

A Practical Study on the Form of Master of Arts Education in Colleges and Universities Based on Cultural and Creative Industries

Chen Zhou

Hangzhou Normal University, Hangzhou City, Zhejiang Province, 310000, China

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Abstract: The cultivation of master of art talents in colleges and universities is the expression of conforming to the development and reform of the country. In view of the current economic market development situation in China, it is imperative to reform the master of art education in colleges and universities based on cultural and creative industries. College education should focus on cultivating students' cultural vision and creative perception consciousness, improving the effectiveness of master of art education in colleges and universities, and improving the efficiency of talent training. Based on the situation of cultural and creative industries, this paper analyzes the system of master of art education in colleges and universities, and discusses the practical strategies of the form of master of art education in colleges and universities based on cultural and creative industries.

1. Cultural and Creative Industries

The form of master of art education in colleges and universities based on cultural and creative industries is an important measure to improve the teaching quality of colleges and universities. Under the new situation of social development in our country, the master's education in colleges and universities should focus on the integration of teaching and industrial development, not only on the current development of students, but also on the development of students' future career.

The range of cultural and creative talents is very wide, mainly refers to the providers and creators of cultural content, involving occupations including industrial design, architectural design, decoration design, animation design, advertising design and so on, as well as a variety of art workers, such as performing artists, music artists, art artists and so on.[1]. Cultural and creative talents are located at the top of the cultural and creative industry chain. Under the new situation of our country's economic and social development, the cultural and creative industry has been unprecedented development, but the corresponding cultural and creative talents are more and more scarce. And the cultural and creative industry itself is a cross-cutting and comprehensive industry, but also a new industry in recent years, so the reform of the form of master of art education in colleges and universities is particularly critical. After all, college education is the backbone of cultivating cultural and creative talents (Fig .1).

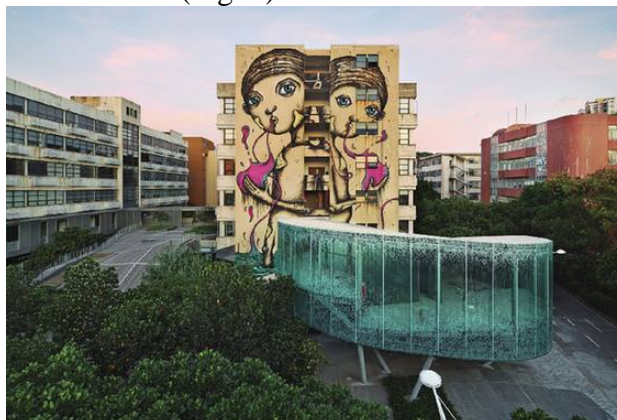


Figure 1 Cultural and creative talents

Cultural and creative industries have developed rapidly in China in recent years, but the construction of cultural and creative talents in China is relatively lagging behind, and the existing domestic cultural and creative talents can no longer meet the needs of the local cultural and creative industry talent market, which greatly hinders the development rhythm of domestic cultural and creative industries.

2. Problems of the Talent Team of Cultural and Creative Industries in China

2.1. Insufficient Number of Professionals

At present, the main export base of cultural and creative professionals in our country is college education, but the number of schools offering cultural and creative professional courses in our country is relatively small, which leads to the limited number of professionals transported to the cultural and creative market every year. According to the investigation and research, the number of graduates of cultural and creative industries and management majors in China's colleges and universities is not more than 1000 each year. The number of professionals is obviously unable to meet the growing demand of professionals in China's cultural and creative industries. Not to mention that most of the existing employees in the current cultural and creative market are far from meeting the requirements of higher standards in the cultural and creative market[2].

2.2. Professional Skills, Low Personal Accomplishment

Only about 15% of our cultural and creative talents have received more scientific and systematic cultural and creative professional training. In fact, even the cultural and creative talents with academic education in colleges and universities, due to the current domestic university cultural creativity in the management of the relevant hardware facilities, curriculum, resource allocation and so on are not perfect and reasonable, so in fact, this kind of talents in the school study period did not receive very perfect, systematic, professional training, which will greatly affect their actual combat technology and professional level.

Not only that, at present, domestic cultural and creative professionals are also experiencing a bottleneck on the road of improving their comprehensive literacy, which is due to the extremely limited existing educational resources of domestic cultural and creative majors. The related cultural and creative industry practitioners are limited by the objective conditions of learning materials in the process of seeking self-improvement, which makes it difficult for cultural and creative professionals to improve their professional level and technical literacy. Therefore, the situation of low professional skills and personal quality is common in the ranks of cultural and creative professionals in China[3].

