

A Probe into the Practice Teaching System of College Art Design Specialty

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Abstract: Practical teaching is the key content of art design specialty teaching in colleges and universities. With the continuous change of market demand, the society has put forward higher requirements for the practice teaching of art design specialty in colleges and universities. Based on this, this paper expounds the significance of the practice teaching of art design specialty in colleges and universities, analyzes the problems existing in the practice teaching of art design specialty in colleges and universities, and puts forward the construction strategy of the practice teaching system of art design specialty in colleges and universities from the aspects of improving teachers' vocational skills, building double-teacher team, creating scientific evaluation system, standardizing management practice teaching and establishing scientific evaluation system.

1. The Significance of Practical Teaching of Art Design Major in Colleges and Universities

With the continuous development of social economy, the market demand of art and design talents is expanding, but in the past practice teaching, there is insufficient attention to practice teaching, unreasonable curriculum setting and the effectiveness of practice teaching. In order to better ensure the effect of talent teaching, colleges and universities need to innovate the previous concept of art design teaching, pay attention to practical teaching, and improve the comprehensive quality of students in an all-round way.

The teaching of art design major attaches great importance to students' creativity and hands-on ability, so it is necessary to give enough attention to practice teaching in concrete teaching activities, because theory teaching and practice teaching are equally important to art design. According to the practical experience of colleges and universities in recent years, it is not difficult to find that it is necessary to pay more attention to studio construction and practice teaching, to create a systematic practice teaching system, to gradually increase the proportion of practice in the teaching of art and design specialty, and to continuously improve students' practical ability and professional level.

Art design is an applied course, which is closely related to consumers and the market. The teaching activities of art design specialty need to aim at cultivating students' innovative thinking and improving their creative ability, and deeply study the relationship between design and technology, design and human beings, design and materials, and design and technology. In teaching content, teachers should strengthen the guidance to students, make them boldly try interdisciplinary and cross-specialty innovative design, improve students' comprehensive literacy, and cultivate a group of complex talents for the society.[1].

2. The Present Situation of Practical Teaching of Art Design Major in Colleges and Universities

In recent years, although the art design education in our country has made good development, there are still some shortcomings, in this form, colleges and universities need to innovate the concept and methods of teaching, study the best mode of talent training, and promote the teaching of art design to a better direction. At present, the degree of attention to practice teaching is insufficient, the effectiveness of practice teaching is not high, the teaching of art design only pays attention to students' artistic expression level and creative ability, neglects to cultivate students'

actual combat ability, and neglects to cultivate students' design concept, production ability and professional characteristics at the same time.

In addition, there are some problems in art design teaching in curriculum setting, the concept between professional courses and basic courses is vague, the pertinence of the curriculum is not strong, the process of the curriculum is not perfect, and the practice teaching pays too much attention to the artistry and neglects the practicability of the design.

With the continuous development of social economy, our country has gradually stepped into the information age, the knowledge system and structure of art design have pointed out higher requirements, the previous teaching methods have been unable to meet the current teaching needs. With the increasing pressure of market competition, the teaching activities of art and design specialty need to introduce some knowledge of market research and technical education appropriately, such as printing design, marketing, market research, product design and enterprise management, etc.

The importance of practical teaching in the teaching system is self-evident. In promoting the reform of art design teaching, it is necessary to make clear the goal of talent training, such as technology, material, technology, experiment or practical ability, to create a teaching system with modular and hierarchical characteristics to ensure the effect of practical teaching and the effectiveness of talent training [2].

3. Construction of Practice Teaching System for College Art Design Specialty

3.1 To improve the professional skills of teachers and build a double division team

Our country not only attaches importance to the improvement of education level, but also pays attention to the training of teachers, which is because education has always been a powerful force to promote human and social progress. In order to carry out the teaching reform more effectively, teachers should change the backward teaching idea in time, set up the consciousness of cultivating the applied talents in the concrete teaching activities, and gradually promote the practical teaching reform of the art design specialty.

