

The development and innovative application of design aesthetics in diversified teaching of art design

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Abstract: This paper analyzes the value and significance of the development and application of design aesthetics in diversified teaching of art design. Starting from realizing the important value of the application of aesthetics in diversified teaching of art design and overcoming the utilitarianism understanding of teaching, then, guiding students themselves to create beauty, cultivating their innovative spirit and aesthetic personality, strengthening practice education. This paper also analyzes the countermeasures in many aspects, which is a kind of promotion of art design education.

1. The development of design aesthetics in the diversified teaching of art design

Art design is a process in which the main body of the design, under the guidance of certain art concepts, comprehensively analyzes and applies various design elements, and reproduces and creates artistic elements. In the long-term development of art design, the content of its expression has been constantly enriched, the fields involved have been constantly expanded, and the application scope of art design in human life has been constantly expanded. However, in essence, all art design activities need to rely on the realization of the designer's inherent aesthetic concept, which is the soul of the art design work and plays a guiding role in its basic direction, which directly affects the selection of the theme and related forms of art design. Design aesthetics has a decisive influence on the development of art design. In China's higher education system, the role of art design major is very important. Integrating design aesthetics content into the overall structure of art design professional education is an important direction of the reform of diversified art design education, and only by realizing such integration can the effect of the diversified art design education be highlighted. At present, there are still some deficiencies in the application of design aesthetics in the diversified education of art design. In some schools, the application of design aesthetics in the diversified education of art design is not valued, so the influence of design aesthetics theory on students is not great. In addition, some schools are short of teachers who are proficient in the content of art design education and the theory of design aesthetics education, which also affects the effective application of design aesthetics in the diversified education of art design. As a humanities discipline, design aesthetics plays a prominent role in cultivating students' aesthetic quality, and its application in the diversified education of art design should be paid attention to. But some schools did not attach importance to design aesthetics education, what's worse is that this kind of education is in a marginalized position in some schools, which will affect the further development of diversified art design education. Taking this issue into consideration, it is very important to actively explore the application of design aesthetics in art design education diversification strategy.

2. The value and significance of innovative application of design aesthetics in diversified teaching of art design

The value of innovative application of design aesthetics in diversified education of art design is outstanding. First, this kind of application can effectively improve students' ability to perceive and create beauty. The purpose of art design education is to guide students to use modern technology to display and create beauty effectively. The application of technology is only a means, but not an end.

It is the purpose of art design education to lead students to set foot on the path of exploration and creation of beauty. In order to realize this educational purpose, it is necessary to actively apply the principles of design aesthetics to educate students in education, and make students understand what beauty is and how to express and create beauty with the help of design aesthetics. Secondly, this kind of application can effectively improve students' personality and enhance their aesthetic accomplishment. The application of design aesthetics in art design professional education can make students effectively understand beauty, perceive beauty, discover beauty and create beauty, promote the balanced development of students' body and mind, and make students realize that beauty is not only external, but also internal, which is helpful to improve students' aesthetic thoughts and moral sentiments. In the society with a horizontal flow of logistics, applying the theoretical knowledge of design aesthetics to the education of students in art design professional education can make students realize the essence of beauty, enable students to stick to their own heart and not be polluted by external things, which plays a positive role in promoting the healthy development of students' personality integrity. The application design aesthetical theory In art and design professional education can help students realize what is good work and appreciate it with a high level of eyesight. What's more, the students' aesthetic accomplishment and ability can be effectively promoted, which conducive them to creating a better works.

3. The strategy of innovative application of design aesthetics in diversified teaching of art design

3.1 Define the important value of design aesthetics in the application of diversified education of art design

At present, one of the important reasons why design aesthetics can not be applied in the diversified education of art design is that teachers and students cannot realize the important value of this kind of application. Therefore, it is important to clarify the value of its application. The application of design aesthetics in diversified education of art design can effectively help students to understand, discover and create beauty. Teachers and students should change their educational and learning concepts, attach importance to this application, and constantly improve students' aesthetic awareness and ability. Teachers should continuously optimize the classroom teaching by setting up reasonable class time for art design education, effectively integrating the design aesthetic education content into theory and practice, so as to ensure its lasting influence and improve its status.

