

Research on Diversified Development of Art Design Education in Colleges and Universities

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Abstract: Art design is a creative activity with utilitarian and aesthetic characteristics. With the continuous development of the times, modern art design has also undergone many new developments, presenting a multi-dimensional development pattern. Based on this development background, modern art design should not only inherit the traditional ideas, but also continuously learn from and absorb some excellent design ideas at home and abroad.

1. Introduction

The diversity of art design education in colleges and universities is determined by the intersecting characteristics of the art design discipline itself and the history of art design education in China. It is the development direction that art design education must follow. The article analyzes the current state of art design education in China's universities and the inevitable trend of diversified development, proposes specific strategies for diversification, and provides a solid theoretical basis for the reform of the curriculum system of art design majors in universities. Today, the phenomenon of diversification is common in the scientific and technological circles and the literary and artistic circles. Contemporary art design ideas not only exist in separate fields, they involve multiple fields such as production, media, technology, and sales. Diversified cross-border development is vertical and horizontal. We can see a lot of examples in life.

2. Status of Art Design Education in Colleges and Universities

The overall trend of art design education in China's colleges and universities is late, but it is developing rapidly. In the mid-1990s, a large number of art colleges, comprehensive universities, normal colleges, and private colleges opened design majors, prompting the scale of art design education to continue to expand and the level of schooling to be continuously improved. There are four levels of education in the disciplines of art and design: doctoral, master, undergraduate, and junior college. Basically, an art education system with a complete range of disciplines, a scientific discipline system, and a considerable scale has been formed. According to incomplete statistics after the adjustment of undergraduate majors in 1998, there are 298 undergraduate colleges and universities in the country that have majors in arts. It reached 597 in 2001 and more than 700 in 2002. The quality of art design education and discipline construction in some colleges and universities is relatively high, and a large number of outstanding talents have been cultivated, which have a greater impact at home and abroad. For example, Tsinghua University (formerly the Central Academy of Arts and Design), the Central Academy of Fine Arts, and the Guangzhou Academy of Fine Arts all introduced advanced foreign design concepts, teaching content, and teaching methods earlier, and combined with their respective economic environments, established design education systems with their own characteristics. Cultivate modern design talents needed by the market. Judging from a large number of teaching achievements, good results have been achieved in terms of design concepts, teaching perspectives, training of creativity and inspiration in creative thinking. With the rapid development of art design education, we also found that quite a few design colleges have some common problems, that is, the design goals of design majors are not clear, the design curriculum system is not guaranteed, the scientific research ability is weak, and they are in contact with foreign design education frontiers. The teaching content is outdated, the teaching methods and

concepts are backward, some courses are unreasonable, and the talent training mode is backward. The market for talent demand is saturated, and the employment situation of graduates is grim. Especially in the past two years, the training goals of newly opened majors have been in the form, lacking awareness of the nature of art design education, and staying in instilled teaching models and imparting skills. In the “master with apprentice” approach, there is a lack of cultivation of creative thinking, and the students trained lack market competitiveness. All this shows that there are still many places in China's art design education that should be reformed.

3. The Necessity of Diversification of Art Design Education in Colleges

A diversified art design education system is an inevitable trend to adapt to the development of art design education, and is a development direction that art design education must follow. The following is a detailed analysis from three aspects: First, with the intersection and integration of arts, liberal arts, engineering and other disciplines, new professional directions are constantly emerging, such as digital art, animation art, multimedia art and other majors have begun to set up. The comprehensive interdisciplinary nature of disciplines will inevitably lead to the differentiation of the disciplines of art and design.

Secondly, the attribute of disciplines leads to the diversified development of the hierarchical structure of art design education in China. At present, the division of labor in China's social vocational and technical positions, the imbalance in development between industries and regions, and the differences in the foundation and conditions for running colleges and universities determine the multi-level, multi-type, and multi-specification of talent demand. In modern design education, we should combine the educational goals of cultivating talents with market demand, and separate them by the level of college, undergraduate, and graduate.

Finally, the attribute of discipline has led to the diversified development of the regional structure of art design education in China. China is a country with a large population and unbalanced regional economic and cultural development. This determines the differences in the regional structure of art design education in China. We should adjust the training goals of art design education according to the level of local economic development and cultural atmosphere to make it more suitable for local production and living needs. In terms of teaching content, combined with local and local cultural characteristics; in teaching methods, we can adopt teaching methods that are compatible with local economic and cultural development. In short, only by making full use of the local local cultural resources and making reasonable use of the existing teachers' conditions can we create a unique art design education.

4. Causes of the Diversification of Design Art

Consumerism promotes the development of design diversification Economic globalization and consumerism have a great impact on the diversity of design art. At the same time of economic globalization, the spread of the Internet and various media is easier, exchanges between different cultures become more frequent, people's horizons are broadened, and social and personal factors have brought new consumerism to consumers. The new economic structure has broken the original barriers, and the establishment of digital life has gradually ushered in advanced living attitudes and new aesthetic styles. The diversified development of design art is precisely to meet people's new lifestyle, and even lead people to enter a new lifestyle.

Scientific and technological progress provides an achievable platform for design diversification. Advances in modern technology have provided an achievable technology platform for the rapid development of design diversification. Because of technological advances, design diversification has a sense of the times and modernity that meets the needs of social development. In the 21st century, some design styles and modern design concepts that exist in the history of design have changed from thinking theory to practical facts. Those great designs constantly make human dreams come true. The contemporary design art under the brand effect changes with the advancement of technology, materials, and media. Every advancement in these seemingly unrelated disciplines can

make design have a better expression, a new look, and meet the design needs. Higher standards pursued in some areas. These changes continue to bring people fresh feelings and experiences, making it impossible for people to stop pursuing new things. These changes are also a spiritual need in modern life. Diversity and cross-border make design arts better serve people.

