

The Application Value of the Collaborative Innovation Center to the Construction of the Experimental Teaching Platform for the Innovative and Entrepreneurial Talents of Art*

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Abstract—North Xinjiang universities rely on the high-quality resources of Sino-Russian culture and art education, and use the collaborative innovation center to realize the introduction of cloud computing, big data analysis, mobile clients and other technologies in art design classroom teaching. They introduce practical training projects based on corporate actual projects in practical teaching, with artistic design practical ability and innovative entrepreneurship ability as the main line. By exploring regional resources, developing art products, developing Sino-Russian tourism souvenirs, and developing talents for innovation and entrepreneurship in art design in the North Xinjiang, the universities there can mutually support scientific research and professional ability and practice, so that the application value of the collaborative innovation center as an experimental teaching platform for the art innovative and entrepreneurial talents can be realized.

Keywords: *collaborative innovation center, experimental teaching platform, application value*

I. INTRODUCTION

In order to implement the relevant spirit of the "State Council's Opinion on Strengthening the Implementation of the Innovation-Driven Development Strategy to Further Promote Mass Entrepreneurship and Innovative Development of People," Guofa [2017] No. 37 as well as "playing the leading role of colleges and universities, and striving to promote a more diverse group of innovation and entrepreneurship, striving to stimulate the creative potential of professional and technical talents, high-skilled talents, etc.", the outline of China's "13th Five-Year Plan" proposes that during the "13th Five-Year Plan" period, the goal of "the

public cultural service system has been basically established, and the cultural industry has become a pillar industry of the national economy" will be achieved... it is also necessary to construct a new type of communication system of 'content + platform + terminal', and create a batch of new mainstream media and communication carriers. Heilongjiang Province has written the development of culture and art into the "Outline of the 13th Five-Year Plan", placing the development of culture and art at the height of a comprehensive revitalization strategy. North Xinjiang universities rely on the high-quality resources of Sino-Russian culture and art education, and use the collaborative innovation center to realize the introduction of cloud computing, big data analysis, mobile clients and other technologies in art design classroom teaching. They introduce practical training projects based on corporate actual projects in practical teaching, with artistic design practical ability and innovative entrepreneurship ability as the main line. By exploring regional resources, developing art products, developing Sino-Russian tourism souvenirs, and developing talents for innovation and entrepreneurship in art design in the North Xinjiang, the universities there can mutually support scientific research and professional ability and practice, so that the application value of the collaborative innovation center as an experimental teaching platform for the art innovative and entrepreneurial talents can be realized.

II. RESEARCH BASIS FOR THE CONSTRUCTION OF COLLABORATIVE INNOVATION CENTERS

In recent years, China's art and creative industry has developed rapidly and achieved remarkable achievements. A major characteristic of the development of China's art and creative industry is cluster development, and the art and creative industry park is an important support and carrier for industry cluster development. It provides all kinds of

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information, talents, inventions and market needs required for the development of creative industries, and thus combines various related companies, R & D institutions, mass media, studios, art clubs, service agencies, education and training institutions, etc. into one space, which greatly reduces the cost of development and enables optimized allocation of limited resources. However, due to the different regions, given the existing art and creative industry development model's dependence on geographical location, economic development, and high-level talents, China's cultural industry has obvious problems of uneven development levels between provinces and cities of south and north as well as east and west, making the art and creative industry not suitable for local economic and cultural development. The outline of China's "13th Five-Year Plan" proposes that during the "13th Five-Year Plan" period, the goal of "the public cultural service system will be basically completed and the cultural industry will become a pillar industry of the national economy" will be realized. Heilongjiang Province has written the development of culture and art into the "Outline of the 13th Five-Year Plan", placing the development of culture and art at the height of a comprehensive revitalization strategy. At the same time, as the province with the most educational programs in Russia in the country, in recent years, although Heilongjiang Province has made great practical efforts in the process of pursuing its own educational development, as of now, it still lags behind similar provinces in the development of the art and creative industry. Of course, this is closely related to the overall economic environment of Heilongjiang Province, and it is more reflected in the obsolete cultural and creative industry operating model, the existence of a single form of cooperation with Russia in the form of cooperation and the level of cooperation is not deep enough and other problems.

