



Analysis on the Path of Design Specialty Promoting Rural Revitalization under the Mode of School-local Cooperation

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Abstract. With the smooth convening of the 19th National Congress of the Communist Party of China, China began to comprehensive power rural revitalization, under this background, the colleges and universities make active response, art and design professional into the countryside, make full use of advantages and professional art characteristics, higher art resources and speed up the rural resources penetrate each other, on the one hand, is to strengthen the aesthetic education work; on the other hand, is of great significance to rural revitalization. Therefore, this paper focuses on the design problems during the period of rural revitalization to carry out a comprehensive and in-depth study and analysis, proposed that school-local cooperation is an important way to help rural revitalization; Combined with the advantages of design specialty, the improvement measures and optimization schemes are put forward. From a long-term perspective, it has far-reaching practical significance.

Keywords: School-place cooperation; Design major; Art to the countryside; Rural revitalization; Path analysis

1 Introduction

In the Several Opinions on Promoting the Integrated Development of Cultural and Creative Design Services and Related Industries issued by the State Council, it is particularly emphasized that in order to promote economic and social development and the transformation and upgrading of industrial structure, the mutual integration of design art and related industries should be accelerated. The report to the 19th National Congress of the Communist Party of China has also made an important elaboration on rural revitalization. The effective combination of rural revitalization and art is a reflection of the development of The Times. However, it is found that in the process of rural construction, many deficiencies and shortcomings have been exposed, such as the lack of brand design of agricultural products, which greatly hinders the steady development of rural construction.

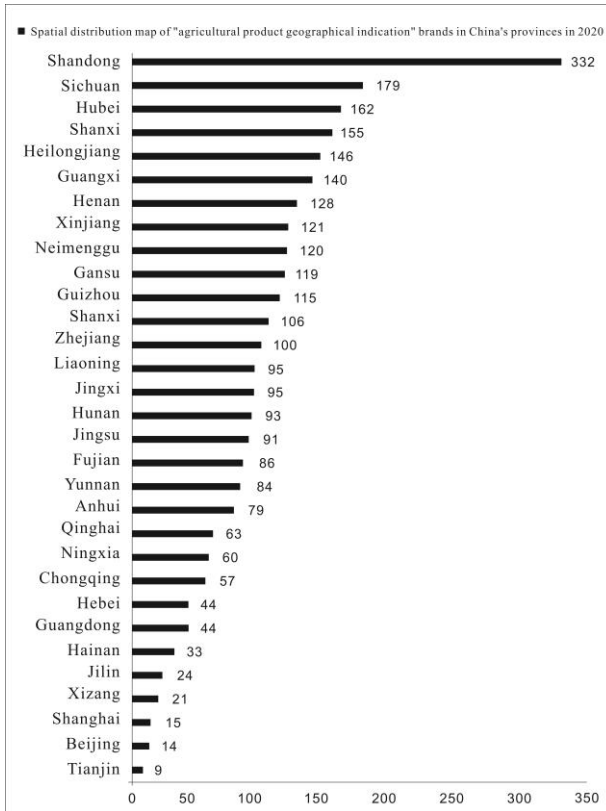
2 Design related dilemmas faced by rural revitalization

2.1 The lack of aesthetic appreciation leads to the vulgarization of rural cultural construction

With the influx of commercial capital, the countryside became rich, and the rural cultural construction also entered a state of rapid development. However, in order to meet the needs of the masses, the government led to the emergence of entertainment and vulgarization characteristics in the rural cultural construction. Rural farmers' level of education compared to urban residents is relatively backward, therefore, the height of the aesthetic and the thought of missing old, serious impact on the local culture of confidence, this also caused, during the period of rural construction, urban commercial elements embedded in great quantities, some of the outstanding traditional culture gradually missing, unable to go to find and effective use of local cultural resources. Under of urbanization, contemporary young people ignore this phenomenon in inheriting and carrying forward excellent traditional culture. They do not attach great importance to the value of excellent traditional culture, and lack aesthetic cognition. They blindly pursue the appearance of urban culture.

2.2 Analysis of existing problems in the design of domestic agricultural products brand

At the present stage, China's agricultural products brand system is not yet perfect, agricultural products are mainly concentrated in the low-end market, and the phenomenon of homogenization is very prominent. In terms of the production process, material use, shape and other aspects of the outer packaging of agricultural products, they are very similar with almost no difference. They only add part of their own information in the packaging design, and lack of innovation awareness and innovation ability, which is obviously not conducive to the improvement of brand differentiation advantage. Even some agricultural products enterprises directly put the product label on the agricultural products, and the packaging method is extremely simple, which has a serious impact on the product value. In addition, the survey found that most of China's agricultural products brands focus on product production, light brand promotion. For agricultural products, brand culture and corporate philosophy are directly related to product publicity and promotion. However, the reality is that domestic brands of agricultural products are generally not aware of the importance of establishing brand image, and the phenomenon of template application is more prominent, because they fail to find the cultural connotation hidden deep in the product, so that the brand design can not reflect the alienation of business trip, connotation and other characteristics. Even a few agricultural enterprises pay too much attention to product production, weakening the brand value, which makes it difficult to stand on the ground in the fierce market competition, seriously restricting the survival and development of enterprises.



