

# The Role of Public Art Education in Cultivating College Students' Ability of Innovation and Entrepreneurship

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**Abstract.** In the process of continuous reform and development of education, the improvement of college students' independent innovation ability has always been a core part of university education. In the way of cultivating college students' ability to innovate and start a new way, university education has always been on the road of combining exploration and practice. As for the role of public art education in promoting the innovation and entrepreneurship of college students, it has also been paid more attention and conducted a series of exploration and analysis. Public art education is no longer a single way to improve students' aesthetic ability and sensitivity to art, but rises to the height of the cultivation of college students' innovative and entrepreneurial ability. In recent years, college education has also received more people's concern. This paper will analyze the characteristics of university public art education through the cultivation of college students' innovative and entrepreneurial ability, and clarify the important role of public art education in the cultivation of college students' innovation and entrepreneurship ability.

## Introduction

Under the background of the increasing number of college graduates nationwide, the pressure on students' employment is increasing, and the more students choose to start a business but the success rate is very low, the innovation and entrepreneurship education of college students is further concerned by people from all walks of life. This is a new type of education model that combines entrepreneurship education and innovative education with a focus on entrepreneurship education, focusing on cultivating students' innovative consciousness, innovative thinking, and innovative ability to lay a good foundation for entrepreneurship. At the same time, it is undeniable that college students are innovative and entrepreneurial. Education started late in China, and there are many shortcomings in teaching content, means, and teachers. Among them, the limited time of teaching and space resources is one of the most basic problems. If it cannot be properly solved, the practice and revision of all other issues will become empty talk. According to the survey, most colleges and universities in China do not have special innovation and entrepreneurship courses, but instead substitute or supplement them in the form of employment guidance, career planning, situation politics or after-school activities. We know that innovation and entrepreneurship education should not be just a quick and quick guide to entrepreneurial skills. It is not to encourage students to start a business immediately or just graduate. It should cover multiple aspects of thinking, psychology, and methods, and guide them to the core of innovation and entrepreneurship. The whole process of career choice, employment and re-employment has become an education for students to benefit for the rest of their lives.

## The Value of Public Art Education in Colleges and Universities

Public art education is not only an integral part of college students' comprehensive quality education, but also an important channel for colleges and universities to implement aesthetic education. The so-called public art education aims to guide and help the educated to establish correct aesthetic views through the means of natural beauty, scientific beauty, social beauty, literary beauty, artistic beauty, etc., to improve their cultural and artistic accomplishment, to cultivate

sentiment and purify the soul. An artistic activity that enhances the overall quality of people. It has important value in college education and has unparalleled functions and advantages in other disciplines.

#### **The aesthetic value of public art education**

The cultivation of college students' aesthetic ability is one of the important tasks of college aesthetic education. Public art education in colleges and universities helps to stimulate students' awareness of beauty, aesthetics, beauty and beauty. It is conducive to broadening the aesthetic vision of college students, improving their aesthetic taste and aesthetic ability, and advocating and pursuing beauty. The aesthetic education in public art education can enhance students' aesthetic consciousness and aesthetic needs, cultivate students' elegant aesthetic taste and aesthetic experience, and then comprehensively improve students' aesthetic inclination and aesthetic artistic quality. It is an indispensable part of college aesthetic education. An alternative educational power. The vitality of public art education in colleges and universities lies in aesthetics, indifference or dilution of aesthetic art education activities, and it has surpassed the true nature of public art education. The negative effects brought about by it are self-evident.

#### **The value of the benefit of the public art education**

Public art education has the function of "Virtue" and "adult". Schiller, a German writer, thinker and playwright, once said that it is useless to attempt to achieve the moral stage without aesthetic development. This means that art education itself has the moral value and the achievement of human virtue is the important goal and aim of art education. The meaning of "musicians" is put forward in the book of music. In the activities of public art education in Colleges and universities, through music appreciation, painting, dance, performance and creation, students can guide the students to be good for beauty, form a good attitude and value orientation, distinguish right from wrong, avoid evil, temper their character, and form a positive and enterprising attitude and health in the pursuit of true, good and beautiful. Full moral personality.

#### **The enlightening value of Public Art Education**

The results of brain science research show that the left and right hemispheres of the human brain have their own attributes and functions. The left brain is dominated by logical reasoning, while the right brain is dominated by image thinking. Through public art education, not only can the activity of the left and right brains be stimulated, the efficiency of the brain can be improved, but also the role of the left and right brains can be coordinated and balanced, the development potential of the brain can be explored, and the positive thinking of active college students can be active. Exercise and start the intelligence of college students. Emotional people and emotional people are important features of public art education. The public art activities of colleges and universities are not carried out in a forced and high-pressure manner, but actively mobilize the subjectivity of students so that they can participate in movement, pleasure and consciously. Driven by strong interest, it stimulates college students' infinite love and longing for art, arouses the sense of responsibility of college students to acquire knowledge actively, enhances the perception, memory and understanding of college students, and enhances students' insight, imagination and imagination of art works. Creativity effectively promotes the mastery of knowledge, intelligence and ability of college students.

