

# The Education Model of Art Design Item Applies to the Service of Regional Development

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**Abstract**—In art to become the independent discipline, to the development of art design specialty related strategic research has substantial significance. Higher education should see art design is not limited to the essence of the education technology and education itself level. Art design can directly role as the means of cultural economic construction and ability, should be open and close to the social integration, especially local university. Because the local university in location feature and development space have certain difference, this article will take local university art design education mode of local economic construction and service of adaptability problems and relevant platform structure as the research target.

**Keywords**—regional; university; project; service

## I. INTRODUCTION

In recent years, in the regional pattern of diversified development of local colleges and universities, several times in the ideological trend of growth of the education reform, education idea and school-running thoughts also had the very big change. Local colleges and universities leaders recognize that the development center of gravity should not be simply pursuing big fight. Around the local social and economic development, to seek local support, service for local, local colleges in education, science and technology and cultural advantage of radioactive. Characteristics of typical can help themselves, but also conducive to the function of education. As art design, service, service object on a local method for education resources, and so is not a win-win concept of education?

## II. EPOCHAL CHARACTER OF ART DESIGN EDUCATION

2011 Reconstruction years Ministry of education disciplines, design as a discipline of art under the section close relationship and social life. Institute of art and design to build a service platform for innovative ideas based on, and is currently designing the education sector especially prospective research design education in local universities and services organic integration of socio-cultural and economic development. But from some real finds, in the rapid development of China's social-economic environment on adaptability of pattern and cultural highlights, now get designing education for the younger generation, their thinking and their traditional cultures and the universality of social demand has a lot of distance. The reason, the fundamental problem with this distance is to

introduce design education pattern of integration issues. Its people and our social life and aesthetic art and design needs of social differences. That Propose modern art design education must take into account the aesthetic needs of the general public. Coordinates that already existed on the one hand systematic content and concept of art design education of colleges and universities, on the other hand through the socio-economic strategic service culture, forward-looking guidance. Organic combination of both demanding goals will enable the College of art and design education and practice. Art design specialty in local colleges and universities to adapt and serve regional economy than first-tier universities have great disparities in development, there are a number of reasons, so there should be more strategic in local universities, in particular, in its study on the relationship between training models and modes of services [1]. Based on professional, looking for more solid and win-win development mode is present in local colleges and universities are actively thinking about the problem.

### A. Mode of Art Design Education to Meet the Social Needs

Social changes and the development of market economy in our country contemporary social needs must be taken seriously. We attach great importance to basic education and the theory of education in the past, now we also stress practical application. In fact, we emphasize practicality and adaptability of art design education has been for a long time, but still get used to our discussion on the stage of rapid development and transformation of the society. Seize the moment and just as the demand of the community for the future is the focus of art design industry has to face and demands, art design education to meet the market demand. Art and design is a spiritual and material relationship with economic, artistic design values must be input into the socio-economic activities can be achieved. Economy is the basis of society, art and design for the social and economic development service. Soils of the direct impact on the economic development of artistic designing, design can promote economic prosperity. Only the two complement each other, is in the interaction between state, common development [2]. Meet the social development needs of educational contents and methods of integration, is the law of education of art and design and art and design coordination method for forward-looking issues are resolved. Especially as commonly found in the General area and a second market in colleges and universities, the survival and development of the effective model is fundamentally education practices and adapt to the local culture and economic development.

### *B. Practicalness of Artistic Designing Education in Local Colleges and Universities to Adapt to the Needs of Local Needs*

The reform and opening up 30 years of art and design of Chinese higher education development in 30 years, although there have been from the educational philosophy of education reform to education to a new stage, arts and design education has been struggling with modernity and traditional educational philosophy, educational contents and mode of reform. When the country in the new period of development innovation revitalization plan, higher art education should see that the essence of design is not limited to the aspects of educational technology and education itself, art and design as a means of directly into the cultural and economic development and capacity, should open and close to the social integration, in particular the local University.

2008 Year the national local development forum held at Shanghai University, University of China higher education association education and research, President of CCPIT, Zuo Tiejong, academician of Chinese Academy of engineering, said that the future increase in the number of higher education, mainly rely on the development of local higher education to achieve. In quantitative terms, local universities is the main body in Chinese colleges and universities; according to reports, the National College 1908, which belongs to which colleges 1797, per cent of national colleges and universities 94.2%. The whole nation 740 undergraduate colleges, local universities 634, accounted for 85.7%. Students enrollment of local colleges and the 1716.8 million, accounted for the total number of 91.1%. The Local colleges, college have the admissions 522.8 million, accounting for college admissions total 565.9 million 92.4%. Zuo Tiejong pointed out, according to statistics, in prefecture-level administrative divisions of the country without an undergraduate college have 113, national-level administrative areas of 33.93%, indicating that there is still large room for growth in higher education. Only 21 provincial areas have subordinate colleges, rapid socio-economic development requires a large support of higher education, but quality resources in colleges and universities in China's unreasonable distribution between the provinces have made it difficult to meet the pressing demand for higher education. (From Baidu search)

In fact, local colleges and universities are generally on the orientation building as construction and serve the local economy development. As practical education as the goal of art design, mining local cultural resources and characteristics is needed to carry out effective educational practices and inspection, local art and design education in art and design-oriented theoretical knowledge and basic skills education, studying how local culture is imported, integration into the local cultural economy, serving local socio-cultural and economic development in the present is so urgent and important. In the area of development of higher education of art and design is education as well servicing methods. By studying the effective construction of art design education in institutions of higher education for the local mode and specific education, addressing colleges, especially in local colleges and universities, on the premise follows the law of higher education around the ability to adapt to society,

comprehensively enhance the quality of positioning to meet service demand for local cultural, economic and other dimensions.

