

# Cultural Education into Architectural Design Talent Training Mode Innovation Research

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**Abstract:** With the development of the times, the goal of architectural education has not only been limited to discipline training, but also the cultivation of innovative comprehensive quality and ability of students. Based on the discipline characteristics of design and the training requirements of the international demonstration college, this study tries to explore the multi-dimensional, deep-seated and all-round education mode based on the cultural education as the carrier and the professional characteristics as the basis. It is of great significance to cultivate students' independent innovation and integration from within the discipline to the outside of the discipline, and will become an important direction for the cultivation of innovative talents in the new generation of architectural design discipline.

## 1. Introduction

As a discipline which combines engineering technology, humanities and art closely, architecture also has the characteristics of creative engineering in the process of personnel training. With the development of the times, the goal of architectural education has not only been limited to discipline training, but also to the cultivation of innovative comprehensive quality and ability of students. The social demand for talents is not traditional high-tech and high skilled talents, but needs multidisciplinary comprehensive quality talents with higher creative ability and practical ability. As an applied discipline closely related to social life, the integration of cultural education and architectural design discipline is the policy requirement, the needs of the times and the growing necessity of cultivating top innovative talents in architectural design.

## 2. Change the Traditional Training Mode

### 2.1 High Tech Teaching Means

One of the preconditions of cultivating students' innovation ability lies in the width and breadth of information acquisition methods and channels. In view of the progress of technology, the dissemination of knowledge is developing in the direction of informatization. While vigorously promoting the informatization of education and teaching resources, colleges and universities use multimedia network technology to inject more innovative elements in the teaching process, cultivate students' innovative thinking by means of sound, picture and dynamic demonstration, expand their imagination ability for architectural design and space, and improve teaching quality<sup>[1]</sup>.

### 2.2 Characteristics of Teaching Content

The core of architectural education lies in architectural design and design teaching. In order to make the design teaching more open and stimulate students' learning enthusiasm, professional architects can be invited from design institutes to participate in design teaching activities. In addition, colleges and universities can cooperate with the local planning bureau to carry out the practical activities of building surveying and mapping and protection research. On the one hand, it can contribute to the local economic construction, on the other hand, it can also exercise the students' actual working ability, and achieve the goal of cultivating innovative thinking and practical talents with characteristic teaching<sup>[2]</sup>.

## **2.3 Open Up the Trinity Training Way**

The traditional teaching mode of architecture major focuses on the inculcation of students' knowledge and ignores the cultivation of their practical design and drawing ability, which can no longer meet the demand of talents in the construction industry. Nowadays, the reform of curriculum objectives points out that innovative talents are the top priority of teaching objectives. Colleges and universities should actively change the traditional teaching and training mode, open up new teaching space, open up and improve the trinity of classroom teaching, architectural design, blue painting and production practice time, so as to cultivate students' innovative ability<sup>[3]</sup>.

## **3. Innovative Talent Training Mode**

### **3.1 Relying on the School Enterprise Cooperation, Innovating the New Mode of High Quality Personnel Training**

School enterprise cooperation is the direction of higher education reform and development in China. It is an operation mechanism oriented by market and social demand. It is a talent training model for school and enterprise to cooperate in resource technology, teacher training, job training, student employment, scientific research activities, etc. it makes use of different resources and environments between schools and enterprises to cultivate high-quality workers and skilled talents to adapt to the development of market economy and meet the needs of enterprises. In this paper, in the process of training high-quality workers and skilled talents to meet the needs of society, we should not only enable students to acquire simple theoretical knowledge through classroom teaching, but also emphasize the cultivation of skills and practical working ability through practical activities. Schools and enterprises should make full use of each other's advantageous resources to carry out multi-directional cooperation, so as to ensure the specification and quality of talent training, and provide more high-quality skilled talents for the society through innovative talent training mode. In school enterprise cooperation, students improve their working ability and professional quality through internship. Through the combination of work and study, students participate in work practice according to the actual production and service requirements of the enterprise, and have the work experience required by the employing unit in advance. During the internship period, students' participation in work practice is conducive to cultivate the spirit of love, dedication and hard work, enhance the feelings of post and occupation, and accept the influence of enterprise culture earlier. At the same time, through school enterprise cooperation, the college closely follows the development trend of the industry and adheres to the employment needs of enterprises, realizing a new training mode of school enterprise cooperation and greatly improving the employment situation of graduates. The graduates of construction vocational colleges are constantly enriched to the most basic level of construction production, which greatly improves the overall quality of employees in the industry and enterprises<sup>[4]</sup>.

