

The Innovation Research of Ideological and Political Education in Private Vocational Colleges Under the New Trend

"Moral Responsibility within Art, Ethical Value within People" Characteristic Practice Example of Art and Design Education

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Abstract—This article analyzed the ideological and political education, art and design education; their relationships of unique tasks and content, and the close mutual interest of promoting each other. Based on the analysis of the internal relations between the ideological and political education and the education of art and design, as well as personal characteristics of the students' majoring in art and design, it initiated the unique concept of "moral responsibility within art, ethical value within people". It explored the creative way of combining ethic and art in order to cultivate ethical and artistic art and design students, and to strive to explore tangible innovation method and effective way based on the principle of students' implementation of combining moral education and design skills.

Keywords—*Ideological and political education; art and design education; moral responsibility within art; innovation practice research*

I. INTRODUCTION

Since the new era, more and more scholars have concerned the ideological and political education in vocational colleges. The research contents are mainly related to the function, impact, status, cause and strategy of moral education. There have been many achievements in recent years, such as the aesthetic education with the auxiliary functions, it can be a noble and make people feel sublime, it is also an effective means of moral education etc.. However, the ideological and political education, the traditional culture heritage, moral education, aesthetic education and other comprehensive integration of private vocational colleges art and design innovation education practice are relatively rare.

II. THE RESEARCH VALUE AND SIGNIFICANCE

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Council in "The Proposal on Further Strengthening and Improvement Under the New Situation of Propaganda and Ideological Work in Higher Education" points out that strengthening the construction of ideological positions is a strategic project, solid project, casting spirit project; it is related to the leadership of the party in colleges and universities, it is related to fully implement the party's education policy and it is related to the Chinese characteristic socialism successors [1]. In the Party's eighteenth committee reports, for the first time the "ethical value within people" was formally established as the fundamental task of education, it became the essential requirement of the educational policy of our party and country, it is also the basic task of the ideological and political education of contemporary college students.

Art and design education is an important component of higher education, art and design major college students are the important reserve force, they have the important task of the socialist spiritual civilization construction and the sacred social responsibility. It is well known that one of the functions of art design is to promote education, art and design works through the shock of the soul of the content and technique to move and to educate people. So in terms of art education, mastering creative design ability, with good aesthetic quality, but it in the same time must make the art and design education and ideological and political education organic integration, continuous innovation, in order to break through the constraints of ideological and political education bottleneck. For the effectiveness of the development of the ideological field of art with the creative ability of the special talent, it has a unique social value and important historical significance.

III. THE CURRENT STATUS OF THE POLITICAL THOUGHTS OF THE STUDENTS IN THE ART AND DESIGN MAJOR OF PRIVATE VOCATIONAL COLLEGES

The students in art and design major of private vocational colleges are in the critical period of the formation of the concept of life. After more than 200 copies of questionnaire

survey, the mainstream of students' ideological and political status is fine; it appears healthy upward trend, such as patriotic enthusiasm, high national pride, objectively express the ideal demands, and a certain moral consciousness. But due to the characteristics of art and design specialty, student have individuality and style, and common problems of superabundant; on the one hand with strong advantages of active thinking, versatile, self-consciousness and independent ability; on the other hand they also believes that art has nothing to do politics, widespread one-sided emphasis on professional skills training tendency, not concerning about politics, and ignoring the improvement of self cultivation of ideology and morality, especially under the new media environment, students can achieve the selection and utilization of information freedom and independence, art and design students' ability to accept new things is relatively strong, and the ability to distinguish between right and wrong is relatively weak, they are vulnerable to be misled. Therefore, in addition to impart art and design major knowledge and skills to students, we must also follow the common rule which is the art and design education in Higher Education of special rule "moral responsibility within art, ethical value within people", so we can overcome the negative effects during the social transformation period, and adjust some of on the value of the students' view, and let them become useful person for the development and prosperity of socialist advanced culture.

IV. THE INNER RELATIONSHIPS BETWEEN THE IDEOLOGICAL AND POLITICAL EDUCATION AND THE ART AND DESIGN EDUCATION

A. *Moral Responsibility within Art Education is Need of Art and Design Creation*

Art and design education should adhere to the principle of serving the people, for the correct direction of serving the socialism, so it can play a role in cultivating new socialist, constructing highly spiritual civilization. Moral responsibility within art education can stimulate students' aesthetic emotion and moral emotional connection and communication, it makes the combination of rational emotional and sensual desire; outstanding works of art and design is the final result of this outcome.

