

Research on the Construction of Applied Talents Cultivation of Art Design Major under the Background of Transition

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Abstract: The transitional background means that my country's market economy is facing a huge turning point. It has gradually changed from a labor-centric industry to a knowledge-core industry, and the operation of enterprises has also changed from basic materials to knowledge. It can be seen that there is enough the level of knowledge and ability of contemporary young people is necessary and a prerequisite for them to get better jobs. In my country's art and design majors, the problem that always exists is that talents have excessive theoretical abilities and lack of practical ability. In specific tasks, they cannot always complete the work effectively. This means that although such talents have rich knowledge and abilities, they cannot apply. In response to such situations, this article will start with the importance of the cultivation of applied talents in art design under the background of transformation, and comprehensively conduct research on the construction of applied talents training in art design under the background of transformation.

1. Introduction

The main purpose of the art design major is to cultivate more design talents with sufficient art knowledge. The core lies in the application of design ability and the completion of actual work. However, the current art design majors in our country generally emphasize the learning of knowledge content, which leads to the fact that students' abilities tend to be on the side of theoretical knowledge. In actual work, there is often no corresponding working ability. After a period of development, Chinese enterprises also believe that art and design graduates without corresponding work experience cannot meet the actual needs of enterprises. Therefore, it is necessary for our professional colleges and universities to improve their abilities as much as possible and truly While cultivating students' theoretical knowledge, they should also strengthen their practical abilities to ensure that students themselves meet the actual development needs, without personal abilities that cannot adapt to the enterprise.

2. The Importance of Training Applied Talents in Art Design under the Background of Transformation

2.1 Strengthen Students' Market Competitiveness after Graduation

The emphasis on the cultivation of applied talents in the art design major is mainly to better improve the practical ability of students, so that they can enter the work position after graduation, and there will be no situation where the ability after graduation is not enough to deal with the actual work, which means that the employment rate of students can be improved. This represents the importance of application-oriented talent training is to enhance the competitiveness of students after graduation. In traditional teaching, students' lack of competitiveness after graduation is due to students' emphasis on the study of theoretical knowledge and content, while ignoring actual work abilities. Their abilities are not sufficient to meet the work content required by the company. For learning at work, the company essentially assumes the practical teaching of students. However, the company believes that such recruitment will waste corporate resources, so there is no reason to hire fresh graduates.

2.2 Improve the Actual Teaching Effect of the School

The actual teaching effect of current students is not good. The core lies in the actual teaching of the school, which mainly emphasizes the education of students' knowledge level. In addition to basic teaching, the content of professional teaching is also based on the content of theoretical knowledge instead of theory and practice. Combined, the students' own abilities cannot meet the actual work needs at all. On the whole, it is caused by the school's inadequate teaching level. The training of applied talents complements the current lack of content and ensures that in the process of school teaching, in addition to the educational teaching content of theoretical knowledge, there is a large amount of practical teaching content. Students trained in this way and students trained in traditional methods It is completely different. His own abilities are more balanced, and his practical ability is excellent. After graduation, he can be competent for the corresponding job.

3. Problems in the Cultivation of Applied Talents in Art Design under the Background of Transformation

3.1 The Professional Teaching Content is Too Rigid

At present, if the art design major wants to cultivate application-oriented talents, the core problem is that the teaching content needs to be changed, but in essence, it is difficult for schools to make such changes. The main reason is that the teachers in the school are all professional theoretical teachers. They have become teachers since graduation, and have not done corresponding work themselves. Even the professional teaching content is only the teacher teaching according to the content of the textbook. The part about practice, the simulation practice is mainly based on the content you see, and there is still a big gap between the real practice teaching, so the content of professional teaching is still based on theoretical knowledge, without emphasizing the teaching of students' professional skills. At the same time, teachers have never entered the enterprise and are extremely sensitive to the market. How the market changes is not what teachers care about. Therefore, the content of professional teaching is always relatively fixed, which is completely inconsistent with the actual needs of the market. It also caused the phenomenon that students' abilities did not match the actual situation after graduation.

