

Discussion on the Dream of Design art Education in Our Country

Hui Huang

Academy of Arts
Tianjin University of Technology and Education
Tianjin, China, 300222

Chanchan Wang

College of Occupation Education
Tianjin University of Technology and Education
Tianjin, China, 300222

Abstract—Putting forward the “China Dream” makes the objective of the struggle about constructing a “prosperous, strong, democratic, civilized and harmonious” socialist country becomes clearer. The education undertaking the historical mission which promotes social development and brings about a great rejuvenation of the Chinese nation has receives a wide extensive attention. Design art education is an important part of education. This article is under the background of “China Dream” to analyze how to realize “The dream of design art education” in China, mainly explain several aspects of social mission of design art education, the ideal goal of the dream of design art education in China, the gap of realizing the dream of design art education in China and future direction of reform and development, etc. and provides theoretical reference to early achieve the dream of Chinese design art education.

Keywords—China Dream; mission; design art education

I. THE MAIN IDEOLOGICAL CONNOTATION OF “CHINA DREAM

In November 2012, Xi Jinping puts forward the “China Dream” to realize the great rejuvenation of Chinese nation, namely to realize national prosperity, national revitalization and happiness of people. “China Dream” covers contents of many areas and levels of economic construction, political construction, cultural construction, social construction, ecological civilization construction, etc. of socialism with Chinese characteristics. The great rejuvenation of China is comprehensive rejuvenation with “integration of five parts”. China must not only construct material civilization higher than capitalist country, but also construct higher political civilization, social civilization, ecological civilization and spiritual civilization to open up a new realm for the civilization of mankind. “China Dream” conforms to the developing rules of human society, the law of socialist construction and the ruling law of the Communist Party and it is an important part of the theoretical system of socialism with Chinese characteristics. “China Dream” embodies the fundamental interests of all Chinese people and its objective of the struggle is to realize the fundamental interests of the

broad masses of the people. At present, our country is in the primary stage of socialism, and putting forward “China Dream” bears the future and hope of Chinese nation. It is an important strength to realize the great rejuvenation of Chinese nation, and has profound and lasting guiding significance for us to deepen the reform in an all-round way and realize socialist modernization.

II. THE DESERVED SOCIAL MISSION OF DESIGN ART EDUCATION

Education plays a vital role in realizing “China Dream”, the ambitious goal of comprehensively building up a well-off society and national prosperity and it is the source of strength of national prosperity. Design art education occupies and important position in education. Design art education puts emphasis on cultivating people’s aesthetic ability, design creation ability and cultivating design art talents who serve the country’s political, economic and cultural development. Design art education bears the historical responsibility of China’s social development and civilization progress and it is an important supporting power to realize “China Dream” and the great rejuvenation of Chinese nation.

A. The Mission of Construction and Development of Design Art Discipline

Art design discipline is an interdisciplinary subject with cooperation of some subjects and comprehensive constitution, and it integrates and uses multi-disciplinary knowledge and theory for reference. The cross of multi-disciplines of aesthetics, the humanities, technology subject, economics, environics, marketing science, science of market, human engineering, creatology, sociology, social psychology, anthropology, etc. undoubtedly increases the richness of art discipline connotation.

On the road of sparing no effort to realize “China Dream”, design art subject should centre on economic and social development more closely, emphasize regional economy service, energetically explore and gradually perfect the new design art innovative personnel training mode of the integration of production, learning, research and utilization, system construction as the leading part, team construction as the core, course construction as the key point, science

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research construction as the highlight, promote the discipline construction and comprehensively promote discipline quality.

B. The Mission to Cultivate Design Art Talent

Design art education as an integral whole contains contents of three aspects of education, design art and it belongs to the general background of education. Looking from the education level, design art education includes the development of human and society, and only education can realize the educational function of human development and education. Besides, design art education can promote human ability of social innovation and development, and promote social progress continuously. Looking from the level of design, design is systems engineering, contains contents of many aspects such as human and society, etc. Design serves the broad masses of consumers and the goal is to meet the requirements of consumers and furthest improve people's quality of life and create a harmonious living environment convenient for the interpersonal communication, and the service object is market and society. Looking from the level of art, art plays the role of improving human aesthetic appreciation and pays attention to the personality development of human being. Excellent art design is comprehensive embodiment of modernity, nationality and individuality. Design art education should attach more importance to cultivate artistic personality under the premise of realizing training objective.