Relying on its geographical advantage for many years, universities in northern Xinjiang have strongly supported local economic and cultural construction. It established the first local cultural and arts industrial park, the Sino-Russian University Student Innovation and Entrepreneurship Industrial Park. Focusing on the "innovative and entrepreneurial talents" training, there are studios for painting, environmental design, visual communication design, animation production, arts and crafts, etc. so as to strive to promote the collaboration and integration of teaching, design practice, and industrial projects. By simulating the corporate environment in the park and introducing training programs, the direct conversion of the knowledge learned by students into art products has been achieved to ensure the quality of applied art talents. During the teaching practice, teachers and students of painting majors created more than 30 historical oil painting works for the national first-class museum and historical exhibition hall, and painted more than 10,000 pieces of oil painting, Chinese painting, watercolor and other works for local enterprises and institutions; Teachers and students of environmental design majors have participated in the planning and design of urban planning, railway station reconstruction, and scenic spot transformation; visual communication professionals have designed product packaging, corporate logos, and

created website platforms for many companies. Through long-term efforts, the creative level and practical ability of teachers and students have been greatly improved, and they have also made great contributions to the development of urban culture and art in border areas.

Therefore, under the influence of the national "One Belt and One Road" and "China-Mongolia-Russia Economic Corridor" strategic thinking of the Longjiang Land and Sea Silk Road Economic Belt, in order to actively respond to Heilongjiang's in-depth connection with the country's "One Belt and One Road" strategy and expand foreign exchanges and cooperation construction of the collaborative innovation platform. Based on the strategic advantages of northern Xinjiang universities in the Sino-Russian border river basin, the aim is to build a comprehensive teaching and experimental platform for art design, innovation and entrepreneurial talents that integrates "practice training, employment and entrepreneurship, practical training, and ability improvement".

III. CONSTRUCTION SIGNIFICANCE OF COLLABORATIVE INNOVATION CENTER

Through the establishment of the Collaborative Innovation Center, efforts will be made to build a Sino-Russian border art design innovation and entrepreneurship talent incubation center, a Sino-Russian border art research and development and creation center; a Sino-Russian border art experience center; a Sino-Russian border art exhibition and sales center, etc. to adapt to the northern Xinjiang region's high-level teaching and experimental platform required by the strategy of economic and cultural power and strong province.

A. Establishing a new platform for high-level Sino-Russian art cooperation and exchanges

Relying on the Provincial Experimental Teaching Demonstration Center, the Municipal Culture and Art Industrial Park, and the National University Students' Off-site Practice Base, it is needed to deepen the forms and contents of artistic cooperation and exchanges with enterprises and universities in China and foreign countries, and continue to expand the space and field of cooperation and exchanges. It is also necessary to conduct art practice exchanges, academic seminars and other activities for Chinese and foreign art colleges and enterprises, learn from each other, learn from others' strong points to offset one's weakness, and experience the collision of different cultures.

B. Promoting the output of special art education teaching results

Based on the project construction, efforts should be paid to rely on the northern region's regional characteristics and innovation and entrepreneurship practice teaching to carry out intensive research, so as to achieve a series of scientific research results. With China-Russia cooperation as the background and innovation and entrepreneurship practice teaching as the starting point, it is necessary to apply for

teaching research and scientific research projects at the national, provincial and ministerial levels, and strive to make breakthroughs in the construction of national projects. At the same time, it will publish high-level academic papers, practical series of textbooks, books and various portfolios with innovative research contents such as project construction and distinctive applied talent training models.

C. Promoting the development of regional art creative industries

Focusing on "double creative" talent training, it is needed to continue to build painting, environmental design, visual communication design, animation production, printing, fiber, arts and crafts studios, new public space design studio, packaging design studio, new media studio, birch bark studio, ice and snow painting and other studios focus on promoting the collaboration and integration of teaching, design practice, and industrial projects. By introducing advanced technologies such as cloud computing and big data analysis, the commercial transformation of Chinese and Russian art practice products can be realized.

D. Establishing a dual division team with regional characteristics and a long tradition of national culture

It is necessary to actively introduce Chinese and Russian art masters, designers, and senior arts and crafts masters to enrich experimental teaching positions, carry out characteristic experimental course teaching, and equip young teachers as teaching assistants to cultivate and introduce "dual division" quality teachers.