3.2 Failure to Achieve School-Enterprise Cooperation Leads to Poor Practical Teaching Effects

Art design majors in our country generally do not have school-enterprise cooperation construction. The main reason is that art teachers themselves have certain understanding problems. For art teachers, they themselves take artistry as the core and emphasize the content of art, which is generally for the market. The content and the content of the enterprise are not interested. Teachers also focus on the art content in education and teaching, which directly leads to the situation that students are not interested in the enterprise. The actual effect is that in terms of specific work content, students often go their own way and cannot meet the requirements of the enterprise at all. It is because students are all simulating practical teaching in practical teaching. Teachers do not know the essence of enterprise competition, so they cannot simulate the actual situation of enterprises.

3.3 The Lack of a Complete Supervision and Management System Leads to Poor Teaching Effects

At present, my country's art and design majors are generally not strictly supervised, and even some art design majors do not have a supervision and management system. The core is that most teachers of art and design majors believe that the core of art teaching is to release nature. Therefore, in education and teaching, the emphasis is on the individual development of students instead of training according to the art and design staff of an enterprise as a result, many students who graduated from art and design majors are quite unique. In the process of work, they can't effectively follow the instructions of the leaders and go their own way. But at the same time, it also led to poor teaching effects. Students did not listen carefully in the classroom and understood the content of the textbook completely according to their own ideas, resulting in a phenomenon of great deviation in

the teaching content.

3.4 A Single Practical Course without Innovation and Entrepreneurship Content

Art design majors also have practical courses, but the current practical teaching content is very simple, mainly simulating practical teaching, allowing students to simulate the work situation in the actual base, and formulating corresponding assignments for students to complete, without considering the diversity of students' development. Students generally do not have the problem of independence and self-consciousness, and after graduation, they have not carried out innovation and entrepreneurship, and students believe that joining the company after graduation is the best way for them, and never consider the issue of entrepreneurship. The emergence of this kind of situation means that the practical courses of art and design majors are extremely poor, and they cannot even complete the popularization of students' employment and entrepreneurial ideas. After graduation, students will inevitably face the situation that their own abilities are not sufficient to meet the needs of the company, leading to student growth very difficult.

4. The Construction of a System for the Cultivation of Applied Talents in Art Design under the Background of Transformation

4.1 Professional Teaching Needs to Be Adjusted According to Market Conditions

Art and design majors want to cultivate application-oriented talents, and students need to have basic work abilities, and they can join the company after graduation. This means that when students graduate, they must be able to eliminate market demand and know what kind of talent the market needs to improve. Own competitiveness. As a place for students' education and training, schools should not only focus on their own teaching content, but should also pay attention to the overall development of the market. It is an obligation that every school should fulfill to ensure that students' abilities are matched with actual production needs. The future employment of students will be easier. Therefore, the arrangement of teaching must conform to the needs of society and industry development, as well as the law of cultivating talents. That is to say, students are taught in the way that enterprises train talents. Every student is a talent of the future of society, not just a student, and the future is not to be trained in the direction of scholars, but to cultivate a real job personnel. Therefore, the construction of studio teaching methods can be carried out. Through the specific requirements of the studio, students can complete the tasks of the studio, thereby enhancing their abilities and ensuring the effect of the work. The trial of the studio teaching method breaks through the traditional teaching mode, clarifies the direction of professional employment, and at the same time flexibly realizes the requirements of on-demand training. It also means that the school will no longer be the original school. Although the teaching content is focused on, the actual work ability of the students is more important and is a necessary guarantee for their future survival. At the same time, this method has also opened up the boundaries between "school" and "enterprise", and has realized the integration of production and education on a larger scale.

4.2 Introduce a School-Enterprise Cooperation System to Implement Project-Based Teaching

At present, if the art design major wants to further improve the application ability training effect, it cannot rely solely on itself, but must pay attention to the actual efficiency of the enterprises in the society, through the school-enterprise cooperation model, to ensure the enhancement of students' ability in terms of practical ability. Therefore, school-enterprise cooperation has become inevitable. First of all, the college should integrate the teaching curriculum, encourage teachers and students to independently research and develop projects to introduce daily teaching, and show the independent thinking content of students and teachers. Compared with rigid textbook content, independent research and development projects have more reference value. And more in line with actual needs. At the same time, according to the requirements of the syllabus, the project is decomposed into corresponding teaching links, and teaching, practice and projects are organically combined, which forms the prototype of the project teaching method, mainly through the decomposition and