### III. LOCAL UNIVERSITIES AND COLLEGES AROUND THE AREA OF ARTISTIC DESIGNING SERVICE TO ADJUST THE MODES AND CONTENT OF EDUCATION

Around the national economic and social development goals, in colleges and in particular mode of art design education in local colleges and universities as a deep research process, common problem is education mode of art design from top-down model, based on the typical domestic universities and colleges, for the authority, but adaptation differences significantly. Due to local differences in local colleges and universities to the region, students practice platform differences, differences, and so on is different, particularly the significance of social practice for art and design students, and research to local intervention strategies, knowledge structure protruding under the framework of art and design, renewing the substantive goals of the traditional educational mode in local colleges and universities in the new period culture conducive to adaptability talent competition and strategic issues.

To place social culture economic development in the related subject for Center mainline, in series training program in the main courses content, to system relevance for knowledge framework based, to service place economic content for entry points, through executable of related subject covered related joint courses, makes teaching content, and teaching form, and teaching method, and teaching management performance in teaching mode of reform test and education service target object and future engaged in of practice work unified up, achieved art design education mode and education science and place social economic, and Multiple objectives of cultural services to unify.

To subject content and teaching model adjusted as strategy, there have been many colleges and universities experimenting. Through research and practice, breaking the traditional cultivation mode of binding is very urgent. Survey found that better way is through the establishment of suitable for students with semester units of knowledge module and a gradual and orderly manner. From the base to the foundation course, and then to the integrated project design. In terms of practical, through each of the exact complete subject set within the region, to co-ordinate all content inside the module. From small to large, carry out systematic teaching. Students learn both systems expertise, to understand and appreciate the subject of specific production processes, accumulated experience, and train students in the face of specific project topic, practice communication skills. Construction of education mode conducive to improve students' comprehensive ability of the overall level of professionalism and service to the community. Of course, each school has many differences also according to their own situations, focusing on depth of implementation and management of project teaching.

#### IV. SOLVE THE PROBLEM ABOUT THE DESIGN OF LOCAL COOPERATION PROJECT WITH COLLABORATION RELATIONSHIP

How effective according to local colleges and universities on their own, in understanding the art design education in law, import content adapted to local social, cultural and economic services? Exploring the adaptation of local development, the "subject" teaching model and project management methods become priorities. To mining and use of resources from local related project, art design education activities into local social and economic development. At present, the effective solution to the bottleneck of effective methods for specialty in local colleges and universities, let art design return to its location and services local development trajectory. Design and development of the arts is proportional to the socio-economic development, the orientation of development must be conducted in conjunction with local characteristics. Art and design talent cultivation, should respond to the demands of the times, expanding specialty caliber, searching for new ones. Between local colleges and universities should be created by geographical region and their requirements of characteristic discipline, which is the art and design industry to enhance their own competitive services market realities needs [3].

The moment "subject" teaching model is further explored on the basis of market demands a deeper understanding of the development of art design job characteristics, effectively improve the quality of education. Crucial is that the system is to be implemented, so that students learn a system of knowledge, current universal decline in units of credits to students under active study and practice. "subject" teaching guide is to solve this problem, like Nanjing Academy of fine arts "project system", the Central Academy of fine art "Studio", Jiangnan University College of design, Tsinghua University Academy of fine arts and other specialized teaching experience provides some references for us. But how to bring it into line with local colleges and universities, their experience and study mode must be adaptable and adjustment, there are several issues to handle.

##### A. *The First is the Basis Subject teaching How to Effectively Deal with Convergence with Professional Content*

Project teaching subjects through classes, even by the semester for the stage, past teaching in front of, and indeed knowledge of basic courses generally reflects back out or long term without forgetting. To explore is part of basic knowledge on the topic of teaching process, timing and modalities of the specification.

##### B. *The Second Incremental Steps are Subject to Effective Management*

Project teaching by students to understand and master the subject of specific production processes, well versed in every design aspect, accumulated experience, and strengthen training students in project-based project operations. Still runs through the basic teaching in the teaching system, field of practice teaching and three plates, with a focus on research to strengthen the issue of co-ordination of the research on course design system integration, cultural ideas and expressions of basic training and training student creative thinking and professional combined with each other.