2.3 The current situation of rural e-commerce development and the realistic difficulties it faces

With the steady promotion of rural revitalization, agricultural products can be sold at home and abroad through the Internet, and rural e-commerce has therefore ushered in a rare opportunity for development. However, due to the transfer of young people from rural areas to cities, lack of technical personnel, and unsound infrastructure, the development of rural e-commerce has been seriously hindered. For farmers, their education level is generally not high, resulting in a lack of practical skills in online shop applications, product beautification and design, and flexible use of new social networking software such as WeChat, Tik Tok and Kwai. Therefore, in order to ensure the steady progress of rural revitalization and properly deal with the issues concerning agriculture, rural areas and farmers, it is necessary to stick to the road of "promoting agriculture through science and technology", and sufficient professional and technical personnel is an important support and guarantee.

3 The significance of rural revitalization strategy of school-land cooperation

3.1 It is helpful to stimulate the spiritual and cultural impetus of universities and villages

Xi Jinping has emphasized that "we should attach equal importance to both material and spiritual progress and comprehensively promote rural revitalization on this basis." Thus, in the process of rural construction, on the one hand, attention should be paid to the economy and quality, and on the other hand, traditional culture should be integrated to fully reflect the strong rural characteristic culture. To establish a good school-local cooperation, through in-depth exploration of rural culture, to provide advice for rural construction, effectively avoid the lack of local traditional culture caused by the influx of urban elements, and to ensure the mutual integration, coordination and unity of traditional culture and urban elements. For the countryside, we should strengthen the rural cultural identity, fully explore and use the rural cultural resources, accelerate the transformation of spiritual and cultural impetus, so as to lay a solid foundation for the smooth advancement of rural construction.

Strengthening school-local cooperation is conducive to the innovative development and inheritance of rural culture. Rural culture can be regarded as the soul of rural revitalization. The introduction of college students into the rural revitalization project is conducive to helping them search for the long-buried historical memory and cultural context, so as to guarantee the high-quality development of college aesthetic education. Strengthening school-local cooperation is conducive to the use of traditional rural culture, which is the core of cultural construction. On the basis of maintaining the original architectural style, rural culture is reconstructed and reflected, cultural quality is positioned to create, and the connotation of rural cultural construction is enriched. We should give full play to the resource advantages of colleges and universities in the field of art, and do a good job in all kinds of work related to rural environment in order to achieve the effect of reasonable planning and layout and rich rural culture. Strengthening school-local cooperation is conducive to enhancing local cultural confidence, inheriting and carrying forward excellent traditional culture.

3.2 College design discipline helps agricultural product brand design

Design discipline has a very strong practicality, the characteristics of the discipline is destined to serve the society, to serve for the rural revitalization strategy. This requires the teachers and students of design major must plunge into the society, and constantly accumulate the cognition of the society, especially in the fields of communication, marketing, service and so on. For students of art department in colleges and universities, if they do not step out of the campus, it is undoubtedly an armchair idea. Therefore, assisting agricultural projects in remote areas is the best way for universities to serve and feed back to society. Art design is the key to the development of agricultural products brands. These brands should be good at using art design to visually express the culture and story of the brand and establish a more vivid brand image.

Therefore, there is a close relationship between the sale of agricultural products and the brand image, and for farmers, they may not be able to spend a lot of money to hire professional teams or companies to design the brand image. Some brand trademark graphics is very rough, structure and the conceptual design also is bad, they belong to the "original graphics", "the source culture" logo only meet the basic recognition function, lack of personalized features, and other agricultural products brand difference is not obvious, not to build a unique brand visual identity system, is the result of weakening of brand advantage.

Nowadays, multimedia communication is the mainstream of brand communication. Brands should take advantage of new media to present the characteristics and style of brand visual design to the greatest extent, and enhance brand publicity and communication power. Therefore, strengthening school-local cooperation can properly deal with such problems. On the one hand, it can meet the off-campus practical needs of design students, and on the other hand, it can provide a new and continuous impetus for rural revitalization in rural areas. This requires universities to actively seek and develop cultural and creative products to meet the current public's pursuit of taste, individuality, creativity and other consumption interests, and comprehensively promote the steady and steady progress of rural revitalization. Strengthen the exploration and research of discipline construction and cultural and creative industry, and actively seek the new path and new method of the mutual penetration and integration of design discipline and rural revitalization.

