

## Exploration and Analysis on Creative Teaching of Decorative Picture based on Personal Training Mode of Application-oriented Universities

Fan Juan

Yinxing Hospitality Management College of CUIT, Chengdu 611743, China

Email: [hatcv0909@qq.com](mailto:hatcv0909@qq.com)

**Key words:** application-oriented university; decorative picture; educationalreform; fluid art.

**Abstract:** In the field of artistic realization, decorative picture is an artistic form of painting integrated with beauty-appreciation and decoration. With the people's constant pursuit on form and beauty and under the background with rapid development of modern design industry, decorative pictures are broadly applied to the field of visual communication design. Established in training of professional talents on visual communication design of application-oriented universities, explorations were made in this thesis on teaching method of decorative picture creative courses in visual communication design major of application-oriented universities.

Since the 1980s, international higher education circle gradually started to lay emphasis on practical teaching and strengthen the cultivation on application-oriented talents. As the economic social development of our country enter a new normality and with the constant promotion of supply-side structural reform, relationship between talent supply and demand is also faced with a deep change. Under the conditions with development in local economic society and demands of industrial structural transformation and upgrading on talents, it seems especially important for application-oriented universities to cultivate a large number of high-quality applied talents with strong social adaptation ability and competitive force to support and push the supply-side reform. Courses of decorative creation is the basic major course of Visual Communication Design Major, which mainly cultivates the aesthetic accomplishment and creative ability of students. Started from the cultivation of interest of students, the teaching contents and method of decorative creation were explored in this thesis.

### 1. Connotation and Feature of Talent Cultivation in Application-oriented Universities

The so-called talents in application-oriented universities refer to the talents that well grasp the basic theories and professional knowledge and can smoothly complete the conversion from theory to application. It requires that the students have both certain humanistic qualities and the capacity to convert theories into practical productions, and they should have the capacity to analyze and solve the practical problems with professional

theories<sup>[1]</sup>.

Higher engineering education of Europe and America takes the cultivation of advanced application-oriented talents that can meet the development demands of all industries as the objective of talent cultivation<sup>[2]</sup>. It was pointed out in Literature [3] that talent cultivate for application-oriented universities should be done through dimensions including knowledge, ability and quality, etc., take systematic subject knowledge system as the basis and good professional integrity and social morality as connotation, combine the metaphysics with implementations, connect the theory and practices and pay attention to the innovative and creative ability of students. “Application-oriented universities” should focus on “application”, they are required to take the outlook on talents, quality and education that reflect the spirit of time and social development demands as guidance to construct discipline orientations, specialty structures and curriculum systems that meet and adapt to the economic and social development demands in the new trend of higher education, and should also update the teaching contents, links, methods and measures.

## 2. Definition of decorative picture

Decorative picture is a special kind of painting, which is a picture painted through techniques including exaggeration, transformation, summarization and decoration, etc. and added in special materials and techniques to reach a scene with extremely strong decorativeness, so it is a kind of metaphysical decorative art<sup>[4]</sup>. Compared with paintings, besides the aesthetic function, decorative pictures also lay emphasis on the utility function of decoration, that is, decorative pictures can have multiple application purposes including the subjective consciousness, daring imaginations, exaggerations and transformations, etc. of the author. Universality of material application of pure paintings is limited, while that of decorative pictures is almost limitless.

## 3. Teaching Status of Decorative Picture Creative Courses

Course orientation with skills as key point: it is a blind facsimile of skills, the performance of contents is lost, and students are lack of creative cultivations; simplicity of course contents and materials: large sums of paintings of traditional decorative patterns, which have no creativity and limit the personalized development of students to some extent, and the boring and inflexible classes cannot arouse the interest of students in study; undefined purpose: the works cannot adapt to the market demands and are of low practicability.