Art design teaching content should be ready to grasp the main theme anytime, which adhere to the correct political orientation, and reflect the practical professional, enlightening art and design students' intelligence and creation advantage in the teaching process, solving "how to design", and how to enhance the design language of visual impact and appeal. The purpose of merging into the ideological and political education is to help students solve the problem of design and the design concept, spiritual themes, content creation of guide and standardize, to make excellent, the progress of the works of art and design, as well as to develop the advanced culture, molds and the condensation of national spirit which is a powerful weapon, and to become the motherland in mind and the art majors, the heart of people's livelihood, servicing society's strong

performance form, and more effectively to promote the construction of socialist spiritual civilization.

B. *Cultivating Creativity is the Common Goal of Ideological and Political Education and Art and Design Education*

In the early nineteenth century, the German educator Herbart pointed out: "Ethics generally is considered to be the highest goal of human, so education is the highest goal" [2]. Creative activity is thus the value category; it is the embodiment of social and creation. Creation cannot be separated from the criticism of product quality evaluation by society, such as ethics in science, art and morality, information ethics, ecological ethics in the field of specific norms. The goal of moral responsibility within art education is to guide students to not only to comply with the ethics of art, but also learn to judge, learn to choose, and learn how to create.

Creativity is the ability of all kinds of creative activities, and it is a kind of ability that is different from the intelligence. Novel, unique, and unprecedented characteristic is the fundamental of creativity. To cultivate art and design students' creativity, we must pay attention to experiential learning; it is mainly through artistic creation activities and other creative activities. We should not only guide students to create social value of art and design work, but also to guide students to reflect on the process and results, to sum up the experience and lessons of success or failure, to cultivate their pioneering spirit, as well as the spirit of searching the truth, adventure, challenge, dedication, responsibility, dedication in these activities. And we should enhance the creative consciousness, the firm creation of ambition, with the reform and innovation, and actively enterprising desire. There is no possibility to speak of innovation on the contrary, if we are satisfied with the current status, or have laziness, no ambition, no sense of responsibility, mission, no passive state of mind.

C. *Goodness and Beauty Have the Same Values of Standard in the Sense of the Ideological and Political Education and Art and Design Education*

Although ideological and political education and art and design education each have characteristics, but not to each other, the two are the object of human nature, in essence, is the same. In a certain sense, the moral state is developed from the aesthetic state. Schiller said: "In order to make sensible people become rational people, we must make him become an aesthetic person, there is no the other way." [3] The moral state is developed from the aesthetic state. It is due to the fact that moral practice that is based on a certain moral emotion. In order to improve the moral state of the students of art and design, we cannot emphasize morality itself, it is important to improve their aesthetic sentiment. A person who enthusiastically love beauty and pursuit of beauty would not do damage to moral, because it is not the attribute of beauty.

If "truth" is the regularity of things, and "good" is the purpose of the act, then "beauty" is just the unity of

regularity and purpose. Kant put forward that "beauty is the symbol of morality." [4] The unity of beauty and good can help art and design major students adjust their the aesthetic consciousness, improve moral judgment and aesthetic judgment; it can also merge the profound theory and abstract moral education into concrete aesthetic object through the guidance and sublimation of moral education, so that the aesthetic consciousness can be more thoughtful and philosophical, on the other hand moral education uses art design education of emotional mechanism to cultivate sentiment, moral quality of the role, so as to overcome the moral education one way, monotonous form, in order to construct a new form of moral education model.

V. THE RESEARCH IDEA AND STRATEGY OF "MORAL RESPONSIBILITY WITHIN ART, ETHICAL VALUE WITHIN PEOPLE"

A. Moral Teachers and Art Teachers Collaborative Preparation Together with Innovation Concept

Facing the private vocational college art and design major students in the new era, the moral education can no longer sustain the traditional concepts and methods, moral education should walk out of its utilitarian nature, and should walk into the students' mind, welcome by students, thus moral responsibility within art is undoubtedly the best choice.