IV. CONSTRUCTION IDEA AND APPLICATION VALUE OF COLLABORATIVE INNOVATION CENTER

First, the construction of a collaborative innovation platform is a comprehensive teaching and experimental platform for art design talents that integrates "practical training, employment and entrepreneurship, practical training, ability improvement, and Sino-Russian art exchange". It is necessary to give full play to the functions of universities in the training of applied talents, scientific research, service to society, cultural heritage and innovation, direct the high-quality teaching results of art design in Chinese and Russian universities to the market, and guide north Xinjiang's art design, innovation and entrepreneurial talents to create works of art with regional characteristics, brand effects, and commercial value, and build a Sino-Russian border artistic innovation and entrepreneurship talent incubation center. It is also necessary to make this region a characteristic city for art exchange and export of art products to Russia in Heilongjiang Province and even the three northeast provinces so as to promote the rapid development of regional culture, art, and education.

Second, the construction of a collaborative innovation platform will promote the R & D and creation of art works as well as creative center on the border between China and Russia, and promote the transformation of cultural resources of the border arts between China and Russia into cultural

products. According to the development trend of the Chinese and Russian art industries, timely research and development around the Heilongjiang region and Russian-style oil paintings, Chinese paintings on the theme of ice and snow, landscapes and ethnic minorities, Chinese and Russian folk pottery, the birch bark art of ethnic minorities in the Sino-Russian border river basin, and the R & D and creation of lacquer art with border regions all can be transformed into a cultural industry that relies on college talents, stimulates the local economy, and spreads national culture and art. Efforts will be made to promote the collaboration and integration of folk art teaching, design practice, and industrial projects, make use of geographical advantages, absorb the unique resources of Chinese and Russian folk culture and art, and develop art products with local, national, and international characteristics.

Third, the construction of a collaborative innovation platform, as a cross-border exchange platform for Sino-Russian works of art, will enhance the volume and core competitiveness of regional art industrialization. It is needed to make full use of advanced technologies such as cloud computing, big data analysis, and mobile clients to analyze the demand orientation of the online and offline art markets in China and Russia, target consumer groups, and actively carry out online promotion and sales channel expansion. It can take advantage of the convenience and high coverage of the Internet, rely on the physical space of the existing Chinese and Russian university students' creative industrial parks, and realize the virtual art experience of network users through network media technology to construct a closed loop of experience and transactions, break the restrictions of the traditional art industry in time, space, and regions, build a Sino-Russian border art experience center, and promote the formation and expansion of the north Xinjiang art creation talent group, and expand the scale and influence of the project construction subject.

Fourth, the construction of a collaborative innovation platform is conducive to the establishment of a Sino-Russian border art product exhibition center and a high-quality sales platform combining art and commercialization. It is recommended to strengthen exchanges and cooperation with Russian universities, universities outside the province, and Chinese first-class art product production enterprises, participate in a series of cultural exhibitions with Chinese and foreign influence, such as the China-Russia Cultural Fair, Cultural Fairs, and International Cultural Industries Fairs, etc., and regularly select teachers and students to carry out research, academic seminars, sketch creation and other activities on the theme of north Xinjiang art research and development in the border counties and cities of China and Russia, and continue to expand the display and exhibition of innovative Chinese and Russian art products, and gradually build a north Xinjiang art exhibition center with a combination of experimental teaching, artistic creation, academic communication, and product research and development that has a high influence in China and foreign countries, promote Sino-Russian economic and trade

cooperation, and carry out the protection and inheritance of intangible cultural heritage and folk art.

Fifth, the construction of a collaborative innovation platform is helpful to the construction of a full-time and part-time teacher resource library and the improvement of the "dual division" structure. It is necessary to form an effective "dual division" teacher team introduction, training, and management mechanism, and invite academic experts, industry masters, and management experts from universities in China and foreign countries to attend short-term lectures, practical guidance, new technology introduction, project research, and engineering development; it is also necessary to jointly develop projects and build various types of studios through school-enterprise cooperation, introduce high-quality human resources in the enterprise industry, enrich and optimize the teaching staff, and build a high-level "double division" quality and "double division" structure teacher team.

V. CONCLUSION

The implementation of the collaborative innovation center will inevitably promote the growth of talents in art design, innovation and entrepreneurship. After construction, it can provide employment for professional talents, and can solve the problem of the loss of art talents in the region to a considerable extent. At the same time, because the collaborative innovation platform has a close relationship with related industries, it can effectively promote the development of other related industries such as packaging, production, and transportation, which is conducive to improving the cultural and art industry system, actively exploring solutions to the problems of the development path of the cultural industry in Heilongjiang Province, and promoting the upgrading of art products in Heilongjiang Province, thereby driving the healthy and sustainable development of the tourism industry in Heilongjiang Province.

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