

## Exploration on the Construction of Practice Base of Art Design Major in Colleges and Universities

Yang Xueling, Chen Gaimei \*

Guangzhou Huali Vocational College of Science and Technology, School of Arts and Media, Guangzhou, China

\*Corresponding author

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**Abstract:** In order to cultivate students' practical ability, innovative ability and employment competitiveness, it is especially necessary to construct a practical base for art design. This is also an important guarantee for practical teaching. In order to comply with the development of the market economy, it is necessary to strengthen the construction of the art design professional practice base, and establish an effective operational management, assessment and practice to guide the quality of teachers to become the key to the goal of college art design to achieve school. At the same time, it is necessary to comprehensively carry out comprehensive planning and management of hardware and software, find the path of practice and practice base construction, and provide good conditions for the realization of special education and student growth. This paper mainly analyzes the specific projects of the construction of intra-school and off-campus practice training bases in the practical teaching of art design in colleges and universities, and expounds the path of practice base construction from both hardware and software, in order to realize the cultivation of art design professionals in colleges and universities.

### 1. Introduction

The practice base is the product of cooperation between universities and social enterprises. Colleges and universities use the resources of social enterprises to carry out various forms of running schools. Undergraduates in the practice base digest and understand the basic knowledge of learning in schools. In recent years, colleges and universities have been reforming the teaching system, focusing on the construction of off-campus practice bases and improving the quality of teaching. It has inspired and inspired teachers to go out and cooperate with local excellent enterprises. Teachers participate in the project, they can transform the knowledge in the classroom into the practical project, and closely combine the theory and practice to influence the students and motivate the students, thus effectively building a bridge between the school and the enterprise. The college adheres to the market-oriented, science-based technology, art-based approach to school, builds a social practice base, and insists on testing teaching in practice, keeping pace with the market and innovating.[1]The College encourages undergraduate students to participate in practical activities in a timely manner and conduct real-time tracking to improve their practical ability and avoid low eyesight. At the same time, teachers are required to adjust the teaching methods to train students to look for problems, to find the necessary knowledge content, to study and think about things from different angles, and to generate new problems and views. This kind of ability is difficult for students to obtain from the past fixed knowledge transfer. Teachers should train students to use scientific thinking methods, provide students with a platform, let students accumulate experience, improve skills from the project, and then study design according to theory, and finally experience innovation.

### 2. Construction of an off-campus practice base for art design majors in colleges and universities

At present, in the art design teaching of colleges and universities, the education of basic theoretical knowledge and basic design ability of college students is relatively perfect, but in order

to cultivate talents suitable for social development and to cultivate the needs of innovative talents, it is necessary to pay attention to improving the social practice ability of college students. In order to enable college students to have more work skills and rich experience in art design, they will lay a solid foundation for facing society in the future. In addition to improving professional skills, college students can improve their overall quality in addition to improving their professional skills. An important educational activity of the practice base is to enable university students to learn and further study from other aspects of the profession, and to receive education, political education, and moral education in the corporate culture of the practice base. [2]

Undergraduate practice base is a way of learning to accept innovative education and cultivate their own creative ability. Nowadays, innovative education has become the main way of modern higher education. Innovative education is an important way for colleges to train new talents. Innovative education is an important goal of higher education development. Now the society is not a student's standard for graduates and professionals. [3]The academic performance of the school is more important to their theoretical innovation ability and actual project operation ability and specific design ability. In order to improve the innovation ability of college students, it is necessary to attach importance to the cultivation of innovative talents at the strategic level and establish innovation. The talent education system gives students the opportunity to create innovative learning, so that students can enhance their sense of innovation and cultivate innovative spirit in their studies. The practice base with innovative education has created early contact design projects for students, carried out in-depth and practical innovation activities, and cultivated students' multi-faceted image thinking and practical design ability to achieve good teaching results.

The practice base can adopt a cooperation model. The practice base built by the school and the social enterprise belongs to an innovative model, which can effectively improve the individual ability of students to create and innovate. The school supervises and manages the students in the practice base, and the school makes a scientific evaluation of the effects of participating in the teaching practice. Such a model has a very strong teaching practice for teaching practice. In the cooperation project, the mode of cooperation between the art academy and the social enterprise not only helps the social enterprise to obtain certain improvement in design skills and theory, but also can grasp the position of the industry in which it is located and the art in itself through such a model. The design field has undergone in-depth and up-to-date market assessments.

