

## Research on the Development of Art Education under the Background of New Era

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**Abstract:** With the progress of the times, the social aesthetics has been constantly evolving and upgrading, which has promoted the aesthetic education of colleges and universities to usher in a new era of new development. At the same time, college art education faces many value choices, which brings certain challenges to art teaching. Based on this, this paper analyzes the cultural connotation of art education in the new era on the basis of combing the relevant research literature of domestic scholars on art education. Furthermore, it points out the development path of art education in the new era, including drawing on the experience of international superiority, combining the Chinese aesthetics position; interpreting the core content of art education, showing the diverse beauty of the new era; teaching based on art techniques and taking care of the nourishment of art culture.

### 1. Research background

#### 1.1 Literature review

Lu Haifeng believes that with the rapid development of science and technology and information, art education should follow the pace of the society with the development of society. Therefore, we should learn from the successful experience accumulated in the field of art education in China and carry out art education and teaching reform (Lu, 2011). Li Lin and Hu Jiesi started from the concept and characteristics of Chinese traditional art culture and expounded the process of the development of art in the new era. They believe that inheriting and carrying forward traditional Chinese art culture requires art creators to combine art works with science and technology, give new meaning to traditional art works, improve people's aesthetic ability, and bring a good aesthetic experience (Li and Hu, 2018). Song Lihua first analyzed the necessity of art teaching in primary schools, and then studied the art teaching of primary schools in the new era, in order to cultivate students' aesthetic ability and promote students' all-round development (Song, 2018). Based on the new changes in the aesthetics of the new era, Teng Yun explored the system strategy of the development of art education in the new era from the perspectives of beauty and happiness, starry beauty and beauty, beauty and beauty. (Teng, 2019). Based on the historical orientation of the new era, Yang Wei explores the cultural occurrence, cultural characteristics and cultural practice, and then analyzes the cultural connotation of college art education in the new era. From the three cultural patterns of Chinese excellent traditional culture, revolutionary cultural tradition and socialist advanced culture, we explore the cultural pedigree and clear cultural characteristics of college art education in the new era (Yang, 2019).

#### 1.2 Purposes of research

Art education is derived from the reality of society. Aesthetics comes from life and truth. College art education needs to clarify the aesthetic thoughts and core values conveyed, and form appropriate teaching methods. In college art education, the aesthetic and theoretical foundation of aesthetics is the logical starting point of teaching (Wu, 2012). But these ideas are not always the same, but will continue to change and continue to sublimate with the development of society. In this context, Chinese art education is also constantly optimized, and the teaching content has changed. In recent

years, under the background of the influx of foreign multiculturalism, the value choice of college art education has gradually increased. With the intervention of international multicultural elements, the cultural connotation of college art education has been broadened and the expressions are more diverse (Fan, 2018). But to a certain extent, it also brings great challenges to college art education. In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out that socialism with Chinese characteristics has entered a new era. How to promote the development of beauty and education innovation in domestic universities under the impact of diverse cultures in the new era is of great significance to promoting the reform of art education and teaching, and is conducive to cultivating more talents of art professionals who can meet the needs of the new era. Moreover, under the background of researching the new era, the path of the development of college art education is conducive to further supplementing the relevant theoretical literature.

## **2. The cultural connotation of art education under the background of new era**

### **2.1 The Cultural Incident of College Art Education in the New Era**

In the context of the new era, in order to promote the all-round development of students, college art education began to promote students' cultural literacy, styling ability and aesthetic quality through art knowledge transfer and art practice activities. In order to explore the cultural nature of college art education in the new era, we should first clarify the relationship between art education and culture. As a branch of education, art education should have the function of educating, cultivating and establishing personality. The realization of these functions requires the involvement of art theory and culture, as well as the participation of practical culture. Specifically, under the background of the new era, the theoretical knowledge of college art education culture is divided into two types, namely micro-rich art theory knowledge and macro-disciplinary culture spirit; practice culture is mainly art practice activities with the theme of styling ability training. Practical culture is the process by which students demonstrate the cultural spirit of their hearts. With the current changes in the external environment, material development has spurred people's inner spirit to become more abundant. At the same time, the content, channels and carriers of college art education have been enriched. In this context, college art education should pay more attention to culture and realize the transformation of the times.

