

Research on Teaching Mode Reform of Design Courses in Major of Apparel Art and Design

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Abstract—Teaching mode is a stable and simple teaching structure formed by teaching activities according to certain teaching objectives, teaching contents and students' cognitive features under the guidance of teaching thought and educational theory. Professional clothing design academies aim at cultivating practical talents who have certain professional skills, as well as students' professional ability of clothing, occupational qualities and comprehensive abilities. In order to arouse students' interests in studying design courses, it is necessary to change the basic status of present course content, turn from previous cumbersome and old knowledge to the latest tidal information located in fashion front. Building new-type teaching mode that meets the requirements of modern clothing industry is the important guarantee to cultivate applied and inter-disciplinary talents of clothing specialty

Keywords—teaching mode; apparel art; course

I. CURRENT SITUATION OF TEACHING MODE REFORM OF COURSES IN APPAREL ART AND DESIGN

Since the development of information technology, the clothing industry in our country rises sharply and rapidly. Clothing brands spread all over and the whole consumer market is filled with diversified styles. Therefore, requirement of the market for clothing talents is increasingly high, which prompts the continuous development of design courses education in the major of apparel design. Under new circumstances, clothing industry has enormous demand for talents of clothing design. According to the training programs of academies that open the major of apparel design, it's imperative to innovate in the teaching mode of clothing design courses to develop the educational business of clothing professional design more vigorously.

In recent years, all kinds of clothing colleges at home and abroad have a wide range of research on the setting, teaching method and mode of clothing specialized course. At present, western countries such as France, England and America have basically formed a set of relatively perfect education system on the reform of design and teaching method of clothing course. The development of western clothing industry runs ahead of China all the time and they also have rich experience in the education of apparel design major. Generally speaking, on the research of teaching mode of design courses in apparel art and design major, they attach importance to the practice of course teaching and bring students' subjective initiative into play. Meanwhile, they do

in-depth analysis on social needs and evaluation of this major and pay high attention to the research and carding process of overall education mode, so the teaching mode develops and perfects continuously all the time.

At present, in our country, academies that open apparel design major can be divided into three kinds: the first is academy that aims at cultivating costume designer. This major is usually opened under the system of School of Art and Design and pay more attention to the learning of costume originality design. The second is engineering academy of clothing design that develops skills of apparel design and pattern construction and focuses on training applied talents. The last is academy that cultivates clothing technologists and attaches importance to training students' skills of apparel technology production. With constant improvement of education system of all kinds of disciplines in China, teaching means and methods are updated continuously, but educational pattern of apparel design courses is still appeared relatively conservative and has certain gaps with actual demand of consumer market. The existing traditional teacher-centered model that lets students accept knowledge passively has gone against cultivating students' excellent vocational ability, skills and quality and caused imbalance between education and actual demand. With increasingly wider range of apparel consumer market, the relationship between education and market requirement becomes much closer. In recent years, domestic reform and development of the mode of clothing education is also strongly concerned.

II. INEVITABILITY OF TEACHING MODE REFORM OF COURSES IN APPAREL ART AND DESIGN MAJOR

Nowadays, we have already entered the era of knowledge economy. Under such historical background, traditional teaching mode cannot satisfy requirements of the new era for clothing professional education. Therefore, in order to make students meet demands of the market, it is essential to strengthen the reform in professional education to improve the level of education and students' innovation and application ability.

In the course setting of apparel art and design major, the design course is the basic and compulsory part in professional teaching. Meanwhile, course of apparel design is a discipline with strong comprehensiveness. Under complex and multilateral environment, it is necessary for

educators to strengthen the pertinence for education and cultivation of students' practical ability. Therefore, it's essential and inevitable to research and discuss the teaching mode of design courses in apparel art and design major.

Under the new background of new era, Chinese apparel industry is in the soaraway period and clothing education is valued absolutely. It is the primary task of clothing education institutions to cultivate more excellent, professional and technical talents for Chinese clothing industry, the society as well as our country. As higher education of clothing art and design, under the demand of complying with the development of society, it is particularly important to reform the course teaching of apparel design major.