The results of the construction of the practice base show that this is a win-win model. From this, we can sum up the following cooperation model: a co-construction model based on the complementary model, which is based on a win-win situation between universities and enterprises.[5] Enterprises in the practice base can use the practice base college students to inject new vitality into the development of the enterprise. Under this model, in order to improve the professional quality and skill level, the company allows students to participate in the actual project of the company in accordance with the cooperation requirements.[4]The effective sharing of university and enterprise resources, complementarity and cooperation. The combination of resources from the practice base and school teaching provides strong support for professional curriculum teaching. Introduce the company to the school, the teacher to the enterprise, and the student to the enterprise. Through this practice base, it provides favorable conditions for students' practice and innovation ability training; under the conditions of common design and creativity, universities and enterprises cooperate with each other and sign cooperation agreements on the basis of mutual interests to clarify both parties.

### **3. The significance of the practice base construction**

The establishment of a practice base is the best form of open teaching. As a form of teaching, the establishment of an off-campus practice base is undoubtedly a supplement to classroom teaching. The main purpose of the so-called open teaching is to cultivate students' innovative thinking ability and practical design ability. Combining the theory and art design techniques of classroom teaching, the author explores the research and practicality of art design teaching from many aspects. The teaching content of the practice base should be based on the actual needs of social enterprises to

carry out targeted teaching, so that teaching is closely linked with practical applications. In the open teaching of the practice base, the form should focus on the subject of teaching research, and the students actually participate in the design and production of the project, should use different research methods and teaching programs, so that students can fully exercise their thinking ability and creation. In the open teaching of practice base, the study of open teaching mainly adopts the teaching method of multi-person and one-question. The instructor should be a design instructor in designing works and design projects, and give high questions to the questions raised by students. Students should focus on the design project as a unit, discuss the design project as a topic, and formulate corresponding design plans. With the help of enterprise designers and instructors, complete the design plan and finally write the thesis of the corresponding design project. The construction of the art design professional practice base is the development needs of both schools and enterprises, which is shown in figure 1. The lack of hardware resources in colleges and universities and the limited facilities of the venues have brought resistance to the cultivation of applied talents in universities. Strengthening practical courses through practice bases to cultivate students' practical ability also increases teachers' opportunities to contact industry dynamics and practical teaching, and provides strong support for teachers' teaching and design practices, and truly integrates industry and education.

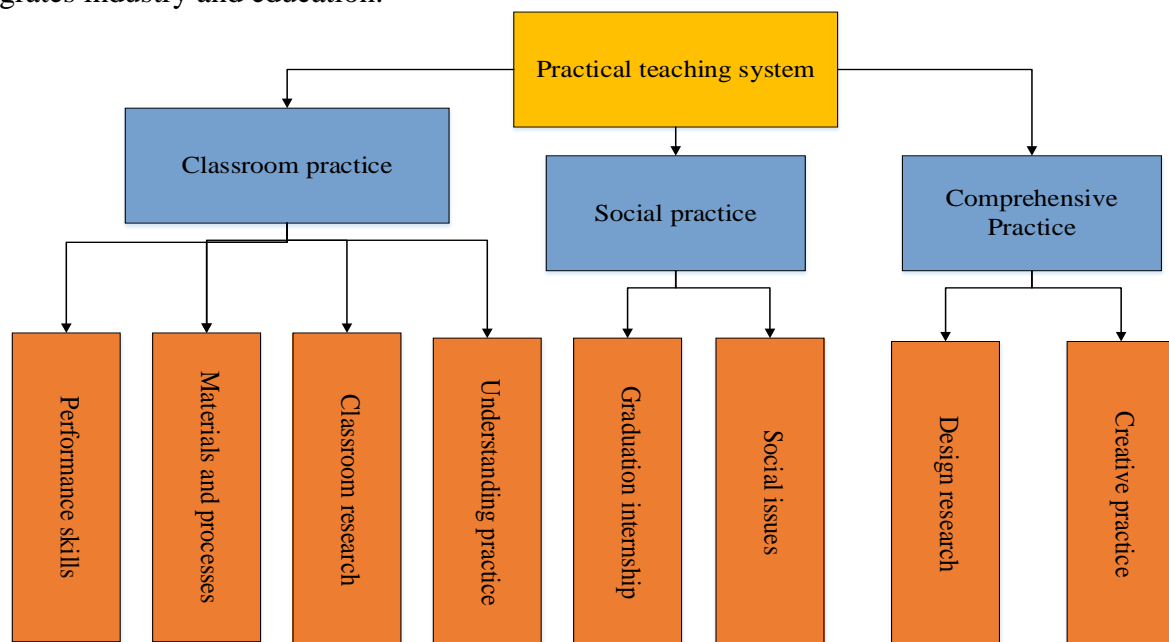


Figure 1. the practical teaching system

#### 4. Teaching guarantee and evaluation of the practice training base

The construction of training base is an important way to consolidate professional theoretical knowledge, improve students' practical ability, and cultivate students' innovative ability. It is also an important place for students to understand society and enterprises. It is necessary to create better hardware and software facilities for the construction of the internship training base, so that practical teaching can be operated effectively and smoothly.