### **3.2 Taking Luban Culture as the Starting Point to Promote the Cultivation of Students' Good Professional Quality**

In the past, many graduates suffered failure at the beginning of their career due to their poor professional quality. The fundamental reasons for these graduates to be dismissed by enterprises are often due to “not understanding the meaning of work, lack of sense of responsibility for work, others and society”, “impetuous, lack of hard-working, down-to-earth, modest and patient attitude towards work”, “no spirit of innovation and initiative in work”, “weak coordination, and not good at communication and cooperation with others”. Wait. In recent years, the construction quality education system of Lu class has been vigorously promoted, and the quality education system has been formed. “Luban culture” was awarded the second prize of the Ministry of education in 2011. Luban culture is a culture of invention and creation, and Luban spirit is the spirit of independent innovation of the Chinese nation. The essence of Luban culture is “Luban spirit”, that is, hard work, courage to practice, perseverance, dedication and innovation. Almost 98% of the students of construction vocational colleges are engaged in the first-line construction, site management and

other work after graduation, which is characterized by a lot of outdoor work, wind blowing, sunshine, rain, and the hardship can be imagined. It is particularly important to cultivate students' quality of hard work. The work of construction enterprises also has its particularity, that is, the safety risk is high, the coordination among various specialties is large, the unpredictable factors are many, and the influence of natural environment is great. It is very important to cultivate students' good psychological quality and learn normal interpersonal communication.

The college constructs the talent quality education mode of Luban spirit from three levels: college, department and teacher. On the one hand, the college actively requires enterprises to come to the school to preach corporate culture. For example, some companies have twice preached to the students the core values of “want to do well, don't want to mix up” and the service concept of “creating value by profession, achieving brand by service”, and cultivate students' good professional quality by using corporate culture; on the other hand, through the Department's career design education, according to the basic background of different students, their career aspirations are classified into different categories Professional career is customized to make quality education run through professional education. At the same time, we should strengthen the construction of professional ethics courses and the new curriculum system with the cultivation of professional ability as the core, and make great efforts in the training program of professional talents, so that the teaching contents of construction vocational colleges are closely integrated with the professional post standards of enterprises and the characteristics of enterprises, so as to achieve the combination of learning and application, integrate into the society and adapt to the society, so as to cultivate the great development of local pillar industries More high-quality talents in the construction industry. In recent years, the employment rate of graduates of the college has always been above 98%, and the professional counterpart rate has remained above 93%<sup>[5]</sup>.

#### **4. To Create a Good and Harmonious Campus Cultural Atmosphere with the Carrier of Cultural Education**

##### **4.1 Combining with the Characteristics of Design Specialty, Innovating the Way of Network Culture Education**

Culture education is a kind of potential hidden curriculum, which plays an imperceptible role in cultivating students' comprehensive quality, optimizing educational environment and promoting the stable development of schools. Its educational function brings positive influence to students through the healthy and upward spiritual factors of the school, promotes the improvement of students' overall quality, and plays the main role of students in cultural education, especially in the construction of campus culture. The degree of students' participation determines the success of cultural construction. Taking cultural themes as the carrier to build a cultural exchange platform between teachers and students on campus in the network era is a good meeting point for design talents to carry out cultural education. Combined with the characteristics of design specialty, innovative methods (including video, graphics, and voice) are used to express cultural understanding with the help of new media (wechat, microblog, live broadcast platform, etc.), Through the combination of network education and design concept, the students of architectural design are exposed to a broader knowledge level, which not only improves their political literacy, but also improves their own cultural accomplishment and expands their horizons. The cultivation of application-oriented professional talents should be based on the growth needs of students and closely combined with the major to build a more educational and standardized multi-level cultural education system to guide young students to actively participate in it, so as to delight in body and mind, cultivate sentiment, cultivate temperament and spirit, and cast a long-term mechanism of cultural education(Figure 1)<sup>[6]</sup>.

