

On the Cultivation of the Ingenuity of Art Design Talents in Colleges and Universities

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Abstract: With the majestic call for building socialism with Chinese characteristics, the ingenuity has gradually returned to the public's vision, especially in the field of education. However, the ingenuity of many colleges and universities has not penetrated into the heart of every art design talent, and has not made it a professional quality support for college students. Colleges and universities should be committed to the cultivation of ingenuity and spirit, from the professional curriculum, personal accomplishment, values and other aspects of the profound guidance, set off a revolutionary ideological revolution. At the same time, this is also an important move for the cultivation of high-level art professionals in China and the healthy development of the national cultural industry.

1. Introduction

With the strength of the country, people are paying more and more attention to the development of culture and the cultivation of cultural self-confidence. Under this circumstance, the reform of art design talents in colleges and universities is also in full swing. At the same time, the demand for high-quality art professionals is also growing. The introduction of the craftsmanship spirit is one of the important measures to adapt to the current development of the current situation. Nowadays, many colleges and universities have problems such as low professional quality, poor ability to persist, sloppy work, and poor creativity. To this end, China's colleges and universities should vigorously promote the spirit of craftsmen, develop innovative industries, cultivate innovative talents, and promote China's transformation from a manufacturing power to a smart power.

2. The meaning of the craftsman spirit

In the new era, the craftsmanship usually represents a professional spirit and is a value standard and professional requirement of most practitioners. Its content usually includes dedication, lean, focus and innovation. Dedication is undoubtedly the practitioner's wholehearted devotion and loyalty to the profession he is engaged in. Professionalism is the professional principle that the Chinese nation has upheld for nearly a thousand years and is one of the basic contents of the socialist core values in the new era. Lean, as the name suggests, is to strive for excellence, and the so-called excellence is to treat a job very seriously, although it has been qualified, but still want to do more perfect, to make it to a higher level. Focusing means being very patient with the work you have done, and investing a lot of energy into it. This is one of the spirits that must be possessed by a great power, and it is also a concrete manifestation of the spirit of artisans. Innovation is a breakthrough and innovative connotation. In economic life, innovation is also one of the new development concepts of New China and one of the important ways to achieve intellectual power.

In today's society, people use the Internet flexibly, which leads to the phenomenon of short-term pursuit in the society. This is undoubtedly a superficial behavior that ignores the pursuit of the essence of things. It is a profound manifestation of the characteristics of people's anger and lack of understanding. This also causes many college talents not to focus on self-cultivation, only on the level of success and success. Therefore, all colleges and universities in China should pay attention to

cultivating the craftsmanship spirit of students, so that classroom education with artisan spirit and art design can be organically combined and adapted to the form of social development [1]. At the same time, colleges and universities should also strengthen the basic knowledge and theoretical foundation of art talents, and attract the attention to personal experience and life experience, so that they are committed to the promotion of the quality of college art professionals and the enthusiasm.

3. The connotation of college art design talents

In today's society that focuses on innovative development, art design talent has become the main pillar to enhance China's industrial creativity. China is moving in the direction of manufacturing a strong country and a smart country, and art design is one of the important factors for accelerating this pace. There is no doubt that art design talents are the main force to promote national transformation and upgrading. Therefore, in order to improve the development of China's manufacturing industry and strengthen the level of national science and technology innovation and art design, it should enrich the connotation of college art design talents. The essence of this connotation is humanistic literacy, which is the improvement of one's own quality through self-cultivation and personal practice. Generally speaking, the development of humanistic literacy is very different in different areas of different developmental periods. In the field of cultural education, humanistic literacy is one of the important contents of education. It has the same value and meaning as art design education in contemporary colleges and universities, and has an incomparable important role in college art design education [2]. Therefore, the education of talents in colleges and universities cannot be ignored. The traditional education model has little effect on the cultivation of innovative talents, and it cannot continuously and effectively provide enterprises with artistic talents with innovative ability and artisan spirit. At the same time, college art design students should understand the humanistic concept and humanistic connotation, use innovative imagination to design art works, and promote the sustainable development of China's manufacturing industry, so that the manufacturing industry has core competitiveness. It can also fully embody the humanities education and the spirit of artisans, inject new impetus into the art design talents of colleges and universities, accelerate the pace of socialist modernization with Chinese characteristics, and enhance China's international influence.

4. The reason why college art design talents lack ingenuity

4.1 Simplification of professional courses

Many colleges and universities now focus on the basic knowledge of students, often overlooking the establishment of professional courses with the core of ingenuity, which directly leads to the lack of excellent cultural heritage in talent quality education. Undoubtedly, this cultivation of the foundation of the ingenuity is not harmful. On the contrary, on the basis of solid understanding of students' basic knowledge, the integration of professional courses with the theme of ingenuity is very conducive to improving the cultural self-confidence and scientific quality and creative level of high-quality professionals [3]. At the same time, it is necessary to fully tap the profound connotation of traditional culture in the professional curriculum, and to play an important role in maintaining the common development of the Chinese nation, and at the same time realize the diversification of professional courses.

4.2 The rigid form of education

In the field of education, the education of teachers often plays an irreplaceable role. Teachers' educational training methods often have a great influence on the degree of acceptance of students. In the current form, most of the teachers' educational methods are closer to the traditional monotony. Many college teachers have a very high standard of teaching, but they are very rigid in the cultivation of ingenuity. Teachers cannot integrate their vast knowledge into the practice of cultivating artistic design talent. This is also the most serious problem facing most colleges and universities. This

requires teachers to use the teaching skills and skilled operational skills to make a perfect demonstration of the students' learning spirit.