##### 4.1 Hardware facilities

The in-house and internship bases for art design are established by the school to meet the needs of market development, to develop students' professional practical ability and to seek cooperation for enterprises in the future for the smooth employment of students.[6] Therefore, schools need to integrate resources and increase investment in equipment and funds for internship and internship training in various forms. In particular, the construction of off-campus internship training bases must be mutually beneficial and common development of schools and enterprises, creating certain Economic and social benefits, only by achieving a win-win situation in running schools and

operations can the base be operated stably and its sustainable development guaranteed. In the off-campus internship training base, the teacher arranges the internship topic or selects the actual project of the enterprise to carry out the project practice teaching. Through participation in market research, project creativity, project production and product marketing, the students' practical ability is enhanced to enhance the students' ability. The understanding of production technology and technology, cultivating their professional skills, professionalism and professional ability, thereby achieving the purpose of improving students' practical ability and innovative ability through the practice training base.

## **4.2 Software facilities**

The construction of software facilities mainly includes two aspects: the management evaluation system of the practice training base and the construction of the practical teaching staff.[8]

### **4.2.1 Management evaluation system**

The internship training base should build a relatively independent and complete internship training system around the practical teaching plan, and establish a sound evaluation system, including the regular evaluation and inspection of the completed practice base, and the evaluation and evaluation of the instructor and students. The regular assessment of the internship training base is organized by the college. It mainly assesses whether the base environment, management system and organization of teaching contribute to the promotion of practical teaching. For professional instructors, the main examination is whether the internship teaching plan is consistent with the professional characteristics. Students' performance evaluation, high-standard and strict comprehensive assessment methods, students entering the internship training base must complete all the courses in the practical teaching plan, pass the examination and obtain the corresponding credits. The instructor scores both the actual performance of each student in the project completion and the design project team. The assessor is assessed by the school's professional instructor or by the company's full-time instructor for different aspects, so that the assessment of the results is objective and fair.[8] In this way, the teacher's work efficiency, enthusiasm, and students' initiative and creativity can be stimulated, so that the practical teaching tasks can be successfully completed satisfactorily.

### **4.2.2 Construction of teaching staff**

Practical teaching is an important part of the teaching content of college art design. The quality level of the practical teaching faculty directly affects the quality and development of the practice training base. First of all, the construction of the "double-skilled" faculty can take the path of further study and enterprise training, especially the use of the practice platform of the internship training base inside and outside the school, so that teachers can guide students to conduct internship training while undertaking projects. [8] Enhance and enhance your professional skills. Secondly, the team of construction practice teaching teachers can be carried out by directly hiring practical and experienced design backbones from the enterprises or companies as internship training instructors. Because the design backbones of these companies or companies are engaged in first-line design work all the year round, familiar with new processes, new materials, and new technologies, they also have a relatively clear understanding of the development trend of the design. At the same time, they have strong hands-on ability and rich work experience. School teachers provide practical guidance for practical teaching. Finally, the influential experts in the design industry can be directly employed as visiting professors to teach and practice the teachers who participate in professional practice, and then train a group of "double-type" teachers with excellent professional ability.

## **5. Conclusion**

In general, actively planning and constructing a practical teaching base is an important part of carrying out good teaching practice. Efforts to build a good off-campus practice base and make full use of the resources of all parties are necessary to cultivate innovative and applied design talents

that are needed to meet the needs of modernization. It is very important to establish a sound art design practice base, and efforts should be made to build an art design practice base into a cradle of training art design talents.

Colleges and universities must attach great importance to the cultivation of innovative and entrepreneurial ability and practical ability of art design students, and adapt to the needs of society for talents under the conditions of market economy. The construction of the practice base of art design majors in colleges and universities should conform to the needs of market development, integrate national characteristics, and regard the cultivation of students' ability as the top priority. At the same time, we must actively carry out project research and development, continuously innovate teaching models, pay attention to science, forward-looking and operability, and adhere to the combination of theory and practice, so as to cultivate comprehensive and high-quality talents with comprehensive quality.

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