#### **4. Key Points in the Implementation of Reform on Decorative Picture Creative Teaching based on Talent Cultivation Mode in Application-oriented Universities**

##### **4.1 Optimization and perfection of training contents of decorative picture creative courses**

Perfect the teaching system, improve the teaching methods, make innovations on teaching contents of decorative pictures with the market as reliance, establish reasonable student-oriented curriculum system and adapt to the demands of practical teaching<sup>[5]</sup>. Creative resources of contemporary decorative pictures should conform to the changes of times and should not be limited to the nature<sup>[6]</sup>. Creators of decorative pictures can directly or indirectly use the pictorial symbols through measures like extraction, decomposition, reconstruction, exaggeration, change, symbolization and implied meaning, etc., which are also the important creative measures of modern decorative pictures. With the salesmen of supermarket as creative objects and the image of stars as modeling resources, Andy Warhol created a series of works rich in modern decorativeness through various kinds of copying skills like rubbing, gold foiling technology and picture projection, etc., which played a positive guiding function on the diversification and inter-amalgamation of modern arts.

##### **4.2 Improve the comprehensive application ability of students on materials**

During the decorative picture teaching, when constantly improving the artistry of decorative picture teaching, the students should be guided to concern on the various materials around them at the same time<sup>[7]</sup>, making them comprehend and feel the characters like shapes, colors and qualities, etc. of the materials. Better excavate the aesthetic taste and operational ability of students through application of various kinds of materials to grant their decorative picture creations more artistic appeal and expressive force, and better promote the comprehensive development of students to strengthen their personalized thoughts and original ability.

##### **4.3 Cultivate the creative thinking of students**

Make reform and innovation on the teaching of decorative picture creative courses through informationized technology, and break the fixed teaching mode of classes. Guide the students to know about the new skills of courses and aesthetic trend through online study. Exploit the thought of students and widen their horizons through large amounts of case explanations, lay emphasis on subjective feelings and effectively arouse their learning interest. Encourage the creative spirit of students through heuristic education, encourage them to try artistic forms with different expressions through various kinds of methods and measures, train their ability on imagination, creativity, independent thinking and solution of practical problems and improve their

professional qualities.

#### **4.4 Closely integrate teaching with market**

Universities can introduce the works of students to the market with studios as media, encourage them to have positive and participatory study and cultivate their market practice awareness and subjective imitative, the teachers should also constantly excavate their own potentials, improve their teaching skills and make reasonable reforms and teaching strategies while guiding the students<sup>[8]</sup>. Implement the teaching strategy of importing in and doing out, invite industrial experts to have professional speeches, know about the latest development trend and social market demand of the industry, lead the students to take part in all kinds of decorative picture exhibitions and correctly grasp the market development trend and gain experience.

### **5. Teaching Practice---- Integration of Fluid Art Optimizes the Decorative Picture Courses**

#### **5.1 Fluid painting**

It is a paper dyeing technology formed by natural flow of pigments through the principle that oil and water do not mix with each other. Fluid painting is so easy that it does not need any tool but a piece of paper and pigments, with which a good work can be completed. Sometimes, anything can be taken as the tool, and all that can express their own emotions can be used as painting materials. It can be completed with the natural effect of fluid, which will never be repeated and has endless variations. How to decorate the spaces with decorative pictures and how to reflect the real value of them, fluid paintings explains the decorative art in a new manifestation mode, which is fashionable, simple, with rich colors and variations, and this makes it better blended into the market with a strong practicability.

#### **5.2 Material and technological innovations enhance the interactivity**

With the changes of times, innovative changes also occurred to the skills and materials of decorative pictures. Fluid paintings appeared in a new kind of work presentation mode, whose materials are mainly acrylic paint, propylene distiller liquor, liquid-state silicone oil and water, etc. Students need to add propylene distiller liquor into the acrylic paint during the creation process, which strengthens the initiative of them. They will positively try whether the proportion is proper, and then add silicone oil into the mixed color, which will have a cellular effect in the pictures, and the expressive force of such texture is very strong.



**Figure 1 Works of Students**

## 6. Summary

Under the background that the country advocates to make efforts to construct application-oriented universities, as the basic course of Visual Communication Major, decorative creation courses should lay more emphasis on the cultivation of practical and innovative ability of students. Started from the requirements on talent cultivation theory for application-oriented universities, analysis was made on teaching of decorative picture courses from 4 aspects, namely teaching contents, material application, creative ability cultivation and work commercialization, in this thesis, finally the artistic presentation form of fluid painting was blended into the teaching process of decorative pictures to conduct teaching practices, which were of good teaching effects.

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