Doing research and innovation for teaching plan and the teaching content, and merging the ideological and political education into the classroom content is the key to moral responsibility within art. First of all, to the establishment of ideological and political course and art and design teachers collaborative lesson preparation research group, a fusion of different major teachers' teaching concept; efforts should be made for the content of moral education and art and design education, the strategies of fusing the separation, implicating the straightforward, concreting the abstract; converting the education form for Humanities, initiating the passiveness, bringing emotion to sermon, in order to arouse the students' positive emotion, and to make the ideological and political education the creation requirement of art and design, to truly improve the effectiveness of the course, to promote students' harmonious ethical and artistic development. Secondly, the integration of teaching contents, for example, merging the socialist core value concept into professional courses, about how to use art skills to create and to present ideas; training subject is "the interpretation of value standard painting and outdoor advertising design"; combined with the integrity of incorruptible, "anti corruption public service advertising design" in advertising classes; the consideration of a saving society, packaging design should use environmental friendly material to train students, "environmental friendly, reduction, and reusable of packaging design." We should practice political theory and curriculum design closely, so that cannot only enhance the political quality and sense of responsibility, but also casting the artistic skills and innovation ability. Finally, student associations as the carrier carry out theme activities, and display the original create design practice.

B. To Care for Students' Mentality, to Establish a Correct Path for the Students' Ideological Guidance

And dynamic characteristics of the famous Italian art critic Wintour reminded people: "keep in mind the essence of Art; it is intuitive and alogical; specific rather than abstract; individual rather than general." The three-points not only summarizes the works of art, it is also suitable for art and design major students' thinking and behavior characteristics. Due to the art students' perceptual thinking ability is relatively strong, and logical thinking ability is weak, it lacks of strict well-organized precise thinking exercise. Visual thinking has always been accompanied by strong emotional activities, namely "when watch mountains, then full of affection in the mountains, when watch oceans, then the feelings are overflow the sea" and the emotion is easy to show up. When thinking, the rich and strong feelings rises with full of artistic passion and impulse, it is easy to get emotional, and non rational color is thick, so the elicitation education method is basic method to solve their ideological problems.

Elicitation education must understand the motivation of art and design students, let them show up different views and thoughts, to identify the crux, and to solve a knot in one's heart. We should have clear view to do to identify the problem, so we could guide them through the wrong situation. Effective persuasion is not only the needs of students of art and design the special groups of ideological and political education work well, but also from perceptual knowledge to rational knowledge across in the "logic" into the depths of the students thought, which help to realize the qualitative leap, and raise the effectiveness of the "moral responsibility within art, ethical value within people " education.

C. Teaching Form a Variety of Topics, to Learn and to Enlighten the Mind

In the classroom teaching, we use a variety of teaching techniques, teaching media, with organization, and with plans to carry out the classroom discussion, to speech defense and so on many kinds of forms to do the teaching. Also, with the purposes and choices we do electronic teaching by using television material, which makes the theory course teaching content meaningful and vivid, both practical and persuasive oriented. In addition, it brings the use of scientific research projects to the classroom which have received a very good results.

Through multiple levels, full coverage of the subject study and education, enable the students to accept the influence of advanced culture in a subtle way, leading the mainstream values, civilized habits and ideal sentiment edification, in order to truly understand art personality is a kind of self-cultivation, a feeling, a kind of realm of life. Looking through China and oversea all years, many highlighted charming ideas, artistic style of the original design works, simple skills alone is unable to complete the task, it must include the full of ultimate pursuit of art and strong conceptual ideals. This means that idea is the life and soul of the art and indispensable. The only way to promote the theme in the design practice, the pursuit of diversification,

also to meet the needs of the community to design theme, type, style diversification is for art and design major students to establish a healthy concept of art, so they could consciously put the patriotism, dedication, innovation and artistic personality, artistic style, artistic spirit throughout school and even in the future career [5].

