

# Product Design Professionals' Innovation on the Training Mode of School-enterprise Cooperation

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**ABSTRACT:** Professional product design is a very practical and cross discipline, over the years the domestic colleges and universities are in the exploration of the training pattern of product design talent, have also cooperated link, but every year graduates are still facing the serious separation and social problems. This paper attempts to explore a new training mode based on school enterprise cooperation platform, so as to shorten the gap between the students and the society and the needs of the local economy.

**KEYWORD:** Product design; School-enterprise cooperation; Training mechanism

In 2012 December, President Xi Jinping Come to Shunde, Guangdong province. The first station is city of industrial design. After the inspection he has placed high hopes on the future development of China's industrial product design. In fact, the national focus on industrial product design is not news, as early as in 2007, Premier Wen Jiabao in the "about China should vigorously develop industrial design proposal" on the instructions: "should attach great importance to industrial design" [2]. At present the industrial product design to get high attention of the government, the government is increasing in industrial product design education and industry in many aspects into.

China has a vast resources of higher education, is the cultivation of units of industrial product designer, universities have a responsibility that cannot be avoided, however, because of the particularity of the professional, many universities still continuation of traditional mode of education, the students after graduation is difficult to adapt to the company or enterprise to product requirements of designers, the development requirements of the times College of industrial products design training mechanisms must be reformed, by exploring the way of training industrial designer application, actual combat skills talents, explore deeper cultivation mode requires colleges and enterprises on the students'.

## 1 PATTERN BACKGROUND CULTIVATING HIGH-QUALITY COMBAT TYPE PRODUCT DESIGN TALENT

Our current industrial product design talent education basically follow the traditional education mode, this mode is not only limited to the personnel training means, not to mention the educational characteristics. At the same time, in the setting of professional product design course, beginning no according to our country and even local economic construction, the demand for industrial product design personnel training system, adjust and update the training mechanism, the national industrial products design talent is largely the same, cannot form a college or a particular industry characteristics, not even reflect their own professional advantage. In recent years, both the German pilot in Higher Education "dual system" training mode or the United States "technology to prepare the training mode of system of" talent, through the research we can find that these patterns are deployed around the industry contacts and cooperation on education. At present, China's colleges and universities industrial product design professional education teaching reform of the problem is to set up to adapt to the new model in new social demand and new market situation in high-quality, the actual type of specialized design personnel training and teaching.

Universities need through the cooperation with enterprises closely, the advantages provided by industry, information technology and the practice of training plan, reasonable arrangement of professional

talent is currently the college ideal new cooperation model and implement the open teaching of school and enterprise, let the students really achieve in learning to do, doing high school. Model should be based on the professional employment oriented cultivation of industrial product design professional college, to social and economic services for the purpose, full development and related well-known enterprises cooperation, students in-depth enterprise in university period, according to their existing capabilities and enterprise formed a joint team targeted to participate in the actual design project[1]. At present a lot of design is also aimed at the competition of industrial product design such as red spots or IF international influential and establishment of the relevant departments, the students into the design team after the practice will be rewarded, can eventually achieve "students, enterprises and universities" three wins situation. Through the cooperation mode of this kind of enterprise development, students' practical ability will be consistent with the requirements of enterprises, the development of knowledge structure and design practice what they learn in school to achieve synchronization, after graduation can immediately go on the business requirements of the post, the status quo between education and social needs of the solution from the essence, strengthen the graduates to the enormous pressure on the employment competition ability under.

## 2 THE PRINCIPLE OF INNOVATION OF SCHOOL-ENTERPRISE COOPERATION MODE

### 2.1 *Colleges and Universities - business cooperation mode of teaching platform*

Vigorously develop the school enterprise cooperation mode, to the needs of local industry to guide the colleges and universities for teaching, teaching achievements directly docking enterprise, production, learning and research and production practice of the full implementation of a binary system[2]. Resolutely implement the real project teaching principle, encourage college teachers first in-depth corporate learning practice, then lead the students to go out. In the big three students each semester after arrangement in the enterprise practice, and then promote the efficient transformation of theory and practice. Colleges and universities using the advantages of local policy and bear the relevant design R & D project, makes the product design to promote the professional seamless joint between students and local economic and social demand based on teaching and research on.