According to the situation of Chinese clothing industry development and future development trends, it is necessary to pay attention to the requirement and cultivation situation of Chinese apparel talents, and it should conform to the development of times. This is an era of information science; the internet and the market are filled with all kinds of new things. Training institutions of vocational education should attach importance to students' cultural quality education as well as strengthen the accumulation of advanced information and continuously replace knowledge structure, form high-grade foundation of cultural quality education through learning of humanities quality course such as literature, art and social science, etc. In addition, they cultivate excellent design talents who have comprehensive cultural quality and knowledge structure by training their knowledge structure. In the next place, at present, all aspects of science and technology have developed rapidly in our country and the society is developing towards high technology. All walks of life use high-tech technology to innovate. The popularity of clothing intensively embodies in the aspects such as the comfort and function of clothing, which is realized under high-tech conditions. It also requires us to pay attention to science in teaching mode of design course in apparel major.

At present, the most prominent problem of the development of Chinese clothing industry is innovation. Unstable location of product style and serious plagiarism phenomenon of pattern are core problems of these clothing brands. Product is the basis of clothing brand development and the design of apparel is the best embodiment of brand and product value. If there is design, there is style and brand positioning. They have mutual effect and influence on each other. Therefore, the quality of apparel design will influence the major development of clothing industry. Apparel design is the key of clothing industry. On the basis of this, theoretical research and education will be the catalyst to promote the development of clothing industry. Professional education and talent cultivation in colleges are the main sources of theoretical research. The quality of dress-goods can be improved through cultivation of high-level design talents and strengthening the originality of domestic clothing brand.

Clothing design course is the most fundamental link in major courses teaching and also the compulsory course. At present, the apparel art and design major in many colleges just starts. In the early stage of development, the

phenomenon that the teaching mode of basic course teaching remains to be improved exists widely. Therefore, it is essential to put forward and use systematic education system of apparel design that combines various teaching methods.

Institutions of higher learning of apparel design major face serious task of cultivating qualified designers who can meet the demand of enterprises. So it is an urgent affair of domestic education of apparel design major to introduce advanced education mode and teaching method in developed countries and accelerate the cultivation of international export-oriented talents of clothing art and design. Nowadays, in domestic colleges, more and more Sino-foreign cooperative education is on the upsurge. It is very important to actively explore innovative teaching mode of design course in apparel art and design major in aspects such as the innovation of teaching system, teaching method and teaching practice.

III. EXPLORATION OF TEACHING MODE OF NEW TYPE APPAREL DESIGN COURSE

Teaching mode is stable and simple teaching structure formed by teaching activities according to certain teaching objective, teaching content and students' cognitive features under the guidance of teaching thought and educational theory.

In daily teaching, traditional teaching mode often has the tendency of putting too much emphasis on knowledge-transference and infusing too much theoretical knowledge. It is important to turn from one-way learning of theory to learning way of emphasizing practicing and exploring brevity, and convert the process of learning basic knowledge and technical ability to the process of combining theory with practice. In order to arouse students' interests in studying design courses, it is necessary to change basic status of the present course content, turn from previous cumbersome and old knowledge to the latest tidal information located in fashion front, and strengthen the relationship between learning content and market requirement, the development of clothing industry. Building new-type teaching mode that meets the requirements of modern clothing industry is the important guarantee to cultivate applied and interdisciplinary talents of clothing specialty.

Even though some researches start to set foot in using foreign studio teaching mode and project-based teaching mode for reference, at present, some apparel majors in some domestic clothing colleges still follow previous infusion type of traditional education system and teaching mode and lack the consciousness of innovation in fundamental thought and actual implementation of teaching. The reason that studio mode and project-based teaching mode aren't popularized or adopted also has some relationship with defects of them.

With dramatic development of clothing industry in our country, the task of cultivating applicable talents of apparel art and design major becomes heavier and heavier. In order to achieve the goal of cultivating applicable talents for clothing industry, teachers who teach the course of apparel structure design must continuously improve teaching

methods and quality and innovate teaching mode of apparel structure design course in practice.

A. Combine with Career Planning to Establish Teaching Mode That Adapts to the Market and Strengthens the Sense of Post Role

Higher education reflects the vocational education. And occupation conforms to post. In order to make students rapidly meet requirements of the market, it is necessary to bring the future post role into learning stage. Therefore, it's more effective to combine with career planning to establish teaching mode that adapts to the market and strengthens the sense of post role. We need to confirm teaching contents according to post setting, insist targeted education principles, reduce theoretical derivation and achieve the application of what we have learned and lay stress on practicability.