D. Innovative Approaches and Characteristics Practice
"Moral Responsibility within Art, Ethical Value within People"

1) To carry forward the excellent traditional culture to motivate students' patriotic aspirations

Culture is to maintenance of a country and a national's spirit link; even more, traditional culture is a spiritual resource of a country and a national's vitality and unity to forge ahead. Chinese traditional culture plays an important role on students' artistic accomplishment and the development of life; it makes their artistic thinking and spiritual world become clear, elegant, reflecting our ancient civilization, as well as etiquette which a rich culture country should have. The concept of "the whole world as one community", the courage of "better to die in an attempt than seek ignominious safety", the mind of "be the first to show concern and the last to enjoy oneself", the wisdom of "do nothing and everything is done", the spirit of "concern the country even in the low social status", and so on, these will have great influence for students of universal broad wisdom, and peace level, as well as inspiring righteousness. It will also the shape the students' cultural awareness and national spirit to become a man with national dignity of personality, and plays a key role in the development of moral, intellectual, physical, aesthetic.

For example, during an advertising design of socialist value view theme of teaching activity, the teacher cited the Yue Fei's patriotism, Lin Zexu's destruction of opium in Humen, also numerous of cases of Anti-Japanese, through the deeds of patriots to stimulate students' patriotic feeling, to guide the students to fully understand the strategic significance, to let them cherish the party and the state's policy for their growth and success to create excellent social environment and scholarships, student loans and special difficult allowance, as well as other supports, to use their social responsibility of serving the people and courage of awareness and ability of innovation and entrepreneurship with the gratitude of the heart and vigorously carry forward the patriotism as the core of the national spirit and to reform and innovation as the core spirit of the times and improve to serve the motherland, and to show the spiritual power of socialist core value system and the charm of personality, enhance students' construction of the motherland, revitalization of the Chinese sense of responsibility, so that they could create a large number of outstanding patriotic advertising works. Another example, in order to help art and design major students to establish a firm conviction of the great rejuvenation of the Chinese nation establish a firm, we use a vivid and highly effective way, and bring the essence of Chinese traditional culture through a variety of cultural activities influence, and insert into students thought and behavior; we also bring the traditional calligraphy education

into the education process, to the art of calligraphy for the main elements and design concepts of packaging design and decoration, and we hire the master of folk art to the school to lecture, traditional paper-cut, clay sculpture art of hands-on teaching. After students have completed a series of training with thoughtful ideas, the emotion of the traditional culture, understanding, comprehension and memory have been greatly improve, enthusiasm for learning is also unprecedented.

2) Famous saying to stimulate the education of the students, and to stimulate the enthusiasm of the students

Wisdom represents the crystallization of the human life experience, it is a special form of culture, and it always shine with pursuit of true knowledge respecting for science of creating spirit and enterprising spirit, it arouses the students in the heart of a resonance and shock. When the students read from wisdom themselves to undertake the responsibility and mission, it will help college students broaden their outlook on life to improve their own personality, and to improve conducts oneself in society. Using great people, celebrity deeds to encourage premature vocational colleges students, to solve the troubles of their growth, to establish correct life view, value view and establish goals are very helpful and far better than all education, because celebrities, wisdom education and effect are not only the intake of human knowledge and a kind of state, they are also indispensable in the process of "soul project" formation of the students' moral quality. Celebrities and famous saying education are all significant subject in the field of the moral construction of college students, they are the implementation of the "moral responsibility within art, ethical value within people" education an important carrier and means, they are the important way and method improve the comprehensive quality of the students. It exerts a subtle influence on students' learning style, way of life, way of thinking, behavior habit and value orientation. At all times and in all over the world many successful people learned some inspiring stories from their life enlightenment, the excite of the unlimited potential of these Inspirational stories have become a beacon for success.

3) The master piece of typical example, the art of the great power

In process of education for students of art and design major, focus on the role of famous artists, designers has tremendous influence of the demonstration with the effect of working with double results. "The power of example is infinite", advanced and typical work set a good example for the students, so that they learn by example, and set a target. For example, people's artist Qi Baishi and Xu Beihong, their patriotism, noble moral sentiment, they have a strong will, open-minded, deep love for the country and the people, and they have become artists' spiritual model for generations. 2008 Beijing Olympic Games designer Zhang Yi led the team, vividly presented accumulated for thousands of years of traditional Chinese elements, passed the Olympic complex feeling of the Chinese people, fully demonstrated a country, a nation's artistic essence and Chinese wisdom, all aspects of the Chinese nation's original spirit of life and beliefs, the

work shocked the whole world and received the high praise of the people from all countries.