C. The Mission of Design Art to Inherit and Innovate Social Culture

The Party's 17th national congress report points out in cultural construction and cultural system reform: traditional national culture is the spiritual guidance of a nation, and it will provide an indispensable spiritual support for the continuation of the nation and the sustainable development of the country. In today's society, the historical mission shouldered by higher art design education has in a sense surpassed the simple knowledge learning of culture and art and the teaching of artistic skills itself, and it bears the great power dream of realizing the rejuvenation of the Chinese nation and promoting the development of Chinese civilization. Under the premise of the "China Dream" era, the primary and fundamental task of design art education is to inherit the traditional art creation civilization of Chinese nation. And innovation is the spirit of national progress, the inexhaustible source of a nation's flourish and prosperity, and the most profound national endowment of Chinese nation as well, just like the old saying "if we can update in one day, we should keep updating every day and update continuously".

D. This Mission of Design Art to Develop Social Economy and Improve Living Environment

The society is in constant progress, and people's material standard of living enhances unceasingly. On the basis of material needs being met continuously, people's aesthetic taste, living environment quality, and the requirements for spiritual enjoyment improve further, which provide broad

development space for design art. It is also the social mission that design art should bear. The pursuit of people for good things derives from the heart and it is an instinct. It is exactly this pursuit and yearning for good things that lay the status of design art in the development of social economy, culture and environment.

III. THE IDEAL GOAL OF THE DESIGN ART EDUCATION DREAM IN CHINA

Under the big social background of rapid development of socialist market economy and increasingly intense competition of various countries in the world, design art education is faced with unprecedented big development. However, what the ideal goal of the design art education dream should be?

A. The Well-developed National Design Art Education Career

The flourish of national design art education career bases on the improvement of the design art education level, good educational environment, the perfection of teaching condition and teaching facilities. Realizing design art education dream needs to greatly improve the existing teaching situation, update educational concept and promote education quality. On teaching environment facilities, pay attention to build excellent teaching environment, perfect teaching condition and teaching facilities, and provide reliable material conditions and guarantee for students' integrated development. On educational thought, abandon the tendency of pursuing utilitarianism of the existing design art education, and attach importance to cultivate students' innovation ability and the ability to solve practical problems in life. On education scale, at least every province, direct-controlled municipality should establish a design art education center with unique personality, at last build a design art education system with Chinese traditional culture and regional culture characteristics and the life-style, aesthetic standard and moral values suitable for this nation, and then provide the support of design art professionals for national, local economic and cultural development.

B. Popularize Design Art Education among All the People

The value of design art education lies in cultivating students' healthy personality, promoting and paying close attention to humanity, perfecting people's emotional world and edifying people's sentiment, and at last design art education emphasizes the regression of human values. The ultimate purpose of art design education should play the role of impelling the harmonious relationship between human and society, promoting spiritual civilization, the progress of social civilization, and boosting the economic development. Reasonably and scientifically distribute design art education resources, popularize all the people to accept design art education, and make every people understand fundamental rules and methods of design creation. All of these are important ways to comprehensively build beautiful homes. And it has important helpful effect in improving the comprehensive cultural quality of all the people.

