

Research on Innovation and Entrepreneurship Education of Students Majoring in Art Design in Colleges and Universities

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Abstract. With the deepening of China's higher education reform, promoting innovation, entrepreneurship education and practice for the Art Design major students has become an inevitable trend for development of art design major students. This paper mainly starts from the present situation of innovation and entrepreneurship education for Art Design major students, analyses significance and potential of innovation and entrepreneurship education for the students majoring in art design, and proposes related measures, which is conducive to promote innovation and entrepreneurship development for students majoring in art design, promote employment through entrepreneurship, and broaden employment channels.

I Problems of innovation and entrepreneurship education for college students majoring in Art Design.

1. Students majoring in Art Design have limited understanding of entrepreneurship.

Characteristics of Art Design discipline determine the students have solid professional skills, strong practical ability, put emphasis on show of skills, and pay attention to the art expression, but it also causes students to have a relatively closed professional learning, lack related business knowledge in business, market research, entrepreneurial skills and others. They are lacking in systematic entrepreneurship knowledge and have ambiguous awareness of entrepreneurship, entrepreneurial skills and entrepreneurial projects, which results in a lower level of students' entrepreneurship, lack of development potential, and low rate of entrepreneurial success.

In addition, college students majoring in Art Design currently lack awareness of entrepreneurship practicing, thinking that entrepreneurship is to participate in the "Entrepreneurial Contest", "Entrepreneurial Design" and other activities. Students participating in such activities are enthusiastic, but they don't have actual combat training and entrepreneurial experience, and lack participation and positivity.

2. Colleges students lack advanced concept of entrepreneurship education and teachers have limited entrepreneurial ability and awareness. The introduction of enterprise education to Chinese colleges and universities is short time ago, so universities are generally lacking in advanced and reasonable concept of entrepreneurship education, teaching resources are inadequate, business platform is low and training base is insufficient. In the process of entrepreneurship education, colleges lack pertinent and effective entrepreneurial guidance for professional students, curriculum system settings are not comprehensive, the mining of teaching resources, especially in creative culture, service design and other related knowledge is not systematic and comprehensive, leading to some problems in students' entrepreneurship. For example, starting point is low, many students believe that entrepreneurship is simply starting up companies and choosing home decoration design,

advertising design and other less-invested projects, which lacks originality, so add value of products is low; entrepreneurial practice platform is lacking, even if the students have a good entrepreneurial projects, due to lack of training opportunities, they will eventually give up or fail.

In addition, most of young teachers lack business experience: They only teach design skills and knowledge of practice and application, but lack entrepreneurial knowledge. Even if some teachers have run a design company or have business experience, yet they also are engaged in design work and lacking in operating and management experience. Therefore, the limitation of teachers' ability and consciousness is easy to cause following problems: students lack knowledge of entrepreneurship, starting point of entrepreneurial project is low, and their market adaptability is poor and so on.

II Significance and advantages of creative and entrepreneurial education of students majoring on Art Design.

1. Importance of innovation and entrepreneurship education. Along with the rapid development of China's economy and social reform, Art Design major has also rapidly developed. However, in terms of subject setting, there are more than one thousand colleges setting up Art Design major, yet the subject tends to have artistry and cultural quality. Annual professional graduates are more than 100000 people, so they have heavy employment pressure. Therefore, strengthening the innovation and entrepreneurship education has an important role in alleviating the employment pressure of Art Design majors.

The reform and development of socialist market economy and economic structure has higher and more comprehensive requirements for talents. Along with our country economy in line with international standards, the country needs a group of laborers with international view and innovation spirit; and industrial structure adjustment and conversion of labor force require workers not only to master professional skills, but also participate in all aspects of production process. For professional Art Design students, they not only should have a deep grasp of the theoretical knowledge, but also learn knowledge and skills in other fields as well as develop innovative thinking mode, improve innovation and entrepreneurship ability to adapt to the new requirements of talents for the economic development.

2. Advantages of innovation and entrepreneurship education. Art Design is an applied discipline, compared to other majors, it has more entrepreneurship opportunities and unique advantages. Art design takes creativity as the core; through creative labor, reasonable use of various techniques, skills, designers conduct design and creation in different forms, structures, colors, materials, etc. Designers usually have a keen observation of life and ability to raise questions and solve problems independently. With the rapid development of creative industries, it provides a wide variety of choices and market opportunities for college students majoring in art design, covering all aspects of people's lives, such as interior design, product design, fashion design, animation design, landscape design and advertising design. In addition, art design business are mainly medium and small design companies or design studios, depending on people's creation without too many assets investment and physical labor and large-scale site and equipment, only requiring for office space, computer, print and output devices and networks for running, whose profits is objective, entrepreneurship input is low, risk is little, operation is flexible, and efficient. This is unmatched by other majors.