In addition, the application of cultural creativity in China's positioning has always been high-end industry, development line is also high-end line. Although this industry has been gaining popularity over the past few years, even this cultural and creative industry is still a high consumption, high investment and high technology industry project. At present, the technical level of talent team in domestic cultural and creative industry is still at a low level, they do not have enough professional knowledge to support so they can not provide reliable and favorable technical help to the participants in cultural and creative work in the actual combat process, which will greatly reduce the normal level of talent team in the long run, which is also a reason for the gap between the domestic cultural and creative professionals and international standards.

3. Practical Strategies of the Form of Master of Arts Education in Colleges and Universities Based on Cultural and Creative Industries

3.1. Optimizing the Allocation of Curriculum Resources

To further cultivate the professional ability of master of art talents, colleges and teachers should build more practical teaching courses for students. Teachers should always pay attention to the cultivation of students' method ability and social ability. Therefore, colleges and universities can

combine with cultural and creative industries and cooperate with grass-roots government units to explore the strategies of cultivating students' cultural and creative ability of masters of art in colleges and universities, and carry out a series of comprehensive and diversified teaching activities[4].

For example, teachers can design some topics for students such as "the application and research of graphic symbols of Weishan Yi people in the design of Wen Chuang ", through the specific research process of the subject, let the students deeply explore the connotation of feeling cultural creativity. In particular, similar topics can also deepen students' understanding and innovation of traditional national culture (Fig .3-1).



Figure 2 Cultural creativity

Weishan Yi people show the development of Yi figure symbols and the inheritance of folk culture to a certain extent. With the development of years, the characters and graphic symbols of Weishan Yi people have experienced the process from prosperity to decline to cultural reconstruction through the accumulation of time and the brewing of wisdom, which is more refined and heavy than before. In the face of this subject, there are many students from the origin of the graphic symbols of Weishan Yi people to study the unique characters of Yi people, Weishan Yi characters have experienced the evolution of thousands of years, from "physical characters ", " graphic characters ", " hieroglyphics " to " syllable characters ", has been circulating to this day. Therefore, the research value of graphic symbols and character characteristics of Weishan Yi people can not be ignored.

In the face of modern creative design, students in the process of research found that more and more works in Chinese font, but the Weishan Yi language extremely unique graphics accord with little research. Some students put forward that the unique national symbols represented by Weishan Yi characters can be developed and applied in logo design, graphic design, packaging design and other aspects, coupled with its mysterious national color and profound historical background, Weishan Yi graphic symbols in the creative design of the application will certainly shine brilliantly[5].

Similar to this kind of teaching practice activities, students can deeply understand the traditional national culture of our country, and lead to the study of creative design of this kind of culture. For example, the study of Weishan Yi figure symbols and Weishan Yi characters can combine modern design with Weishan Yi nationality traditional culture, which can help to expand the spread of Weishan Yi culture and promote the dissemination of national cultural ideas. The application of Weishan Yi graphic symbols to modern literary creation design is the embodiment of national culture, both for modern literary creation design and for the education of master of art has a great role in promoting.

3.2. Empowerment of Students

Strengthening students' ability is an important measure to reform the form of master of art education in colleges and universities. For cultural and creative majors, the training mode of talent team construction includes talent training goal, talent training system, teacher construction, curriculum structure, teaching mode, teaching approach, teaching environment, management supervision mechanism and so on. The training mode of talent team construction should be carried out under the management and supervision of the self-evaluation system of colleges and universities,

so as to build a stable teaching content and teaching system.

For example, in art teaching, teachers can completely integrate "printmaking language" into the basic curriculum, printmaking language and printmaking unique production technology, production process is closely linked, printmaking language and other painting languages are very obvious differences, but under careful study, students can still find printmaking language in painting creation, and even printmaking language can be improved and innovative, and applied to creative design. In printmaking language, artists often use the artistic techniques of overlapping, overlapping, overlapping, dividing, interspersed, mislooking and so on to enrich the expression form of "point, line, face ", so that the whole work level is more distinct and the content is more full. In this painting language, it contains the students' natural overview and refinement of materialization, which is a qualitative change for the master of art education (Fig .3-2).



Figure 3 Cultural creativity

4. Conclusion

To sum up, the talent team of cultural and creative industries in China is still a relatively young and energetic professional team, but the development process of cultural and creative industries in China is still limited by the talent resources, showing that the overall number of professionals in the ranks of cultural and creative talents is insufficient, professional skills and personal literacy are low, these problems all hinder the healthy and steady development of cultural and creative industries. Therefore, the master of art education in colleges and universities can improve the effect of the construction of talents in cultural and creative industries from the aspects of optimizing the allocation of curriculum resources and enhancing students' ability.

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