

Discussion on the Integrated Teaching Model Based on "Production, Education, Research and Innovation Studio" for Art Design Majors in Higher Vocational Colleges

Zhixian Xie

Guangdong Mechanical & Electronical Polytechnic, Guangzhou, Guangdong Province, China

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Abstract: Now China has implemented the strategy of innovation-driven development in order to train talents. To achieve this goal, we need to change the innovation and entrepreneurship education model. Innovation and entrepreneurship education is a long-term process; it has great advantages compared with the traditional education method. The education not only includes the imparting and accumulation of knowledge, but also contains the cultivation of students' innovation and entrepreneurship consciousness and abilities. Today colleges and universities are exploring education methods which are suitable for students majoring in art design. In the 13th Five-Year Plan period, innovation plays a key role in realizing the strategic adjustment of economic structure. We must replace traditional education model with the new one, step out of the classroom and enhance the innovation and entrepreneurship capacities of students majoring in art design.

1. Introduction

With the development of society, now our country attaches increasing importance to education. In order to reach the targets of innovation-driven social development and realize the cultivation of talents with innovation ability and entrepreneurship spirit, we need to transform the traditional education form and explore new means of education. For students majoring in art design, the "production, education, research and innovation studio" is an effective way to improve their innovation and entrepreneurship consciousness and abilities. The method can help us to deepen the education reform, and cultivate talents that can better adapt to the workplace after graduation.

2. Reasons for the Rise of Entrepreneurship Education Model for Art Design Majors

2.1 Employment and entrepreneurship of students majoring in art design.

According to statistics, in recent years, it is difficult for art design students in higher vocational colleges to find jobs after graduation. The phenomenon has many reasons. The main reason is that these jobs do not match their specialty and can only provide low salaries. In addition, young people nowadays tend to be impetuous sometimes; only a few of them are willing to take long periods of time to study professional skills, which lead to frequent job changes and unstable employment situation. Compared with the employment situation, the rate of entrepreneurship is much better now, which reflects that graduates of art colleges are more enthusiastic about entrepreneurship, and that their art specialties can become "venture capital".

2.2 Proposal of the "production, education, research and innovation studio" concept.

As early as 1919, the Bauhaus College in Weimar, Germany put forward to the rudimentary concept of building "production, education, research and innovation studios". Bauhaus is the first institute that carried out modern design education in the world. It has complete design education purposes and teaching systems; it is the source of modern design education development and occupies an irreplaceable position. Compared with the traditional teaching structure, the school made great progress in combining the art training system with the "master-apprentice" teaching

model. It established the earliest studio type teaching model, the workshop teaching model. Although this educational concept was proposed nearly 100 years ago, it still exerts far-reaching influence. As one of the most innovative and entrepreneurial groups with potential, art design majors in higher vocational colleges have the features of broad thinking and open-minded; they also have outstanding personalities, as well as strong practical and innovative abilities. In recent years, the traditional classroom teaching mode is unable to meet the needs of the development of art design students. The design institutes of major universities in China begin to explore education methods which are suitable for art design students. The studio education model gradually attracts people's attention. Based on their own professional advantages, studios can adapt to the needs of local industrial development and undertake the research and development of various projects. Studio-based teaching model needs the cooperation of teachers and students. It takes demands of the project as the guide, and takes professional knowledge and skills as well as practical operations as the core element. Professional teachers play their leading role through assigning tasks and organizing teaching activities; students participate in the whole process of research, development, design and production. Through experiencing these real projects, students can achieve the perfect combination of theory and practice.

3. The Strong Support of National Policies for Entrepreneurship Education Model

Major colleges and universities should conform to the development trend and improve the education system of innovation and entrepreneurship in accordance with the requirements of national policy, in order to enhance the innovation and entrepreneurship capacities of the school, and strengthen the cultivation of students' innovative spirit and entrepreneurship, which is the purpose of employment guidance. These measures reflect our country's emphasis on the cultivation of innovative talents, and play an important role in promoting the comprehensive reform of education, improving the comprehensive quality of students, and raising the rate of high-quality employment and entrepreneurship of college graduates.