III The measures of innovation and enterprising education for college students majoring in Art Design.

1. Cultivate professional students' entrepreneurial awareness. The development of cultural and creative industries cannot be separated from compound talents with innovative consciousness and innovative ability, and entrepreneurial talent training needs to adapt to the current needs of social development. The core elements of entrepreneurial is talent, which requires to fully mobilize talent's enthusiasm , maximize stimulate their creativity, attract and encourage more students to start business, and let them get material wealth, meanwhile, realize the life value and meet the spiritual needs. The creation transforms to wealth and design skills becomes design entrepreneurship, which requires reasonable guidance to students, especially entrepreneurial guidance. In the process of cultivating entrepreneurship awareness, it requires finding fit point between cultural and creative and design services as well as design major, mining students' interest to stimulate students' entrepreneurial passion. Combined with the development of creative industries, it should carry out mining entrepreneurial projects, analyze the entrepreneurial environment, so that students are familiar with the added value of the creative products and design services in cultural and creative industry, industrial market environment and development characteristics of venture project, help professional students to establish a correct entrepreneurship awareness to improve students' employment.

2. Establish a comprehensive entrepreneurial knowledge structure for students. In the teaching content, entrepreneurial talent training of design students should focus on discussion and learning in entrepreneurial resources, entrepreneurial projects, project evaluation, entrepreneurship counseling, entrepreneurial motivation, entrepreneurial exchanges and results show. Under the premise of entrepreneurship education, take entrepreneurship education as the main line, fully mining college students' creative potential and design practical ability to cultivate their innovative entrepreneurial ability and incubate creation results.

If universities tend to change the teaching mode only focusing on design skills training in the past, they should attach to cultivate college students' comprehensive quality, innovative ability as well as enrich their academic foundation and set up a series of entrepreneurship education courses. At the same time, entrepreneurship courses and professional courses should be mutually integrated and promoted, so that cultural courses, professional courses, and training class can be mutually coordinated and functionally complemented. For example, mining and building design resources through research, evaluating the development of cultural and creative industries, and constantly improving the design entrepreneurship education resources, enabling students to become entrepreneurial talents with a good creative thinking and solid professional foundation design, and involving design research, brand planning and design management work in commercial market and field.

3. Reform the teaching methods of entrepreneurship education. The entrepreneurship education for students majoring in Art Design should focus on entrepreneurial environment of cultural industry, entrepreneurial resources and entrepreneurial practice to carry out systematic construction. First of all, for different students, teachers should take different teaching methods and reform the old teaching methods. While teaching business knowledge related to cultural and creative industries, teachers should guide students in accordance of their aptitude, and conduct individual counseling, as well as implement personalized teaching according to students' characteristics and interests. Secondly, teachers can carry out field research, organize students to dig the advantages of cultural resources and evaluate the cultural resources and cultural and creative industries, in order to improve students' ability of information processing and information use and expand the breadth and

depth of their research study. Thirdly, colleges and universities can invite experts, designer managers, designers, folk artists and other industry elites into the classroom, to guide and inspire students to start a business. Finally, entrepreneurship education should be based on “experiential learning”, and provide a complete training system for students, including the basic skills, self-cognition and management, business process and self-management training, striving to let the students not only master the design skills, but also understand the market, and thus having a certain entrepreneurial ability.

4. Optimize entrepreneurial environment. Entrepreneurs need a good entrepreneurial environment; students majoring in Art Design have many curriculum practice opportunities, but they lack entrepreneurship education practice. Colleges should provide students majoring in Art Design with targeted business services, use the existing studio's to do ERP simulation, in order to train student's cooperation ability; in addition, colleges should actively carry out professional business training courses. At the same time, universities should actively seek for social support, guide professional students to enter enterprise and Business Park etc., forming alliance of production, learning and research, integrating the schools, investment institutions, enterprises and government departments, in order to build entrepreneurship education practice platform for students and create a good business environment.

IV Conclusion

In conclusion, under the new situation of rapid development of economic, social and cultural and creative industries and mass entrepreneurship and innovation, colleges and universities should actively carry out entrepreneurship education reform, in order to better serve the social development. Professional entrepreneurship education should fit in students' business need, and connect closely with art and design major focusing on cultural industry and industry design services, and practice standards, to create a good entrepreneurial environment for students, stimulate their entrepreneurial passion and enhance the entrepreneurial ability, thus improving college students' entrepreneurial success rate.

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