completion of the project to ensure the delivery of teaching content. Project teaching is the most advanced teaching mode at present. At the same time, the project teaching method enables the previously isolated teaching content to be cross-integrated in the project design process, which not only enhances the practicality of the teaching content, but also greatly improves the students' ability to comprehensively use knowledge and skills. It means that students can not only fully learn the knowledge content, but also integrate the knowledge content through their own thinking, so as to form new abilities and ensure their own growth. In the actual teaching process, students can collaborate with each other to study and design through groups, and complete the project together, so that students can see the overall effect, and the interaction between students and students can ensure that students' thoughts are more active and form. Effective discussion ensures that the teaching content is clearer. Therefore, the project teaching method can not only improve students' teamwork awareness and ability, but also play an important role in improving the actual effect of teaching content. Therefore, many schools in our country like to use project teaching method as the main teaching content to ensure the growth of their own ability.

4.3 Strengthen Teaching Effect through Supervision and Management System

There is no rule without rules. Art and design teachers can emphasize the individuality of students, thereby enhancing the artistry of students' works, but blindly emphasizing individuality will cause defects in students' personality, and future development is often hindered. In the art design profession, it is necessary to emphasize the construction of the supervision and management system. The first is the supervision of students' learning content. The design of student works is an important teaching link for students to improve their professional skills and enter the society. At the same time, it can also fully inspect the students' learning situation. Often the content of the student's work design is the student's Ideological content represents the display of students' personal abilities. Although students' design works are good, it does not necessarily mean they have strong abilities, but they are generally difficult to have high abilities if their design works are not good. Independent work design also means that students learn to comprehensively use theoretical knowledge and professional skills to solve the problems encountered in the actual creation process. It is to train students to have correct design ideas and scientific research methods, to train students to face reality and be brave in practice, exploration and Innovation goals and requirements. It means that the students have truly integrated the traditional teaching content, and have truly improved their artistic level. In the future work, such ability can often help the company to obtain a higher company status, which is the core guarantee for its future development. Therefore, in the whole process, it is necessary to strengthen teaching management to continuously promote teaching quality. In addition, daily supervision and management is also necessary, and students' performance in class often affects students' personal conditions. If the students' daily performance is poor, it means that students' performance will not be too good and needs to be dealt with accordingly. The punishment can regulate the behavior of students.

4.4 Carry out Innovation and Entrepreneurship Activities and Multiple Types of Practical Courses

In order to better cultivate application-oriented talents, art design majors must do a good job in the construction of practical courses. The content of traditional practical courses cannot meet the needs of students at all, nor does it meet the needs of society. In practical activities, it also combines multiple types of content, especially the content of innovation and entrepreneurship, which not only allows students to have more choices, but also solves the problem of employment pressure for fresh graduates in our country. The core is to use multiple types of practical courses as the integration point of students' theory and practice to cultivate students' practical ability to solve problems. This method is completely different from the traditional practical teaching content. The traditional practical teaching content emphasizes gradual and orderly progress. This method mainly emphasizes starting from the problem, focusing on the actual effect, rather than the theoretical content integration, which means more emphasis on the students' practical working ability. At the same time, students are widely organized to carry out various types of innovation and

entrepreneurship activity competitions, and specialized teachers are organized to give students systematic guidance on innovation and entrepreneurship knowledge, and organically integrate teaching and research activities in and out of class to enrich students' study life and inspire The enthusiasm of students for innovation and entrepreneurship has been enhanced. Especially in art design majors, most students are quite conceited about their abilities, so influential competitions can well stimulate students' competitive psychology.

5. Conclusion

In summary, the lack of practical ability of art and design graduates has become the norm, resulting in a low employment rate of fresh graduates. In order to better solve such problems, it is necessary to start with strengthening their personal practical ability. At present, the best way to pay attention to is school-enterprise cooperation. Through a series of methods such as project-based teaching and modern apprenticeship construction, it can ensure that the effect of practical teaching is further improved, and students can truly understand the actual situation of the company's work and continue to simulate practical teaching. It means that in the future student training, the power of the enterprise is also crucial, and targeted training will become one of the mainstream ways of talent training in the future.

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