Diversified development is the inherent requirement for the development of design art. Diversified cross-border development is the common accumulation of long-term thinking and thinking change. One of the reasons for the emergence of cross-border is very important is the current fine division of disciplines or industries. Diversified cross-border development allows each discipline to achieve maximum development with the knowledge and connotation of other disciplines. Diversity and cross-borders allow areas or elements that originally had clear boundaries to infiltrate, intersect, and interact with each other. In addition, diversified cross-border development is not the end result. After going through the cross-border stage, the disciplines will develop in an unbounded direction. The disciplines are both independent and diverse, and are a new way of thinking.

Consumer groups' demand for design art is an external driving force. Design art forms that have been repeated in the past will not be accepted by contemporary consumers. They are mainly reflected in two aspects. First, consumers have higher levels of spiritual enjoyment. With the development of the economy, people have started to pursue a higher standard of living after meeting basic living needs. When people buy goods or services, they have more pursuits in terms of spiritual enjoyment, aesthetic needs, and quality of life. On the basis of meeting the functional requirements, the design pays more attention to emotional experience and spiritual guidance. In order to give consumers better spiritual enjoyment and longer-lasting attractiveness, the art of design must constantly arouse the public's physiological pleasure and spiritual resonance. Under this requirement, design art also needs diversified development to find a more suitable development path. Secondly, consumers have unique requirements for individuality. People's attention to the individual spiritual world, the self-confidence and firmness brought by individual knowledge reserves, and the deep requirements of releasing inner emotions and independent thoughts, make people with different consumption capabilities, different classes, different cultures, and different concepts demand to embellish with their artistic perspective. Life, image creation and self-improvement have also led to the emergence of various design styles. There is no special fixed style as the guiding ideology of design art. This is another reason for the diversified and cross-border development of design art by the rich types of consumers.

5. The Path to Effectively Promote the Diversified Development of Art Design

Persist in inheriting traditional ideas Chinese traditional culture has been continuously developed, precipitated, and accumulated in our society for thousands of years. As the wisdom of human beings, it is worthy of our inheritance and development. For art design, Chinese traditional culture is a very valuable resource. Regardless of how modern art design is diversified, designers should respect and inherit Chinese traditional culture. Of course, they should choose the best part of it. As the so-called, "the national is the world." Therefore, no matter how society and the times develop, art design should design national characteristics, so as to make art works shine. In the process of art design, we must fully integrate traditional culture and make reasonable use of traditional elements. This is not only conducive to perfecting art design works, but also to further spread national culture and strengthen cultural exchanges. However, it should be noted that in the process of inheriting Chinese traditional culture, we must consider the current era background and selectively integrate with modern culture to design works that are not only international, but also have national characteristics.

Continuously assimilating the world's outstanding design concepts The research on the theory of art design in China is relatively late compared to developed countries abroad, so the development of art design is also relatively slow. Although China has accumulated a lot of excellent national culture after thousands of years of development, China has always been a relatively closed social state. In the process of artistic design, designers often habitually use their own good and familiar ways.

Designing will slowly become disconnected from world development. The ancient folk art design did have a prosperous time, but it was mainly designed for the subjective needs of the rulers. The design object has certain limitations, resulting in the relative lag of domestic art design. Analyzing the development history of art design at home and abroad in recent years, it was only in the 1980s that China gradually started art design education, and some developed countries abroad have already started art design education 100 years ago. Therefore, the experience of foreign developed countries in art design education is more abundant.

6. The Diversified Development of Design Art Has Multiple Meanings

First, the diversified and transboundary development of design art reflects the characteristics of the current era. Modern design, as a purposeful creative behavior and cultural phenomenon, shows today's science and technology, humanistic thought, degree of civilization, and micro-world, etc. The content it displays is of an era, and its own design is also of an era.

Second, promote the diversification of artistic concepts and enrich the creative language. The art of design has been absorbing new ideas and new languages. Diversified and transboundary thinking replaced some of the thinking and established new artistic perspectives. Only by constantly injecting new elements can the art of design be taken to new heights. Today's diversified style and rich methods have been recognized by the audience in the market.

Third, promote designers to have richer creativity and higher design levels. The diversified development of design art is a test and a challenge for designers, and it is a test of the ability of designers in all aspects. Designers must have endless creative motivation and life-long learning, so that the diversity of design art can be continuously raised to new heights and expanded into a wide field. Fourth, diversified design arts and economics and culture promote each other. The diversification of design art can not only develop art itself, but also improve the cultural and cultural influence of a city or even a country, which is helpful for cultural output and enhancing national self-confidence. Art has propagated and disseminated through the channels of the market, increasing consumer groups' awareness of the new face of art. Diversified design arts have promoted market circulation and increased sales. The latter has also supported the development of diversified design arts, and the two sides have shown a trend of mutual promotion.

7. Conclusion

In summary, art design is closely related to people's daily life. Life is the source of design, and the ultimate purpose of art design is to serve people's daily life. In the context of the diversified development of modern art design, art designers can't just cater to the market. They should also keep a clear head, continue to innovate on the basis of inheriting excellent traditional culture, and design more works of art that are suitable for modern people's aesthetics.

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