

# Research on Teaching Method Reform of Design Art Education\*

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**Abstract**—On the basis of analyzing the characteristics of the teaching activities of design art education, it is necessary to optimize the teaching means and methods, stimulate students' innovative ability and practical ability, and use the digitized construction of teaching media resources, the modernization of teaching environment and teaching equipment to cultivate students' professional innovative ability, teaching reform and the research of teaching methods and methods.

**Keywords**—*design art education; curriculum construction and reform; teaching methods*

## I. INTRODUCTION

In the art design education, the guidance varies from person to person which can be found in the different methods, as educatees have different original basis, different learning conditions and different personalities. Other factors also influence the teaching method. In terms of teaching methods, it is necessary to be flexible and diverse, teaching students according to their aptitude. Moreover, in art design education, there are not only theoretical courses, but also practical forms such as practical classes.

Taking the long-term art design education and teaching activities of Hezhou College of Design as an example, the research shows that in the teaching process, teaching and learning are complementary and harmonious relations. By studying and analyzing the current teaching of art design major, it is easy to discover the relationship between teaching and learning of art design courses in the Internet era. Teaching determines learning and learning depends on the characteristics of teaching. In general traditional classroom, compared with teachers, students are always in the process of passively accepting knowledge. Art design education, especially practical art design education, can adopt the teaching method of teaching according to the demand. The relationship between teachers and students' passive learning can be shown as students' active learning. Most importantly, Students favor this kind of democratic and free learning atmosphere. In the teaching process of design art practice, teachers and students not only have a traditional teacher-student relationship, but also can flip the classroom, let students occupy the platform, conduct a new combination of teaching and learning, emphasize the guidance of teachers'

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participation in practical ability and a practical teaching method with complementary advantages and teaching.

For a long time, art design education has been using ordinary general education, that is, "inheritance" and closed exam-oriented education. In the teaching and training model, teaching the teaching attaches importance to the inheritance of knowledge, but ignores the cultivation of students' innovation ability. It emphasizes knowledge and textbook while ignores the ability and practice. As a consequence, long-term such teaching will lead to students' passive acceptance of knowledge, lack of innovation ability, weak sense of competition, and it is difficult to adapt to the needs of social work after graduation. In view of this, teachers should boldly reform teaching methods based on teaching methods and training programs for art design students, and carry out teaching mode reform with the times. The training goal of art design education must reform the teaching method of design art and improve students' professional practice ability.

## II. THE TEACHING REFORM AND RESEARCH OF DESIGN ART

The ultimate goal of art design education is to train students to be independent, active and creative, so that professional understanding and professional practice must be closely integrated. In terms of the training objective, it should start from the characteristics of art design students to gradually transform from knowledge education to practical skills training, and the teaching reform should conform to the learning characteristics of art students and meet the needs of social development. It is necessary to meet the needs of social development and economic construction by cultivating students of art design. In recent years, according to the changes of art and design education situation and social needs, the curriculum group of school of design of Hezhou College of Design School lays a good foundation, attaches importance to the application of practical ability, strives for the development of innovative ability, and takes the pursuit of quality improvement as the teaching goal. According to the characteristics of art design education, a scientific and reasonable curriculum system is constructed and specific training programs are determined. It is necessary to reform the teaching method and teaching method of art design course, emphasizing the social practice teaching link of art design specialty and improving the teaching quality. The

school of design has completed some work in the construction of art design curriculum system, the modernization of teaching resources, the transformation of teaching environment and equipment, and the cultivation of students' innovative and practical qualities.

#### *A. Establishing a Curriculum System Combining Computer Design Software and New Technologies*

Based on advanced manufacturing technology and oriented to design major, the course system combining art design with new technology of computer-aided design software is established which is to combined curriculum reform with practice-oriented and computer software new technology, construct a new curriculum system of practical teaching combining classical design and computer design auxiliary software new technology, and establish a design knowledge module corresponding to the new curriculum system. It attaches importance to the cultivation of students' basic ability, attaches importance to students' ability to practice and innovate, and pursues the improvement of students' professional quality as a teaching goal, and implements it through advanced teaching concepts and means.

#### *B. Actively Building Digitalization of Teaching Media Resources*

In recent years, Hezhou College of Design has closely focused on the curriculum system and art design talent training objectives, followed the modern art design professional education theory and new teaching mode, and gradually formed a multi-type computer multimedia teaching software system, including electronic lesson plans and student type electronic courseware and network for course online learning system. In art design education, a series of electronic teaching plans with comprehensive contents, scientific teaching methods and teaching methods, and wide application were introduced early, which contributed to the modernization of art design teaching methods.