### 2.2 *The practice of curriculum innovation cultivation mechanism, flexibility of teaching contents*

At present most of the curriculum practice of our country university professional product design are still limited in the school laboratory or student studio, due to experimental conditions and lack of matching funds, greatly reduced the key link of the teaching effect, the students' practical ability and practical ability in the teaching process and cannot get exercise, this to the teachers and the students' enthusiasm and initiative, exerted a great influence [3]. So, at this point it is important to make full use of relevant practice or the practice base advantage, students will complete on enterprise or base training, hiring enterprise designers or design director in person to guide students to study the related knowledge of different grade, each semester or even the same semester students into the enterprise, access to practice link of professional knowledge according to business at that time own demand and arrangement, students back to school in the studio or in the enterprise practice in mutual learning and exchanges will re digestion, thus forming a from the theory to the practice teaching mode of flexible.

### 2.3 *Open the teaching of the specialized course platform, enrich the connotation of the traditional teaching mode*

The enterprise real subject entered the classroom, while teaching environment is not confined to the classroom, the teacher is the use of extended to the studio or even social public resources related to start teaching cooperative project, enterprise or the company's actual topic, the domestic and foreign related design competition, internal and external research institutions based on the past, change fast design, empty virtual design subject teaching model, teachers or engineers led by enterprises lead the students to complete the design, it can not only improve the students' interest in learning, more conducive to enrich the connotation of traditional subject teaching mode.

## 3 EXPLORATION AND PRACTICE ON CULTIVATING MODEL OF WUHAN TEXTILE UNIVERSITY PRODUCT DESIGN OF PROFESSIONAL PERSONNEL OF SCHOOL ENTERPRISE COOPERATION

### 3.1 *Pay attention to the student's professional guidance and professional cognition*

Product design professional of Wuhan textile University basic knowledge of high end one years of learning in students, big two school opened the professional investigation course, course content and other professional has the very big difference. This

stage of landscape painting in the other professional the same year, the advantages of professional product design using their own off campus practice base -- Beijing Industrial Design Centre, students will take to inspect different Products Design Company. Students in this process through to the company or the person in charge of the enterprise, design director to zero distance communication, to the professional current status and future work or living environment with the basic awareness, through this part of the development, a preliminary understanding of the students a basic process of product design and designers in the enterprise in the specific position, on the other hand, the students for the designer's job development and the necessary knowledge, ability and basic quality of a certain understanding[3]. Back to school, students will conduct the investigation stage of thinking and summing up, fill gaps and lack of investigation, so that students can better, professional courses targeted for two stage following learning.

### 3.2 *Explore the implementation of enterprise or company join training mechanism*

Make full use of my school training base outside resources. Our school professional product design has been with the Guangdong industrial design association formed a good relationship of cooperation, through the association of industrial design company outside the platform, students in the big three professional practice link will be in the Guangdong area for 1 months or longer practice ability related knowledge, in the process of practice, the enterprise students will be in the project team or international competition group based on student's different levels, after a period of learning, students can according to the enterprise arrangement or voluntarily apply for job changes, link after the students of this part of the credits and grades to determine by the enterprise and the teachers[3]. At the same time, after a period of time of learning and understanding of the students, students can through the two-way choice to decide the big four graduation internship or future work unit. The present

Guangdong Industrial Design Association is also actively with our school to discuss join training of industrial product design professional graduate and doctoral students education related work, by the association of support units in the actual operation process of the enterprise Mister personally as outside of the professional post-graduate tutor, is responsible for the students in the internal teaching management work.

## 4 CONCLUSION

Product design is a practical strong cross discipline, just rely on in the school of theoretical knowledge and relatively limited practice teaching is not suitable for cultivating social needs of the professional personnel, product design students must be thoroughly the frontline of understanding and practice of whole face[4]. At present, many colleges and universities have established the related policy to allow teachers to 6 months in the business full-time or even longer practice work, schools and colleges actively build campus cooperation platform, improve the relevant teaching supporting system of rules, only through the unremittingly to this open, innovative product design, professional training to improve and explore mode, can truly realize seamless docking of college graduates and the social needs.

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