4.3 Imperfect values and personal beliefs

Ingenuity is an indispensable value in the cultivation of art design in colleges and universities. Teachers cannot integrate the craftsmanship into the scientific education system, and they cannot use the artistry, comprehensiveness, humanity and comprehensiveness of the art discipline. Craftsmanship refers to the innovation of the inner essence of art design, the deepening of art design, and the cultivation of technology through simple reproduction and superficial creation. In the education of colleges and universities, the cultivation of talent values and personal beliefs is often neglected. At the same time, in a sense, teachers also lack a deep understanding of the economic value and social value of the ingenuity. In recent years, many companies have complained that the quality of college graduates is not high enough, and they are not focused enough on their professional work. Some companies even complain that they lack certain professional ethics. From this point of view, what they lack is not the so-called professional ethics, but an ingenuity and a correct value and personal belief [4].

4.4 Student burnout and laziness

Usually, art design students will consider themselves into an internal, stress-free, externally uncompetitive environment when they enter college. Therefore, students will have a lazy inertia for their study. Sometimes they will even have the responsibility of avoiding responsibility, being comfortable with the status quo, and not seeking solutions. Most people will not choose to take the initiative to use their brains to innovate. When a person is habitually lazy, tired, idle, or satisfied with his own state and comfortable environment, then it is impossible to innovate, and art students who want such lazy leisure are accepted and better. It is even more unrealistic to understand the ingenuity. In other words, laziness and laziness will not only make the mediocre people do nothing, but also destroy the edge of outstanding talents.

5. The cultivation method of the artistic spirit of college art design talents

5.1 Conducting full-time training

From the first day a student enters a university, teachers should take on the important task of educating students and cultivating their growth. The spirit and value pursuit that the teacher demonstrates in the process of teaching can influence the learning and healthy development of the students. In this regard, the author believes that teachers should uphold the spirit of artisans and persistently explore, so that the art design talents of colleges and universities will continue to be technically improved, which is also another manifestation of the ingenuity. In addition, in addition to teaching teachers should do their own demonstrations, other faculty and staff should also show their own unique craftsmanship in their respective fields of work, so that college art design students can better understand the unique connotation of ingenuity. Under this kind of infection, students can more easily integrate the craftsmanship and humanistic meaning into the student's life.

5.2 Conducting full-course education

The cultivation of ingenuity is a long process. Teachers not only need to be guided correctly, but also should plan their careers accordingly. At the same time, students themselves should strengthen their professional ethics, improve their professional skills, and establish correct moral concepts and professionalism. When the students first enter the university, the teacher prepares the whole process to train the students. For example, students are given freshman education guidance, and textbooks are patiently explained to freshmen, emphasizing the professional development prospects and employment direction planning of the student. Only by fully training the whole process can students be more able to participate in the learning of craftsmanship.

On the basis of the planning of students' study journey, the students' professional quality and professional responsibilities under different conditions are emphasized, and the professional quality of students is cultivated on the basis of the students, so that they can effectively integrate the craftsman spirit in the later growth. Therefore, the students' professional attitude and sense of responsibility have also been developed in an enlightened manner.

5.3 Integrating the teaching resources of college art design

A single teaching method and teaching resources are undoubtedly the form of education reform that should not be suitable. Only the use of rich and varied teaching materials and teaching resources can make a single boring teaching content lively and full of fun. Therefore, it is necessary to integrate teaching resources and use two different teaching resources, domestic and foreign, and extracurricular and extracurricular teaching materials to cultivate students. It is also a feasible solution to learn from the internationally advanced teaching methods and introduce innovative teaching experience to teach, while hiring foreign teachers and giving full play to the powerful strength of foreign teachers. Similarly, teachers of art design in domestic universities can be trained to raise the level of domestic teachers and inject new impetus into the prosperity and development of education in China. As a result, the thinking of college art design students has been broadened to a large extent, enabling them to improve their self-cultivation in an unfettered teaching mode and lay a solid foundation for the cultivation of craftsmanship.

Many famous universities in the world have exchanges and cooperation. Every year, the graduates of the Chinese Academy of Fine Arts and the foreign famous teachers have successfully established graduation projects by various design institutes. This praised the students' design ability to a certain extent and expressed their recognition. At the same time, it also enhances students' ability to design and innovate and enhances artistic exchanges with universities around the world. It also has a great effect and unique significance for the ability of the school. It can be seen that both academic and school-state interactions will bring advantages to the richness of teaching resources. The integration of the teaching resources of college art design has greatly promoted the students' artistic design execution ability, professional quality and craftsmanship.

5.4 Constructing a Chinese art design discipline system

Since the founding of New China, the most emphasized words have been cultural self-confidence. Similarly, there is educational self-confidence in the field of education, and the source of educational self-confidence is people themselves. The ingenuity can effectively build a Chinese art design discipline system and lay the foundation for an educational model with unique Chinese characteristics. In this way, when college art design talents go to the market, they will have extremely strong self-confidence and will be very beneficial to the future work.

6. Conclusion

In this era of intense competition for talents, the ingenuity in the cultivation of talents plays a vital role. The artistic talents exported by colleges and universities should undoubtedly have high-quality humanistic literacy and dedication to work, and be creative and powerful. Development assistance. At the same time, college art talents should pay more attention to stimulating education with humanistic feelings, enhance the ability of inheriting national culture in the content of teaching, and make innovative talents make great contributions to the healthy development of the country today, and let China's innovation cause The influence in the world is even greater.

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