At present, occupational posts for apparel art and design talents cultivated by higher vocational learning mainly have: designers who have basic production management and quality management ability, fashion design director, assistant of fashion designer, fashion buyer and merchandiser, etc. The skills of students that require educators to pay attention to in teaching process mainly include: drawing ability of art modeling and effect chart of garment, innovation ability of clothing designs, keen ability of grasping fashion, ability to operate computer, skills of computer fashion design, as well as abilities of garment production, technical management, quality test and clothing marketing. With the development of market economy, the requirements of enterprises for design personnel's ability have enhanced obviously. Because apparel art and design major has very strong practicality, the teaching methods and learning style of post role playing can more effectively meet challenges of the market and the requirements of order-oriented talent training pattern. In the process of rapidly cultivating talents of apparel art and design, many talents are "customized" for enterprises. Students cultivated under this kind of teaching mode obviously have met the objectives and standards of talents training required by enterprises.

Therefore, this kind of teaching mode supervises and urges the practical ability of the team of teachers. It needs to deeply know the requirements of enterprises, promote the reform of course system and explore new thought of teaching at different levels. It is beneficial to devote greater effort to train full-time teachers and make a long-term plan of sending teachers to the enterprises to practice, meanwhile, invite some full-time design and technical personnel of enterprises as practical teachers of professional teaching to build a comprehensive team of teachers who can integrate theory with practice and adopt effective teaching means. The best teaching means is the most acceptable for students and the best teaching method should be the most suitable for students' learning; the interesting, intuitive, diversified, participant, interactive vocational education and teaching is the effective measure to mobilize students' learning potential. At the same time, in order to improve students' ability, it advocates the personality development of students and gradually excavates students' potential. We should this course which reflects "working process" and the platform of

project course that uses work tasks to organize course content, uses working environment to arrange learning environment of course, and uses working achievements to evaluate learning results, effectively implementing the talents training mode of "learning while practice and combine learning with practice".

B. Student-centered Education

Traditional teaching mode is teacher-centered and clockwise completes the content of teaching and learning. Turn this clockwise learning state into counterclockwise state of learning and teaching, regard students as the center of education. Require students to turn from passive receivers of external stimulus and infusion objects of knowledge to the main body of information processing and become initiative constructor of knowledge meaning. The teaching theory of constructivism requires teachers to turn from initiator and indoctrinator of knowledge to helper and promoter of students' initiative constructing meaning. When students turn passive learning to active learning, their enthusiasm is also aroused to actively cooperate and communicate with others and then create a good learning environment.

C. Reference of Foreign Education Teaching Method

Clothing industry in western developed countries starts earlier and education system of them is also relatively perfect. It is an urgent matter of clothing education in our country to introduce advanced education mode and teaching method and accelerate the cultivation of international export-oriented talents of clothing art and design.

At present, there are many Sino-foreign cooperative educations, so it's one of the most important ways of cultivating international talents to introduce foreign investment, bring in overseas education resources and use the strengths of foreign education mode for reference and introduce advanced professional courses and accelerate the transformation of existing majors. But in other domestic academies, it's necessary to use the form of reference to learn foreign excellent educational resources. In recent years, in the process of teaching reform of art and design, in order to further improve teaching quality and efficiency, many clothing professional academies are widely absorbing successful teaching scheme at home and abroad and summarizing innovative teaching mode.

D. Adaptive Connection of Education and Requirements of Society

For the requirements of clothing design talents, many companies show the emphasis on ability, especially practical experience. Making a general survey of job posting, the requirement of working experience is priority among priorities. According to this circumstance, on the cultivation of costume designer, we should pay attention to every aspect of enterprise, including investigation of the market, product positioning, grasp the shell fabric, unique of style, using what kind of form to publicize and marketing the products, etc. Therefore, the cultivation of clothing talents must have close relationship with current market demand instead of teaching and learning apparel design without connecting

with the outside world. It's essential to use the way of open and hands-on practice to encourage teachers to integrate theory with practice. We can look for available project in enterprises to let students involve in and complete. On one hand, it'll increase students' practice experience; on the other hand, using the education mode of post role can make students rapidly meet the requirements of social market. Besides, we need to continuously extract the latest teaching contents in current market demand and fashion trends to teach students and let them bring fresher resources and talent forces for enterprises.

IV. CONCLUSION

This paper aims at thinking new teaching idea in many aspects to promote the expansion of students' creative thinking and strain capacity towards the market. Design course of apparel design major is the key point of professional course system. It has good promoting effect to improve the quality of teaching by establishing scientific and systematic teaching method and talents training mode. The practice and effectiveness of teachers' teaching results can be promoted and students' groundbreaking ability of design thinking and innovation can be expanded through reforming the teaching method of design course in traditional clothing major and updating talents training mode.

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