3.3 Design returns to life to help students develop aesthetic education

Strengthening school-local cooperation has a positive impact on colleges and universities. On the one hand, it contributes to the perfection of the aesthetic education system, enhances the quality of the aesthetic education work, and ensures that the aesthetic education work is firmly and effectively held. On the other hand, it helps to enrich the connotation of art education. By perfectly connecting with the social needs, it can truly realize that it comes from life and gives back to the society, so as to guarantee the steady progress of the aesthetic education work in colleges and universities. To do a good job in aesthetic education, especially in rural areas, to cultivate people with aesthetic education, to beautify people, and to cultivate yuan with beauty, is an important support for cultivating people with virtue and casting souls with bacon. We should give full play to the leading role of colleges and universities, imperceptibly cultivate the sense of responsibility and dedication of students, stimulate the potential of talents in different majors, and comprehensively enhance artistic cultivation in combination with the characteristics of disciplines to promote rural revitalization.

4 Analysis on the Path of Design Specialty Boosting Rural Revitalization

4.1 Design empowers rural cultural brand building

For design colleges, it is necessary to give full play to their own advantages, guide and encourage students to participate in innovative design, and strengthen school-local cooperation, so as to contribute to rural revitalization. Rural areas are rich in cultural resources, such as ethnic characteristics, etc. From the humanistic perspective, we should actively seek for the humanistic connotation hidden in rural areas and effectively use it. On this basis, we should innovate and develop traditional culture, embed the elements of The Times into rural activities, and strengthen cultural experience. Scientific application of design concepts, publicity and inheritance of rural culture, the formation of distinctive cultural brands. During the practice, design colleges should strive to find rural cultural and creative resources, pay attention to cultural and creative development, and accelerate cultural construction, so as to promote the better development of cultural industry. In view of traditional handicrafts, image construction should be strengthened, existing cultural works should be upgraded and optimized, and distinctive characteristics of The Times should be given to them, so as to create characteristic cultural brands, so as to promote the transformation to the new development mode of rural culture of "one village, one side". In addition, a comprehensive and thorough analysis of the development status of the rural industry, through effective ways to achieve the perfect connection between ecological resources and characteristic industries, actively promote the deep processing of ecological resources, launch characteristic tourism services and other products and brands, while spreading the beauty of design in the rural environment. The festival period is the best time to publicize local culture, and some large-scale activities are held with the historical background and rural culture as the themes. For example through holding exhibitions, photography, painting, games and seminars and other forms of activities, from home and abroad to attract a group of artists, professionals and scholars involved, and thus play a wide range of publicity, and publicity to the public on their work in the local characteristic culture connotation, but also promote the development of the local food and beverage, accommodation, etc.

4.2 Brand strengthening helps rural industries thrive

In 1979, the Japanese based on industrialization under the background of accelerating urbanization development, in order to promote agricultural industrialization, began to advocate and promote the "One Village One Product" campaign. At first, through creative design to develop characteristic product activity, arrived late, the scale of the creative activities, implements and creative culture, tourism and international exchange activities more closely. To this end, we can learn from the mature experience and practices of Japan. For design colleges, we should fully stimulate the disciplinary advantages, including brand image design, combining with brand positioning and development history, etc. Create a brand story full of connotation. Based on the rich

resources, existing industries and farming culture in the countryside, it will comprehensively help the industries with distinctive advantages. Combined with the geographical indications of agricultural products, it will cultivate regional public brands and embed modern elements to create traditional characteristic brands. Actively seek the cultural connotation hidden behind the agricultural brand, to create a valuable brand story. To maximize the professional potential of design colleges and universities in advertising design, animation design and other aspects, accelerate brand promotion through multiple channels, effectively increase brand influence and improve competitive advantages.

4.3 Provide e-commerce skills to boost rural revitalization

Give full play to the advantages of graphic design, advertising design, digital media design and other related majors of college students, rural aspiring youth training guidance, training can take a variety of ways, such as on-site communication, network guidance, aimed at impart to them about open shop, art and other aspects of the skills. Give full play to the advantages of college students majoring in design, effectively solve the problem that farmers can't use WeChat, Tik Tok and other software, and teach farmers live broadcasting and communication skills, so as to improve the flow and sales of agricultural products.

Students of design colleges can also combine their own advantages to help farmers open well-known e-commerce sales channels such as Taobao and Okwei, and actively promote and publicize agricultural products. On the one hand, it can effectively solve the problem of online sales of agricultural products, and on the other hand, it is the embodiment of the perfect connection between "mass entrepreneurship" education and ideological and political education. For college students majoring in product design, they can give full play to the role of the Internet as a medium and widely carry out activities full of rural atmosphere and highlighting pure handicraft, such as rural handicraft works exhibition, so as to acquire and increase user flow, thus opening up new sales channels for agricultural products and realizing new profit growth points.

5 Conclusion

Xi Jinping has high hopes for Guizhou University's students: "Taking root at the grass-roots level and going to the countryside is tantamount to making contributions to the country. I hope that students can take the initiative to take root at the grassroots level, go to the country needs to exercise, to sublimate, dedication, to the motherland." Therefore, it is of profound practical significance to pay attention to and strengthen school-local cooperation and comprehensively promote rural revitalization to create a new pattern of aesthetic education in colleges and universities and to build a charming countryside. It is necessary to make an overall plan, combine the professional advantages of colleges and universities, design perfect and feasible planning schemes for rural revitalization, and then contribute to rural revitalization.

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