pursuit direction. A single professional course does not encourage students to have a deep understanding of the professional background and market needs. Promote project-based teaching, do a good job in market research, product positioning, brand direction, etc., each process requires the patience of students, until the final design draft, every process needs to meet the needs of the plan. Students can fully grasp the importance of details in each link, linking links one by one, through the improvement of the quality of each link to do a step design for the development of the next link, so as to further enhance the rigor of student work and train students. The sense of responsibility encourages students to truly develop teamwork ability, maintain their own characteristics, and fully demonstrate the “artisan spirit”.

#### **4.2 Optimize Modern Teaching Methods and Enhance Professional Skills**

Compared with the “hands-on-hand” teaching of traditional masters and apprentices, modern society has made obvious changes to the training needs of talents, not only to maintain the essence of traditional skills, but also to insist on “renovation.” In the traditional apprenticeship, the responsibility of the master is not just the educational role of knowledge, but also the role of passing on certain traditional skills and traditional civilization. With modern higher vocational education as the background, all teachers should be clear about the concept of “giving people a fish is better than giving people a fish”, and help students truly establish the spirit of “ownership”. Breaking through the traditional apprenticeship, the modern art design major pays more attention to the development of students' personalities, allowing students to show their personal characteristics as much as possible, giving full play to the characteristics of independent learning and independent choice of learning. The cultivation of professional talents in modern art design requires teachers with rich work experience to be responsible for teaching and strengthening the cultivation of talents. Teacher-led teaching not only enables students to gain experience from teachers, but also ensures that students have professional guidance in every aspect of learning. Staying away from “hand-in-hand” teaching is conducive to in-depth training of students' professional spirit and qualities, prompting more students to quickly invest in art design, willing to shine for the major's tasks. Strengthen close cooperation with many companies to provide opportunities for students to enter the enterprise for internship. Enterprise tutors lead students to learn first-line skills, further clarify market needs, and let students recognize the joy of learning art design. The cultivation of the craftsmanship spirit should enable students to truly experience the pleasure of practice, to perceive the new type of professional learning brought about by practice, and then be able to master more skills related to the craftsmanship spirit, and then grow into qualified talents in the professional field.

#### **4.3 Launch the School-Enterprise Cooperation and Cast the Craftsmanship of the New Era**

With the new era as the background, the existence of college student industrial parks and incubation parks has prompted more vocational colleges and enterprises to cooperate and develop together and grow together. The barriers of schools and enterprises have been broken through, and they have grown into key links connecting students. The existence of the perfect form of school-enterprise cooperation mainly reflects the cooperation between the company and the enterprise, and provides more suitable projects for the school. Students work hard to complete corresponding projects and develop comprehensive and comprehensive professional abilities and literacy. This is the current key method of talent training. It can provide students with beneficial talent practice methods, so as to achieve the purpose of professional training and maximize the inspiration of art design majors. Creative inspiration for talents. Cultivating a perfect artisan spirit requires truly integrating the artisan spirit into a realistic situation. Lead students to strictly regulate work schedules and rules, and scientifically formulate assessment standards. Appropriate rewards and punishments for the completion of the project, through a series of assessment standards to cultivate students' meticulous learning attitude, independent innovation learning consciousness and spirit, and lay the foundation for the creation and innovation of subsequent art design works.

#### **4.4 Strengthen the Construction of Campus Culture and Enhance Students' Professional Qualities**

When conducting professional teaching, higher vocational colleges should build a “campus culture” in depth, emphasize the theme of quality education, and inject fresh power into students' professional learning. The campus culture covers a wide range, which is mainly reflected in the organization forms such as club activities and student union activities. Higher vocational colleges have always adhered to the training of applied talents, not only teaching classrooms, but also encouraging students to practice more outside the classroom, repeatedly encouraging students to participate in extracurricular activities, blending the required content with practical activities while teaching students Theoretical knowledge, on the one hand, should also strengthen the improvement of students' professional ability. Integrate the craftsman's spirit into various life behaviors, and ensure that students fully demonstrate the craftsman's spirit through repeated practice. It is worth noting that the construction of campus culture is inseparable from human nature and adheres to the value of humanity. Actively accept suggestions, invite outstanding graduates to strengthen communication with students at school, play an exemplary role with “advanced figures” deeds, and play an exemplary role for more students. Adhere to the theme of campus culture, set up a perfect talent training method, let students perceive professional intimacy, ensure that they can fulfill their duties in each art creation, display the love of professionalism, and strive to be a craftsman who will always progress.

#### **4.5 Give Full Play to Social Forces and Actively Promote the Spirit of Craftsmen**

At present, the craftsmanship spirit has become a direction to promote and lead modern civilization, guiding the progress of more craftsmen. Possess a positive work attitude, establish a sense of professional identity and responsibility, pay attention to play a sense of honor and mission, and become an important force in the art design profession. Living in the age of multimedia, with the popularity of various network technologies, vocational colleges should have a deep insight into social dynamics, actively promote the advanced deeds of the younger generation, adhere to scientific reporting, and then guide more people to change their career selection concepts. It is not only the root of the craftsman's spirit to convey perfect values and to gather social forces, but also the guarantee for the progress of art design professionals.

#### **4.6 Emphasize Professionalism and Scientificity, and Be the Founder of Artisan Culture**

Artisans are very different from skilled workers, and they are professional talents with excellent skills. With the help of material carrier science to spread the spirit of craftsmen, grow into an outstanding person who loves and dedicates himself to work. Art design students must have artistic sensibility and master practical skills to avoid excessive blind obedience and imitation. As a talent in the art design industry, we must not only master theoretical and cultural knowledge, but also master skill secrets, independently design ingeniously, and appropriately highlight the innovative attributes, ethnic attributes and regional cultural attributes in the works, so as to satisfy people's artistic design works Brand new experience. Taking comprehensive improvement of literacy as your foundation, adopting the “open” teaching method, striving to cultivate students' professional knowledge, adhering to the humanistic concept, fundamentally avoiding traditional normative teaching, avoiding similar problems in teaching, and thus delivering a lot of professionalism to society Talent. In art design, professionals need to pay attention to excellence, to highlight the overall scientific nature of design with advanced achievements. Incorporate the spirit of craftsmen, flexibly set up interdisciplinary subjects in teaching, pay attention to the guidance of theoretical knowledge, ensure that every design link is detailed enough, and then ensure that the design works are scientific. Further consolidate the professional foundation, clarify the basic principles of the discipline, break through the limitations of thinking, strive to achieve innovation and sublimation of design works, and truly realize art design. Perfectly improve the spirit of craftsmen, apply ingenuity to carry forward traditional skills and culture, and then dedicate strength to national rejuvenation and pursue higher value rationality.

## **5. Conclusion**

In summary, the cultivation of “artisan spirit” for art design students in higher vocational colleges is not a one-time thing. It requires perseverance and deep determination of “artisan spirit” with firm determination. “Craftsmanship” is not only important for the development of art students, but also promotes the growth of art majors in vocational colleges to a large extent. Craftsmanship is an important guarantee for the transformation and upgrading of China's art design, and it needs to be paid special attention to. To this end, colleges and universities must strengthen the cultivation of arts and craftsmanship as they teach students to learn professional knowledge and skills.

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