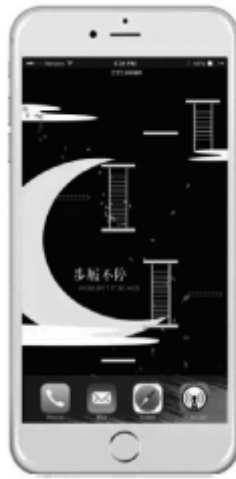


Fig.1 Mobile Phone Wallpaper Design Based on Campus Culture

#### **4.2 One Body, Two Wings, Linkage and Complementarity to Build a Cultural Platform with Professional Characteristics**

Fully integrate resources, internal and external cooperation, take the long-term mechanism of cultural education as the carrier, supplemented by online and offline driving. In the process of cultural education in the past, campus cultural activities have attracted more attention, but colleges and universities bear the important responsibility of pushing university culture “going out”. Therefore, under the long-term mechanism of cultural education, we should also pay attention to the construction of the base of professional culture education, so that the university culture can radiate more widely and students can gain self-confidence. We can fully rely on and give full play to the cultural resources of architectural discipline. We can regularly summarize the excellent achievements of cultural thinking through the form of online graphic push and live interaction, as well as the development of offline ritual education theme activities. On the one hand, it strengthens the interaction between teachers and students, on the other hand, it forms a multi-level and wide coverage communication system, making colleges and universities become cultural heritage and innovation. The new important demonstration areas and radiation source areas can realize the educational effect at the same time. In this way, students can flexibly use diverse creative thinking, have agile thinking and broad knowledge structure, establish a scientific and reasonable balance between engineering college design and engineering specialty, and play a positive role in improving students' design level<sup>[7]</sup>.

#### **4.3 Integrating Multiple Design Directions to Build a Three-Dimensional Model of Cultural Education**

Under the guidance of “socialist core values” of cultivating and practicing socialist core values, combined with students' professional interests, it integrates multiple design directions. It can be conducive to the aesthetic commonness in fashion design and architectural design, the commonness in composition understanding between cartoon production and architectural design, and the commonness in space cognition of architectural design for video shooting. Cultural education can be carried out by combining fashion design with architectural design, cartoon production with architectural design, ideological and political understanding and architectural design. The cultivation of innovative design talents needs to be based on culture and create a good atmosphere of cultural inheritance, social service, innovation and so on in the educational environment. Carry out such as “campus culture 24 solar terms” series of activities to promote Chinese excellent traditional culture, architectural clothing design exhibition, “national public memorial day” theme activities. Through the cultural activities with various forms and distinct themes, the main line is to carry forward the main theme, and to cooperate with the cultivation characteristics of the country, schools and colleges, so that students can make full use of their own professional characteristics, interpret the socialist core values, enhance the value leading work of young students, achieve

deep-level cultural education effect, and construct a three-dimensional cultural education mode(Figure 2)<sup>[8]</sup>.



Fig.2 Clothing Designed by Nanjing Women and Children Center

## 5. Conclusion

Based on the combination of cultural education and architectural design discipline, the innovative talent training mode starts from students' interests and combines with the characteristics of design specialty to encourage young students to give full play to the knowledge they have learned, perceive culture with heart, express culture with design, spread cultural perception and design expression in novel ways through online platform, conduct collision and exchange, and help students tap their interests. Expand the direction of design, independent innovation and entrepreneurship. More than 100 related online tweets have been delivered to more than one million people. At the same time, we have successfully designed cultural and creative products (postcards, bookmarks, T-Shirts, etc.) with multiple themes, such as “the city of glory”, “the story of a floating life” and “walking on and on”. At present, through this education mode, we have successfully cultivated two design innovation and entrepreneurship projects, focusing on creative video production of single frame studio (fpstudio) video studio and striving to create an online community of high-quality architectural designers archigh architecture first online information sharing platform. The integration of cultural education and architectural design discipline is the extension of professional knowledge of architectural design discipline in extracurricular, and it is an important way for students to explore multiple directions of disciplines through cultural education mode, so as to realize self perception, self-study, self grasp and self-improvement. With the development of the times and the needs of growth, more and more innovative talents in architectural design have made achievements in many fields of culture, technology and art, such as clothing, photography, media, etc. In this context, in the process of students' growth, colleges and universities, taking cultural education as the carrier and professional characteristics as the basis, carry out diversified, deep-seated and all-round education mode exploration, which is of great significance for cultivating students' independent innovation and integration from inside to outside of the discipline, and will become an important direction for cultivating a new generation of innovative talents in architectural discipline.

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Name of Project: Research and Practice on Establishing the Training Mode of “3S Type” Talents in Architectural Design Specialties with the “One Horizontal and Many Vertical” Multidisciplinary Integrated Development (3S: Solid basis, Sound professional, Simple style).

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