### **2.2 The Cultural Characteristics of College Art Education in the New Era**

Art education is an important part of art education. Compared with other disciplines, college art education has strong uniqueness and culture, which is mainly reflected in the perception, understanding and creation of visual image. In the context of the new era, from the perspective of ontology, college art education has certain cultural characteristics, mainly manifested in content diversity, target subjectivity and mission loftiness. From the perspective of real context, the inner culture of art education in colleges and universities in the new era is mainly reflected in the humanistic orientation of art education. Specifically, the content presentation of art education is mostly a combination of text and image; the teaching goal is to enhance students' styling ability, cultural accomplishment and aesthetic taste; the educational mission is to promote and develop socialism with Chinese characteristics through art culture education. culture. Generally speaking, the cultural characteristics of college art education in the new era are more specific, showing the trend of "cultivating people with cultural characteristics", "diversified cultural content" and "cultural self-confidence".

### **2.3 The Cultural Practice of Art Education in Colleges and Universities in the New Era**

Under the background of the new era, the development and innovation of college art education needs to be explored and promoted. For the original purpose, it is necessary to enhance the cultural tension through the practice of art culture, thus enriching the connotation of art education culture in colleges and universities; it is necessary to reverse the evolution trend of instrumentalization and

utilitarianization of art education by injecting cultural power; it is necessary to clarify theoretical issues and promote New theories to improve students' creative ability. As far as the practice process is concerned, college art education focuses on improving the quality of cultural practice. Therefore, the three-in-one comprehensive approach is often used to carry out teaching practice. For example, by participating in art practice courses, experiencing the school-enterprise cooperation platform, and examining the frontier art and culture methods, students' ability to perceive, appreciate, and create beauty is enhanced; by participating in various international exchange activities, students' horizons are broadened. As far as cultural practice products are concerned, the core evaluation elements of the quality of college art education are the level of students' thinking, creation and styling ability, which are mainly reflected in the works created by students, such as painting, design and sculpture.

### **3. The development path of art education under the background of new era**

#### **3.1 Drawing on international experience and combining Chinese aesthetics**

At present, art education in Chinese colleges and universities should strengthen cooperation with the international community, learn from the experience of international superior art education, and combine the traditional Chinese aesthetics to innovate the content of teaching culture. For example, you can learn from the experience of the Central Academy of Fine Arts' Art Education Conference. The higher-level art colleges in the United Nations invite foreign schools and students with art education experience to exchange ideas, absorb foreign high-quality art culture teaching experience, and innovate the school teaching methods. In this process, domestic art education research should combine the traditional Chinese aesthetics, optimize and upgrade the teaching methods, and truly integrate the Chinese cultural connotation with the essence of foreign culture. College art education should actively engage with international dialogue, cultivate students' sense of community, and encourage students to consciously use the power of disciplines to solve problems in subject knowledge and contribute to the development of art. Finally, in the context of the new era, colleges and universities should try to change the traditional way of education, better adapt to the changes of the times, and truly handle the relationship between “teaching” and “education”, “art” and “skill”.

#### **3.2 Explain the core content of art education and show the diverse beauty of the new era**

In the context of the new era, college art education needs to advance with the times. Art theory teaching needs to explain the core content of art education and show the diverse beauty of the new era. With the development of the country's social economy, the aesthetics of the Chinese people are constantly changing, and the realm of art education is gradually improving. College art education should emphasize the times, follow the laws of the new aesthetics of the times, and reflect contemporary social values. First, the art education of colleges and universities should be integrated into the background of the great era, show the beauty of social and economic development through art education, and the happiness of people's living standards and happiness index, and show the aesthetics, sense of acquisition and happiness of the logic of the development of the times. sense. Second, moral education is the first consideration and important concern in all types of education. Therefore, college art education should show more art works that can embody certain moral concepts, and regard this as the basic intrinsic requirement and key content of art education. At the same time, we must also reflect the starry beauty of moral issues as an important teaching content, and pass it on to the students to realize the protection of human civilization and the historical heritage of the Chinese nation. Third, college art education should adhere to the simple and clear teaching theme, reflect the core value of social development, show the cultural spirit of not forgetting the original heart and moving forward, and embody the clear beauty and beauty of art education.

#### **3.3 Based on art techniques, both artistic and cultural nourishment**

The essence of art education in colleges and universities is to train more high-quality art talents

for the society. In this way, colleges and universities should pay attention to the combination of theory and practice, based on the art techniques, and take into account the nourishment of art and culture, thus improving the overall quality of art students as a whole. In this process, colleges and universities should attach importance to the combination of art education culture and student subject initiative, and teach art techniques as an auxiliary way for students to practice and consolidate after class; use art and culture as the main teaching content and cultivate students' culture. The essence. Through this combination of theorists' practice, we constantly innovate teaching methods and adopt diversified teaching tools to cultivate students' creativity, curiosity and cooperation spirit. Generally speaking, under the background of the new era, college art education should adhere to the correct cultural direction, while teaching art techniques, cultivate students' artistic and cultural connotations, and realize the cultural inheritance of art education.

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