In addition to the contents mentioned above, colleges and universities can adopt dual-teacher-oriented policies to continuously improve the professional level of dual-teacher talents and improve their practical teaching ability. For example, you can use the term plan to arrange teachers to go to the enterprise in turn to study and exercise, according to the practice unit and the practice report provided by the teacher to start the summary and feedback work. Not only that, colleges and universities can also hire excellent employees of enterprises to take charge of students' off-campus guidance, share real experience with students, and form a good mutual between teachers and students. It can not only inject fresh blood into teachers' team of colleges and universities, strengthen teachers' understanding and application of professional knowledge, improve their professional ability in all directions, and improve their ability to solve problems. At the same time, under the scientific division of labor and guidance, it can also cultivate students' sense of teamwork, enhance students' mutual cooperation, and improve students' practical ability to solve problems in the face of sudden problems.



Figure 1 Double division training activities

3.2 Strengthening financial support and optimizing the teaching environment and facilities

In order to ensure the effectiveness of practical teaching, colleges and universities need to constantly optimize the teaching environment and improve the teaching setup. Generally speaking, college training needs the support of practice base, and the construction of practice base needs certain funds. In order to enable students to carry out practical innovation activities smoothly, colleges and universities can adopt the mode of cooperation between schools and enterprises to raise the construction capital of practice base. Some of the funds raised were used to purchase the equipment and equipment needed for teaching and the other part to practice teaching. For example, the purchase of a double-ended laser engraving instrument for the advertising design center, as shown in figure 2, a tripod and digital camera for a photography studio, a large kiln for a ceramic studio, and so on. With the continuous improvement of the teaching hardware facilities, the teaching quality of the school will make obvious progress, and more applied technicians can be cultivated [3].



Figure 2 Double-ended laser engraving instrument

In order to further enhance students' practical and innovative ability, teachers can encourage students to give full play to their own imagination, save resources, recycle some discarded items in the school, and realize the goal of turning waste into treasure. For example, art design students dormitory abandoned bed board, although it is relatively old, but because it is waste materials, teachers can guide students to cut and polish the abandoned bed board, on the one hand can enhance the innovative spirit of students, on the other hand, can enhance the hands-on ability of students, such as figure. Secondary utilization of unused items in schools can not only reduce the cost of capital use, but also solve the problem of waste of resources, and also improve students' innovative practical ability.



Figure 3 Waste wood polished artwork

3.3 To establish a scientific evaluation system and standardize practical teaching in management

The scientific evaluation method is helpful to promote the good reform of practical teaching, and colleges and universities can design the corresponding assessment requirements according to the

characteristics of art design specialty, improve the enthusiasm of teachers' work, and better cultivate students' innovative ability and practical ability. Colleges and universities must ensure the scientific nature of the evaluation system of practice teaching, first of all, we need to make clear the training outline of art design amount, divide the concrete training content into different practice items, each item is explained and trained by different teachers, and make objective evaluation according to the time report of examination. Secondly, it is necessary to establish the training evaluation system of the cooperative units during the cooperation period of the school and enterprise, and to assess their practical ability according to the students' specific performance in the training activities, such as the students' work attitude, the completion of the work and their innovative ability during the work period, and so on.

In order to better meet the standards of promoting learning by competition, colleges and universities can also set up a reward system according to the actual situation, reward students with excellent comprehensive performance, and encourage students to actively participate in all kinds of innovative competition items. Teachers can feedback the results of students' practical assessment to employers, create a system of talent recommendation, and cultivate more applied people for enterprises. The application of this evaluation method can effectively stimulate students' innovative consciousness and initiative consciousness, and meet the teaching requirements of student-oriented.

In addition, colleges and universities should set up special practice teaching studio to carry out the work of practice supervision in good condition. Talent with good professionalism is an important part of the studio, and colleges and universities can concentrate on planning and coordinating the practical teaching of different classes like the system of making classes. The studio should give full play to the role of management and maintenance, coordinate the teaching activities of professional practice, optimize the allocation of teaching resources, and realize the sharing of teaching resources [4].

4. Conclusion

To sum up, art design belongs to an applied course and pays great attention to practice. Therefore, the art design major in colleges and universities can fully refer to the above contents, improve the professional level of double-qualified talents, cultivate students' innovative thinking, enhance their creative ability, strengthen the cooperation between schools and enterprises, pay attention to the guidance to students, constantly optimize the teaching hardware facilities, optimize the allocation of resources, improve the comprehensive quality of students, and cultivate a group of complex talents for the society.

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