Artists, designers have a profound life wisdom, their artistic path involves many aspects, such as the ideal, knowledge, opportunity, life, mentality, habits etc., the artists have a lot of hard work, unyielding spirit, strong beliefs, especially the art masters who will have a profound impact on art and design students' outlook on life and value.

The correct use of this demonstration example will have a profound impact on the art major College students. It will inspire them spontaneous create art piece under contemporary requirement, also to encourage other people and to play a role in the art education.

4) Adhere to the path of art and design practice, to absorb nutrition from the community

The basic characteristic of social practice is the unity of emotion and reason, the unity of emotion and cognition, the unity of aesthetic and ideology. Social practice can inspire students' thinking, and the practice can find their path and improve their awareness.

Art and design major students should walk out of school to practice art and design projects in community services, so they can use the knowledge and theory to solve the problem, to complete the actual tasks, to train practical ability in their work. Student research team under the guidance of teachers can explore the world, society, history and life through practical activities of art and design; it is in fact a process of the spiritual civilization education, science, the unity of cultural content, also self-acceptance and self-education, such as organizing students to participate in the writing Spring Festival couplets and other social welfare activities, poverty relief, to help the old and the disabled, environmental protection, donations and so on, as well as leading students to participate in the socialist core values outdoor advertisement design. Another example is that student backbones participate in teachers' scientific research project, team of teachers guide the students to team up to do research together, guiding students from design concept through the project led, to let students experience the spirit and philosophy of design for community, and to express the thought of gratitude by creating, demonstrating the artistic talent.

Thus, art design practice can make students grow their ability, as well as exercising perseverance, cultivating character, enhancing exploration ability and autonomy, self-weight, fair competition spirit, and in the same time social practice has enormously helped students to understand the social practice need of art design talent, increase study momentum and motivation, as well as cultivate self-education, self management and the ability to adapt to the society, and find their own shortcomings, and adjust their learning methods, focus and efforts according to social needs, to further improve self-cognitive ability. Through social practice, we can not only bring beautiful art work to people, but also learn from the people's rich culture and heritage, to increase our creative works of art appeal, so as to achieve to repay the society and the people's fundamental purpose.

5) Focus on the moral occupation education, cultivate the ethical and artistic "professions"

Vocational education is a process of transforming students from a student to skilled worker. During this period, systematic training will be beneficial for students to develop their own professional ethics. On the contrary, if they cannot grasp the opportunity, it will directly affect the students' ability to get a job and work quality. Professional ethics has a function of self-discipline by nature; strengthen professional ethics education will ease students' bad habits, and to form a good one. Engels points out: "every class and even every industry have they own ethics."

Vocational education majors are set based on socialist market economy, the construction of the socialist market economy should not be a simple material one, but include the construction of culture and morality. Therefore, professional ethics education should be treated equally with professional skills education. We should form the unique professional ethics education content, and promote the formation of students' professional ethics according to the characteristics of the art and design and creative industry, as well as from the perspective of professional ethics research.

In the course of art and design professional curriculum and career guidance, we strengthen students' professional consciousness, professional ideals, professional ethics and entrepreneurship education, so that students' professional ability, physical, intellectual, moral and aesthetic taste can fully and freely develop. Its purpose is to make students not only learn how to behave, and how to do things; also they can achieve works, and be able to do to succeed; have a high literacy skills, and have high humanistic quality, so to keep the students in the whole career in the continuous improvement and development status, realizing their personal values and social needs of the unity.

As a private higher vocational colleges whose training is the application of the technology of the first line of production, the vocational humanities education should pay more attention to the social industry, the position and the market changes, pay more attention to the relationship between the employment market and the employer. It should achieve corporate culture and campus culture in the depth of integration, the full realization of the "position centered" in the business culture of the atmosphere in the exercise, benefiting the early training of students' professional awareness and job awareness, and shortening the running in period.

In short, with the continuous development and progress of the times, the continuous deepening of the reform of the national higher vocational education, the ideological and political education of art and design students showing the trend of getting better and better, the spirit and content of private vocational college art and design major students ideological and political education should also be advancing with the times, continuous innovation. We as art and design education and ideological and political educators should accurately grasp the state of mind of students, student-centered, concern and care to students, with full respect for the art and design major students' the growth and success of

the characteristics, "moral responsibility within art, ethical value within people" for the growth and success of the art and design major students, to explore a ideological and political education effective innovation model.

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