Surrounding the integration of services of interest to research construction of local cultural economy "subjects" teaching mode, throughout the research guide students around a teacher being studied come from production and design practice, research and in-depth study of the subject, learning under the guidance of teacher knowledge and practice in design and market experience to the student experience. This teaching with a marketing background, job requirements as the standard, through meaningful and the operating issues of setting, teaching content of organic integration of theory and skills, enabling students in simulated and actual market design and other design environment to learn, practice, so as to foster the students' ability to design and proficiency. To explore in the management of more detailed evaluation and teacher evaluation.

##### C. *The Third is Source of Subject and Docking*

Local colleges and universities should be more accessible and docking, but in fact, many local colleges and universities are not too good for a number of reasons, among them a very important reason. Many local colleges and universities in its management mechanism, the platforms and markets docking slips are missing. During the course of research, to explore how to construct and run a professional design platform based on actual project operate, is very important. Classroom teaching, professional training, social services are smooth transitions, allow students from the school to the community, from learning to practice. In the limited and effective regional space and an open platform, the students will benefit from the professional services from service benefiting local economic, social and cultural projects. In this process, the teacher will accumulate more teaching resources, and more conducive to teaching, serving local social, economic and cultural development. Of course, increased domestic and international professional competition subject teaching in content and form, effectively enrich the practice, more conducive to broaden students about horizons.

#### V. CONSTRUCT SERVICES AREA PROJECT TEACHING ABOUT STUDIO MODEL

##### A. *Running and Teaching Studios*

On the development strategy of China three gorges University School, identified a dual service mode, one very important aspect is the service building. Construction of reality combined with professional art disciplines, building design studio address scientific research capability, others make the same academic point Studio Team to jointly promote the development of, while the studios from local research, participate in project practice of students' creative thinking and ability are highly beneficial. It is important, the Studio building, project will solve our demand for real teaching subjects. Introduction of building an independent Design Studio and the Studio Team, and serve as a basis to form a professional practice platform is our study places the University in recent years, from the perspective of design expertise and service models of important exploration of the place. Study on concept of service mode of art design in the new, specific projects and the positive effects of education; research platform services regional development of specific professional Studio practice. Through a period of running that

Studio, with personal, small-scale organization, benefits significantly. The studio is conducive to teachers knowledge transfer, and led a group of students involved in Studio practice education gap is avoided.

### B. Studio Dominated Regional Cultural Research

Since we hope that cultural inheritance, it should do well in cultural interpretation, find regional cultural characteristics, mining local cultural genes, refined aesthetic of their culture, developed based on the aesthetic needs of the region and seeking aesthetic difference consumption of cultural products. Developing research in cultural and social needs of returning turn into a major driving force behind. When community to rediscover the meaning of design is, we found that the modern designs in the settlement of regional culture and how inheritance does objectivity. State of art and design and the whole maturity of the Chu culture over a long sweeping[4]. Regional cultural charm to the national aesthetics and the relationship between design aesthetic and involved Government-guided positioning and cultural consumption. Research directions in Studio, Chu culture and its cover art in Western Hubei region of Chu as the application on the target, focus on Chu and Chu-morphology and ecology in West Hubei fine arts circle industry brand construction research on value relations between. Use in tourism and culture brand for their impact and eco-industries, tourism brand, branding, Chu, Chu art form should be an objective analysis of the effects. From aesthetic shape, pattern, the aesthetic value of the content and content analysis, focusing on the component conforms to the text of the abstract aesthetic value, design concept design of the value form of value, brand influence building design aesthetic forms of Chu culture. Through the relevant forms and cultural values into the central regions especially in Western Hubei region of Chu culture, tourism, Chu-aesthetics specialties in order to highlight the patterns appear to be able to have a cultural impact. As the carrier with brand, grade, culture of design “matter” as the carrier makes the design aesthetics value of Chu culture more widespread impact. Regional culture and influence in the past mostly relies on professional design companies, location of many international companies and product brands stand out. But when consumers looking for the unique cultural character of regional brand of the gene, and want to enjoy the cultural experience of its regional culture brought about by genes, instead of third-tier markets cling to regional culture nature of designers. China three gorges University design professional faculty and student resources in

line with the demand of the area, we build a Design Studio a meeting point.

Understand and deal with the relationship between education and practice, will be key to solving art design specialty in local universities development, this happened to be the full-time undergraduate art and design for many years on the concept of higher vocational education and teaching each other across boundaries. Emphasized in higher vocational skills lack of theoretical quality, full-time undergraduate art and design education emphasizes the theoretical importance and creativity, skill mastery is not enough. Of partial breakdown in the employment market, there is still a considerable amount of discount on full-time graduates in practice. Through subject teaching, research and practice, around the project and manpower from the local market and effective management, the specialized theoretical teaching and basic skills training, demonstrated a system subject to practical requirements. Adequate mobilization of teachers, taking into account the overall common objectives of teaching and students personal teaching. To semester time period, overall progress of project teaching and teaching focused on rhythm and relationship, interspersed with theory and case teaching, lectures, practice complete embodiment of subject case is realized. Project teaching better addresses the theoretical knowledge, professional skills and professional development to the market demands a combination of art and design adaptability of underlying problems.

### ACKNOWLEDGMENT

Humanities and social science fund project: Hubei province department of education project, the project number: 2012Y071.

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