It is necessary to firmly establish the goal consciousness, the curriculum knowledge renewal consciousness and the quality curriculum awareness in the modernization of teaching media. Efforts should be paid to take the road of three-dimensional teaching construction, form a three-dimensional textbook material combining paper teaching materials with electronic teaching plan, multimedia courseware and online MOOC learning system, adapt to the needs of diversified design teaching, and achieve actual results in teaching practice. At present, the school of design has developed multimedia teaching resources such as network teaching plan, network exercises, electronic teaching plan, electronic courseware, etc.

#### *C. Carrying out the Modernization of the Teaching Environment and Teaching Equipment*

It is necessary to make full use of modern teaching resources such as computer network and multimedia teaching, enrich learning content, broaden students' horizons, and make full use of teaching resources such as online

education. The college cooperates with the School of Design to actively purchase modern teaching equipment to improve teaching conditions. At present, the School of Design currently has a relatively complete set of modern teaching facilities, including professional laboratories such as art design, clothing and apparel design, art practice teaching, as well as art galleries, art exhibition halls, and Yao costume exhibition halls. It not only has a multi-functional computer network teaching system, but also develops and constructs functions such as online teaching and online discussion. The multimedia classrooms are equipped with audio and video equipment such as computers and high-definition projectors, which can accommodate hundreds of people at the same time. The design and art design education of Hezhou College relies on the university's strong faculty, experimental facilities and other running conditions. The teaching reform has flourished and achieved fruitful results.

#### *D. Reforming the Teaching Methods of Design Art*

Firstly, it is necessary to change the old classroom teaching methods of chalk board books and textbooks, gradually develop towards information intelligence, use a variety of teaching methods, adopt three-dimensional teaching methods and use modern multimedia technology animation demonstrations, physical demonstration boards, board drawings, and intentionally set interactive teaching methods. What's more, it takes students as the main body, teachers as the leading and uses interactive teaching methods, in order to comprehensively and dynamically grasp all aspects of teaching, according to the feedback effect, plus individual counseling interaction.

#### *E. Reforming the Teaching Method of Design Education*

The important content of the reform is to change the teacher-centered infusion teaching. Students majoring in art design should not only master the basic professional knowledge, but also have practical experience in design. In terms of teaching methods, first of all, it is vital to pay attention to the fact that the teaching process fundamentally changes students' passive acceptance into interactive teaching. Teachers should go down from the podium, walk into the middle of the students, strengthen interactive teaching, and ask students to take the initiative to start thinking about research around the subject. Teachers should establish a new classroom model in classroom teaching, and inspire students to put forward problems boldly, try to solve problems, and improve students' professional practice and innovation ability. Furthermore, teachers need to adopt heuristic teaching and use creative creativity to inspire students' innovative thinking, take the seminar-type teaching to stimulate students' potential, "give it to fish", but also "teach it to fish", encourage students to actively participate in professional competitions and social practice activities to improve innovation and entrepreneurship ability.

#### *F. Strengthening the Cultivation of Students' Innovative Ability and Practical Ability*

The practical teaching links should be strengthened to enhance students' practical ability, design ability,

experimental skills and social practice ability; it is necessary to pay attention to the development of students' personality, so that students can actively construct their personal knowledge structure according to their hobbies and abilities; In the arrangement of teaching content, it requires to pay more attention to the connection and communication with other types of education. Actively and closely integrate the construction of professional courses with the innovative activities of students, and cultivate innovative ability. The content of innovative teaching design is introduced into teaching materials, electronic lesson classroom teaching and practical teaching; professional teachers actively participate in student scientific research training activities, and combine computer software-assisted design new technology with professional design. In order to improve students' proficiency in the new technology of computer aided design software, practical teaching links should be actively increased. To increase the teaching hours of computer aided software design, it is important to cultivate students' professional application ability when adding more practical lessons in the computer-related auxiliary software teaching plan.

Art design is an applied technical course that cultivates designers with professional theoretical ability and strong practicality. Practice teaching has always been the focus of teaching reform in the course of curriculum construction for many years. According to the teaching content, the practical teaching system is divided into skills practice training, computer drawing training and comprehensive application practice. Among them, the training of professional basic skills is the training of laying a good foundation for painting, and the comprehensive practice is mainly used for the professional practice of art design. The teaching plan is well organized, the teaching purpose is different, and the training purpose is clear. After several years of continuous teaching reform and practice, the design and practice of the curriculum of the design school curriculum has been established and improved, which plays an important role in the course of course teaching practice.

### III. CONCLUSION

Based on the existing conditions of this major, Hezhou College of Design has established the teaching means combining the new technology of computer-aided design with the long-term unremitting teaching research and teaching reform. Through the reform of teaching means and methods and the teaching concept of keeping pace with the times, the college has made some achievements in its development. Reform and innovation are the driving force for the development of art design education. Art design educators should inspire and improve themselves with the spirit of reform, persist in advancing with fear and bold practice, and reform teaching methods and means. There is no end to reform and innovation, and there is no end to teaching practice.

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