C. The Gathering of National Design Art Elites

Elite in general refers to the excellent talents who have certain influence in social development and make certain contribution to the society in one or multiple areas. Elites often need to have the quality of two aspects of potency and public consciousness. The potency is people's ability to actively judge situation, understand the status quo, accumulate knowledge and experience, look for opportunity, adjust themselves, explore possibilities and change the current situation, mainly includes aspects of basic individual qualities, comprehensive ability, scope of knowledge, thinking ability, analytical ability, logical thinking ability, spirit of innovation, communicational ability and language proficiency, etc. Public consciousness is a kind of integral consciousness or holism concept owned by independent and free individual. When we do something, except for considering what kind of meaning and interest it has for us, meanwhile, we should also consider what kind of meaning and interest it has for the whole society, and only this kind of life has social value. Design art education makes great efforts to cultivate design art talents with integrated development, pays attention to the purification of people's spirit and pursues noble moral sentiment. Strengthen elite education of design art, cultivate design art elite, and constantly gather the knowledge power of design artists and design masters, thus they can play primary functions in the process of comprehensively promoting social development.

D. The Prosperity of National Design Art Culture

Culture represents the overall image of the country. The development and prosperity of culture is an important factor for a country and nation to stand among the nations of the world. The Chinese culture is extensive and profound. The development of the future design art culture definitely concentrates the essence of Chinese culture and all flowers bloom together. Design art specialty will be more comprehensive, and more abundant, and the range of application will be more extensive. Artistic characteristics will be more personalized and diversified. The technological content of design art will be higher and the design art concept will be more scientific and humanized. All the fields in social life will contain the wisdom of design art and every people can enjoy the good living environment created by design art.

E. The Mightiness of National Culture Industry of Design Art

In the process of modernized development, the rise of tertiary industry represents the civilization degree of a country. The culture industry of design art plays an important role in tertiary industry and the treasure and contribution created by culture industry of design art for society become more and more impressive. Undoubtedly, the mightiness of culture industry of design art will promote the development of economy and culture in our country. Art is inseparable from economy, culture and they influence each other and promote each other. If we strengthen the culture industry of design art in our country, give play to the effect of culture industry of design in promoting the development of social

economy and culture, the goal of realizing building a well-off society in an all-around way can be expected soon.

IV. THE PROMINENT PROBLEMS EXISTING IN CONTEMPORARY DESIGN ART EDUCATION

At present, the design art education in our country develops in the process of continuous adjustment. Overall, it is in a period of unprecedented development. Of course, there are many problems which mainly embody in the following aspects.

A. Discipline Construction and Theoretical Research System Lag Behind and Teaching Resources are Unable to Keep Pace with the Development

The discipline system lays particular stress on artistic content and neglects the subject attributes of marginality and intersectionality of artistic design; curriculum provision basically continues traditional arts and crafts education and the "three components" content of Bauhaus and the combination with social development current situation is not close and has slow update speed. In addition, most of the colleges and universities cannot provide perfect teaching facilities and conditions, and they have poor teaching force, laggard educational concept. They put excessive emphasis on creation design and serve economic development capability, while ignore the cultivation of cultural comprehensive quality and design ideas. Design art education only becomes a kind of skill education to make a living.

B. Design Art Educational Concept Is Timeworn and the Tendency of Utilitarianism Is Severe.

With the development of social culture, the most important function of design art education is not to impart knowledge and skill any more, but to impart concepts and ideas. However, in recent years, most of the schools attach importance to skill education and lead to the fact that students cultivated by schools have the same ability and lack learning initiative, sense of social responsibility and professional ethics of design. Based on the overall background of the development and innovation of economy prosperity driving the development of science and technology and ecological civilization, the design art education in our country should make great efforts to cultivate design art elites who have innovation spirit of design, strategic thinking of design, innovative potency, high cultural accomplishment, public awareness and management ability of design, and continuously shape strategy research type and industrial service type designing talents of who pay more attention to theoretical research and strategic planning.

C. The Pattern of Design Art Education Is Single and the Connection between Theory and Practice Is Not Close.

The teaching of design art education in our country belongs to the management system, which result in the single teaching pattern in school, similar major setup and less tightness between theory and practice. The obvious discipline boundary results in the fact that the views of

teachers and students become narrow and innovation measures of design are restrained. The cultivation of design capability needs to connect theory with practice and accumulates through a lot of design practice and experience of social life. The current design art education mode giving priority to examination and emphasizing skills confine students' innovation thinking and students lack the ability to analyze and solve problems. Under the current social background, what we need more is comprehensive and compound design art talents and high-end professional talents who have abilities in aspects of design strategy and design management, etc.