At present, the inculcation-oriented education mode still exists in colleges and universities. The problem of attaching too much importance to theory but neglecting practice has not been solved thoroughly. We must try to improve this education model. Innovation and entrepreneurship education requires students to go out of the classroom. Teachers need to strengthen the link between teaching and practice, so that students can become innovative talents who can adapt to social development. In this regard, the state has issued many policies to strongly support and encourage students to start their own businesses. The Ministry of Education attaches great importance to this; governments at all levels and schools also actively cooperate. In 2015, the General Office of the State Council issued the Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities. The regulation calls for deepening the reform of innovation and entrepreneurship education in colleges and universities and promoting the all-round development of students; it also advocates the combination of production, education and research, and provides strong support for the promotion of mass entrepreneurship and the construction of an innovative country. The studio of art design specialty has the advantage of innovation. On the basis of "production, education and research" as well as the "production, education and research studio" of art design specialty in higher vocational colleges, high-level basic research and high-tech research can be carried out. The state has also introduced preferential taxation policies, flexible school systems and innovative entrepreneurship courses for schools so as to clear all kinds of restrictions on students and promote their initiative to start their own businesses.

4. Advantages of the Integrative Education Model of "Production, Education, Research and Innovation Studio"

Compared with the traditional classroom teaching, the integrated education mode of "production, education, research and innovation studio" has more obvious advantages. First of all, this model is different from the traditional teacher-centered methods; it advocates the combination of

professional theory and practical projects with students' independent practice and exploration. In the classroom, besides imparting professional theoretical knowledge and carrying out practical learning activities, teachers also need to encourage students to participate in entrepreneurship projects and build a practical platform for students. Taking the project as the leading factor, teachers and students are the core carriers of the project. In the process of actual participation, students can acquire knowledge and complete the training mission of professional technology. Teachers should play a guiding role in this process; they should be responsible for making the teaching plan and clarifying the research direction. Students need to carry out learning tasks and participate in projects in the form of groups. Moreover, the school-enterprise cooperation can help students to participate in social production and study in social practice; the distance between education and production can be shortened quickly. Secondly, when organizing teaching activities, the teacher should follow the principle of voluntary participation. Compulsory participation can only arouse students' disgust and play a counterproductive role; activities cannot play the role under that situation. Only when students have strong initiative can they achieve higher efficiency. Finally, art design specialties can combine products with culture according to the current market situation and demand, and on the basis of their professional knowledge. The method can promote and cultivate students' thinking ability as well as the innovation and entrepreneurship capacities. Characteristic industries with regional features can be developed to design products with regional culture, so as to promote the healthy development of the local market, and better show local cultural characteristics. These industries can get policy support from local government more easily, which is conducive to development of projects.

5. Implementation of the "Production, Education, Research and Innovation Studio"

5.1 Integrating innovation and entrepreneurship education with the training of professional talents in art design.

In order to achieve the goals of innovative entrepreneurship education and cultivating art design professionals, the "production, education, research and innovation studio" adopts the teaching mode of combining work with learning, which is carried out on the basis of disciplinary characteristics and guided by practical projects. Students' practice is the main body in that process. In this creative production workspace, teachers use actual projects to guide students; students can experience the whole process of innovation and entrepreneurship project from construction, strategy, creativity, design to execution, which can increase students sense of participation. This method can mobilize students' interests and enthusiasm in learning to a large extent, and train their ability to communicate with others in the business environment. It builds a platform for students to apply theory into practice, and to realize the deeper understanding and better application of the knowledge. The process of learning and practical operation can help students to gradually build their own knowledge system, and cultivate students' innovative thinking ability as well as their entrepreneurial capacity. Though repeated practice and constant accumulation of working experience, students' professional skills can be improved while their mindset can become more sophisticated and mature.

5.2 Integrating projects with regional cultures.

The best methods to promote the development of local economy are to promote regional culture, to excavate local features, and to design commodities which combine regional characteristics with art. The integration of professional construction and local economic development can not only promote the healthy development of the local market, but also build the brand for local traditional culture and promote it to the whole country and even the whole world. The government, enterprises and schools should establish a platform for communication, cooperation and development. For example, the "production, education, research and innovation studio" undertook a project on the research and development of tourism commodity of Guangzhou. Professional teachers imparted students with basic knowledge and design methods. Afterwards, according to the characteristics of commodities and local cultural features, students designed works which can meet the needs of the

market and have the characteristics of the times. Among them, excellent design works were recommended to participate in the "Wuhan Gift" Tourism Commodity Design Competition in Hubei Province. The organizers processed and packaged them into tourism commodities and represented them in the Wuhan Tourism Commodity Market. This not only broadens the direction of project development, but also guides the development direction of higher vocational colleges.