### **The Role of Public Art Education in the Cultivation of College Student' Innovative and Entrepreneurial Ability**

#### **Helping to train students artistic image of imagination.**

In the course of human development, every creative invention or discovery is inextricably linked to imagination. It often depends on human beings' sensitive perception of things and has unlimited possibilities of imagination. From an artistic point of view, it is very different from other social disciplines. The reason why art can touch people and create emotional interaction depends on the specific artistic image and the strong appeal of the artistic image itself. Art is just a general term for a comprehensive classification. It contains a variety of content. Whether it is literature, music,

dance or painting, it uses a specific artistic image as a medium to let human beings feel and resonate. Most of these artistic images are shaped and perfected through hypothesis. The process of this hypothesis and supplementation is imagination. Too many discoveries and inventions in human history are based on imagination. Whether it is the universal gravitation discovered by Newton or the analytical geometry discovered by Descartes, including the realization of the dream of mankind to fly to the sky, it is all imagined. Under the premise.

From this we can see that imagination itself is an innovative process. In this process, continuous thinking and observation have created people's unlimited creative ability. For college students, through the study of public art, to feel the charm of art, to enhance the ability to appreciate art, and to stimulate their desire for artistic creation, is itself a good innovative exercise.

Aesthetic and temporal artistic ability to help students practice innovation entrepreneurship

As art, one of its most important characteristics is aesthetics, and the source of this feature is our life. All the artistic creations are inspired by the author's observation and perception of life. Through the artistic expression technique, a more aesthetic work is presented to more people, so that everyone can also discover the beauty of life from artistic creation. This highly unified art of form and content also greatly promotes the aesthetic concept of college students, enabling college students to better integrate their understanding of beauty into their ordinary life.

In addition, if you want to cultivate the ability of college students to innovate and start a business, they can no longer stick to the surface work of traditional teaching mode that only masters knowledge but does not verify and practice knowledge. Such teaching can not improve the actual hands-on ability and action ability of college students. The role.

#### **The main creative arts students need for continuous innovation**

In the process of art practice, it is inseparable from the author's thinking about the works of art. This needs to add more understanding and ideas to the creation of the subject of art and give the true soul of the work. This is very suitable for the cultivation of innovative talents in university education. The teaching of public art is to stimulate their inner innovation consciousness in the art practice of college students, and for the college students who have the requirements of entrepreneurship, this kind of exercise is the important paving for the future business.

### **The Specific Practice of Public Art Teaching in Cultivating the Ability of Innovation and Entrepreneurship**

#### **Making clear the status of public art education in the school education system**

Although there are many factors in the development of public art education in colleges and universities, the issue of subject orientation is the most fundamental and most critical factor. Unclear positioning or deviations will inevitably lead to public art education going astray, leading to frustration. To this end, we must be soberly aware that public art education is an education that improves the aesthetic quality of the people, rather than a deep professional education. Therefore, the goal of public art education in colleges and universities is not to cultivate high-level and elite education, such as singers, composers, and artists. Instead, it allows college students to accept the beauty experience or art, and serve the harmonious development of moral, intellectual, and aesthetic aspects. The cultivation of builders and successors is an indispensable part of the implementation of quality education. This determines that public art education in colleges and universities must be oriented to every college student, with all college students as the object of education, and the popularization as the development direction, in order to comprehensively improve the artistic quality of college students as the basic task. Establish the status of film, drama, dance and other art courses in the school curriculum system and the entire school education.

#### **Improving curriculum management institutions and speeding up the pace of curriculum management**

Teaching is the main way to implement the course. Disorderly curriculum management will inevitably lead to inefficient or ineffective teaching. In the public art education of colleges and universities, the public art teaching department and the corresponding management institutions

should be set up to be divided and responsible for the work of art education and to strengthen their post duties. In particular, the guiding spirit of the school art education regulations should be strictly implemented, the curriculum system is optimized and the art teaching is set up. The education curriculum plan, the detailed rules of the curriculum implementation, the evaluation index system of classroom teaching, and so on, resolutely eliminate the randomness and subjectivity of the public art education curriculum, and constantly improve the management mechanism of the public art education curriculum. According to the development of the region and the school, according to local conditions, the compilation work of the high level teaching materials should be strengthened to meet the needs of various arts in different areas, such as dance, opera, painting, singing and so on. Only in this way can we achieve the dynamic balance of national curriculum, local curriculum and school-based curriculum management.

### **Focus on the goals of art education and develop students' ability and personality in innovation and entrepreneurship**

For the requirements of college students' innovative and entrepreneurial ability, we must first instill the concept of innovation in the cultivation of personality and pay attention to the practicality of entrepreneurial ideas. For individual students, they should be encouraged to carry forward their individuality, avoid standardized teaching, and enable students to continuously enhance their innovative entrepreneurial vision and cognition through their appreciation of their artistic appreciation and identification. Secondly, through the targeted art teaching content, the art and life are closely linked, and the students can have a correct understanding and assessment of the future innovation and entrepreneurship path through the practical approach close to life and close to the society, through a practical learning experience. To estimate the energy that can be exerted on the road to innovation and entrepreneurship in the future. Finally, in the form of teaching, the class should be handed over to the students, they should explore and discover by themselves, establish the dominant position of the students, and let the students develop their self-learning and self-thinking ability, which is very good for innovation and entrepreneurship. Practical opportunities.

### **Conclusion**

The intercommunication, mutual attraction and mutual promotion of public art education and innovation and entrepreneurship education in colleges and universities, as well as the positive influence of the former on the latter, make it possible to combine the two. There is a long way to go before college students' innovation and entrepreneurship education. Whether it can successfully develop public art courses and other positions is a long way to go. All forces must work together, continually seek, and keep up with the times, so that these two kinds of education can truly exert their effectiveness and contribute to the improvement of human capabilities and the promotion of social development.

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