V. THE REFORM EMPHASIS AND DEVELOPMENT DIRECTION OF FUTURE DESIGN ART EDUCATION

The direction of the design art education reform concerns the level of design art education in the future. The constitution of design talent resources and the potency of innovative development concern the development of design culture field in the future. The 21st century is an "era of creative concept" which belongs to the invention creative people and design patent owners. As a kind of innovative productivity, design will widely permeate into the whole process of the development of the real economy and virtual economy and needs to grasp the diversified demands of the development of social economy and culture for design talents. On the basis of seizing the internal logic and law of development of design discipline, analyzing the basic trend of design industry and creative economy and exploring design talent type and training system, define the development ideas of design education, solve the present problem and realize the optimization and development of the design pattern from the level of paying attention to education.

A. Perfect Curriculum Structure System Construction of Design Art Subject, and Strengthen the Construction of Teaching Staff and the School Hardware Devices

Under the circumstance of the rapid development of design art education scale, we should pay more attention to planning discipline system scientifically and reasonably, and strengthen the theoretical research on design discipline and research on education law. In view of Chinese circumstances and the law of design art education itself and the requirements of society, we must carefully research the problem of education level and systematically research the training objectives and training requirements of each level facing the social aspects. Whether the design art education can have a good performance, the key is whether teachers can ensure the accomplishment of training objectives. Strengthening the construction of teaching staff and optimizing the structure of teachers is the priority among priorities to speed up the realization of design art education dream. Teaching facility is the precondition of teaching and it is also a reference standard to measure the school size and level. The teaching of design art specialty has relative wider requirements for teaching facility, especially in the aspects of teaching equipment and books and reference materials in the link of practical operation.

B. Innovate Talents Training Mode and Cultivate Design Art Elites

Design art education is not only an application discipline, but also a comprehensive discipline. So in the process of education, we should pay attention to the cultivation of professional skills, and strengthen the cultivation of students' theory accomplishment, creative ability and ability of organization as well. The development of the course should base on compound design talents, strengthen the communication between the cross subjects, optimize curriculum structure to make students develop professionally and comprehensively.

At present, our country is a great power of made-in-China. The reason causing this phenomenon is the lack of innovative talents in our country. The first priority is how to cultivate talents with innovative spirit on made-in-China moving towards China creation. Design art education should makes efforts to set the goal of cultivating innovative talents, carry out the comprehensive discipline construction, build the training mode of innovative design art talents with epochal character and openness and cultivate comprehensive innovative talents.

C. Construct Multiple Type Education Mode and Evaluation Mechanism with Distinct Characteristics

Design art specialty has distinct professional features, and should start form the rules of design art discipline itself on instruction-based approach and professional practice. At present, the design art education of various colleges and universities in our country is in the situation that the educational mode is similar and the characteristics are not prominent. People all think that if a school does well, they should follow that education mode. Professor Lu Xiaobo in college of fine arts of Tsinghua University thinks that the development direction of design education is to improve the levels and be diversified and have characteristics. The choice of different schools on development should be different and there should be differences between private universities, comprehensive universities and vocational technical institutes. Various schools should formulate their own characteristics according to features of various aspects such as their resource superiority, discipline advantage and teachers. The evaluation mechanism for the design art education quality of different types of schools should be different as well. Because talents shouldn't have unified standard but have different levels. There are corresponding types of evaluation standard of quality for different types, not using an only one standard.

D. Inherit native Culture, Strengthen the Cultivation of Native Language, Prosper the Design Art Culture of Our Country and Promote the Development of Chinese Design Art Industry

China has a long historical and cultural tradition, and the vitality and influence of native culture is very strong all the time. The independent Chinese painting system, building system, garden system, ancient folk art and folk craft, etc. are inexhaustible designing resources in endless supply.

Therefore, it will be the main development direction of design art in our country in the future to stress traditional and native new design art trend and develop the “native language” theory of design art culture under the political and economic environment of global postmodernism cultural development.

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