5.3 Combining modern Internet technology.

With the continuous development of the society, the Internet is more and more closely linked to people's lives. Combining Internet technology with the development of projects and the sale of products, we can get twice the result with half the effort. For example, the "production, education, research and innovation studio" has opened a Wuhan tourism commodity sales service platform on the Internet. The web demonstrates Wuhan characteristics and culture to publicize local culture. The designed tourist souvenirs are placed on the interface for sale, which not only promotes the development of studio projects, but also publicizes the regional culture of this city, and can make the city of Wuhan be well known to others. Combining the Internet with art and culture can promote the development of local economy as well as the local tourism commodity industry; it also ushers in new opportunities for the local economy.

6. Significance of the "Production, Education, Research and Innovation Studio"

6.1 The significance of "production, education, research and innovation studio" to students majoring in art design in higher vocational colleges.

The development of students is unstable and unbalanced. Different from the traditional boring and straightforward inculcation teaching method, the model of studio education is more in line with the individualized needs of the innovation and entrepreneurship education for college students. Different educational concepts and methods can produce different educational results. The traditional education mode may hinder the cultivation of creative spirit, while the "production, education, research and innovation studio" model can cultivate new talents more easily. At the beginning of education, students cannot be forced to join the studio, which is likely to produce negative effects. Students should make their own choice according to their interests and hobbies. When students actually participate in studio projects, they can play their imagination to a large extent, and create their own products with personalities. The process can stimulate students' entrepreneurial energy and initiative, improve their abilities and tap their potentials. Through this model, teachers can carry out personalized innovation and entrepreneurship education, and improve students' comprehensive qualities as well as their "core competitiveness".

Teachers should regard students as the leading factor, provide specific guidance according to students' needs and characteristics, take projects as the guidance, and organize innovative entrepreneurship groups. They also need to declare various innovative entrepreneurship projects and plans at all levels according to students' abilities and expertise, and cultivate students' independent innovation and entrepreneurship abilities when they actually participate in innovative entrepreneurship projects. Through establishing the business working environment, students can know more about the social production. Their comprehensive abilities can be improved, which is benefit for the innovation and entrepreneurship education. Their comprehensive development in moral, intellectual and physical aspects can also be promoted; after graduation, they can adapt to the transformation from school to the social environment as soon as possible, since they have familiarized themselves with the business circle and understand the whole process of innovation and entrepreneurship projects as well as relevant development trends.

6.2 The significance of "production, education, research and innovation studio" to the society.

Innovation is the fundamental driving force for the development of the country. After graduation, students in major universities will become the mainstay of the national society. The country needs young people to build the future; the national development needs innovative talents. Therefore, the

country must pay attention to cultivating the innovative ability of students in major universities.

All students need to go to the society after graduation. They must realize the transformation in their roles and quickly adapt to the change from school to workplace. This studio model strengthens social practice as well as the innovation and entrepreneurship education for college students; it also guides them to establish the consciousness of innovation and entrepreneurship and to objectively understand their own innovation and entrepreneurship abilities, which is of great significance for students' future learning and development.

The training of art and design talents under the studio mode provides an open platform for teachers and students to educate and develop. Compared with the traditional mode, it can enhance the innovative consciousness, cultivate the creativity and entrepreneurship abilities of art design students, improve the comprehensive quality of young people, cultivate talents needed by the society, and make the project of innovation and entrepreneurship more practical and feasible. It is also of great significance for social development to successfully incubate innovative entrepreneurship projects or self-starting micro enterprises that meet the needs of the social market and effectively solve the problem of students' employment and social adaptability.

7. Conclusions

In today's society, the development of a country needs innovative talents, which requires a teaching mechanism that integrates education, learning, practice, inquiry and innovation. This calls for the promotion of the integrated education and training model of "production, education, research and innovation studio". Its advantages are effectiveness, flexibility and richness. This is a model different from traditional classroom teaching and is a reform in the training of creative talents. It is of great significance to the cultivation of innovative talents. The model puts forward reformative methods in the aspects of education modes, educational organizational forms and educational methods. It directly points to the development of innovative entrepreneurship education. After graduates enter the society, some of them cannot adapt to the change of their roles; they need specialty tutors to help them in improving working methods and development direction under that situation. Then, the higher education can be transformed from elite education to mass education, and achieve the sustainable and healthy development. The great change and reform of educational paradigm require the supports and continuous explorations of people from all walks of life; the process is of great significance to the economic development of our country as well as the cultivation of future talents.

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