3.2 Overcome the teaching cognition of utilitarianism

In the diversified teaching of art design, in order to realize the innovative application of design aesthetics, educators need to be able to overcome the utilitarian teaching understanding and pursue the true artistry of art design rather than replace art with technology. Schools can create more opportunities for students to get in touch with beauty. For example, they can let students get in touch with aesthetic elements in the natural social life, and guide students to walk out of the classroom and perceive real beauty in the nature and social life. Schools can also guide the student to "collect folk songs or other manifestations of local cultures", in this way, students will be able to subtly receive the esthetic education. However, school should guide students to fully understand the beauty in our life and provide them conditions to sense and create beauty. Meanwhile, it's necessary to guide the students don't be materialized by the money material but truly find natural beauty of the nature of life, then lead students to find beauty and overcome utilitarian to recognize the real beauty. Only in this way can students' aesthetic quality be improved, and can they to achieve the effective development in art and design professional education .

3.3 Guide students to create beauty by themselves

In the process of art design, modern people excessively rely on modern machinery to design works. Although a design can be completed in a very short time with the help of a computer, the designed works are monotonous and do not have personality beauty. In order to realize the

innovative application of auditing aesthetics in the diversified education of art design, educators should guide students to create beauty by themselves and give full play to their creativity and imagination, and create beauty through their own efforts. Educators should guide students to create images in their hearts by means of painting, sculpture, origami, etc. By guiding students to do things by themselves, students can deeply feel that ordinary materials that are in their hands can be effectively displayed the plain and natural beauty through their own wisdom. Educators should guide students to create beauty by themselves, so that students' aesthetic design ability can be effectively developed.

3.4 Cultivate students' innovative spirit and aesthetic personality

In the diversified education of art design, the educational innovation should be carried out by applying the principle of design aesthetics. Students should be able to strengthen their understanding of the beauty of design through classroom education, and be guided to creatively apply the relevant principles and ways of thinking in design aesthetics to design practice activities, so as to improve the artistic expression of works with the innovative application of relevant contents. Educators should highlight the cultivation of students' aesthetic personality, give students more autonomy to create artistic beauty, and liberalize the development of students' aesthetic personality and quality. Only in this way can students' design level be effectively improved and the aesthetic quality of works be improved.

3.5 Strengthen practical education

Design not only needs the create consciousness, but also needs create practice. The application of design aesthetics in diversified education of art design also needs to strengthen practical education, through which students can truly understand beauty, create beauty and design ideal works in practice. Practice is the condition to improve students' design ability and develop their creative consciousness. For art design education, the common practice is studio. The school should continuously improve the art design studio, provide complete mechanical equipment, and arrange teachers with design aesthetic education quality and art design education quality to guide the studio's practical education activities. We need to actively implement the double system of aesthetic and technical tutors, through the guidance of outstanding educators who guide the student to participate effectively in design practice, in this way, students can effectively perform their creation intention in art creation and effectively grasp the sense of beauty and design for it in design activities, and the students' practice quality and design level can be improved effectively.

In terms of practical education, it is also necessary to highlight the school-enterprise cooperation mode, so as to provide students with opportunities to enter enterprises for design practice. The combination of school-enterprise education can effectively improve students' practical working ability and solve some employment problems of students. During the school-enterprise cooperation, students can conduct design training in enterprises and complete design tasks assigned by enterprises under the guidance of enterprise mentors. This practice can not only lay a solid foundation for students' design and improve their aesthetic quality of design, but also help them accumulate work experience and improve their professional quality. Only these qualified talents are the excellent design talents who are needed by the society.

Not only that, as educators need to organize more students to take part in some social art and design practice and some art design works exhibition activities as well as cultural activities, in this way, we can guide students to in-depth observation of life and improve their interest in life. Thereby, students' aesthetic quality and design level can also be improved. Educators also need to be able to introduce current design trends and new design concepts into the classroom to constantly enhance students' cognitive ability of aesthetic objects, so that students' aesthetic awareness and artistic design innovation level will be constantly enhanced.

4. Conclusion

In a word, creating and applying the theoretical knowledge of design aesthetics in the diversified

education of art design can effectively cultivate students' aesthetic design ability and improve their design quality. As an educator, we should be able to strengthen the innovation of art design education and attach importance to the integration and application of design aesthetic knowledge. In this way, artistic design education can be developed innovatively.

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