

# Individualized Education in Public Art Education of Colleges and Universities

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**Abstract.** Individualized education is developing to be the main trend in present education in the world. In the light of the analysis of individualized education and its concept, this paper points out the importance of carrying it out in public art education of colleges and universities. Meanwhile, the paper also brings forth elaborated procedures and means of implementing individualized education, including the course design, teaching process, study plan, assessment form, Art activity form and its environment and etc.

## Introduction

The counterpart of “individuality” in Chinese language is the English word *individuality*, which, in modern Chinese dictionaries, means the relatively fixed characteristics that a person has developed under certain social conditions and education backgrounds. According to modern psychology, it is generally means the sum of a person’s unique psychological characteristics that has a certain tendency and relative stability and forms under certain social conditions. The concept of *Individuality* in education is extended from philosophical and psychological concepts of *Individuality*, which holds the role and value of education is reflected in the blending between the educator’s knowledge and the individuality of the educated. Individualized education refers to the formation of new internal education by means of applying on the educated certain targeted influence to make external influences intensify or waken internal factors based on the present genetic quality.[1] Individualized education embodies the quality education, which is both an educational concept as well as an educational activity. It represents the trend of educational development in the contemporary world. Individualized education emphasizes that in the educational process students ought to be placed in the dominant position, with full respect for the students’ individual characteristics, with full recognition of each person’s cognitive and learning style, bring into full play their subjective initiative, and arouse their curiosity and pursuit for their overall development through a variety of ways.

## The Importance of Individualized Education for Public Art Education in Colleges

After years of development and improvement, the current public art education has formed a complete education system. But we also see that the education mode and teaching methods have gradually become ossified, seriously affecting students’ creative ability and individuality development. Art education sees public art activities and artistic beauty as the educational content and this kind of education pattern teaches students art and its appreciation, enriching them in the form of knowledge, wisdom and spirit. Therefore, art education, compared with any other type of education, requires more attention on individuality of the educated. Art is the artistic creation fullest of personalized characteristics. Arts education can cultivate people's sense of color and teach people to find new and interesting things in life; through music education, people come to know what is sympathy, compassion, joy, fun and breathe taking, which can allow people to get rich emotional expression and sparkle their full passion for life. To get students to form their own individuality in public art education, students-oriented is a must. Based on the diversity and richness of art electives, educators ought to respect each individual’s differences and their multidimensional requirements. Thus, art education will become more structured, more scientific, fairer and more reasonable, which can not only highlight the main body, initiative and creativity for

both students and teachers, but can also develop students' unique artistic feelings.[2]

### **Public Art Education Approaches for Individualized Education in Colleges**

Individualized education is the basic way to implement quality education, and it also embodies how to perfect and develop human all-round qualities. As an important part of quality education, college public art education ought to carry out individualized education throughout all aspects of personnel training and the entire process. For this purpose, it is necessary to accomplish it by means of curriculum provision, teaching process, students' learning, teaching evaluation, art activities and art atmosphere.

**Distinguishing features for the curriculum provision.** First of all, to form their own distinctive set of courses and gradually establish a sound and a distinctive art education curriculum, Colleges and universities ought to be guided by *National College Public Art Curriculum Mentoring Program*, and start to carry out the curricula construction with four disciplines of arts such as language art, artistic expression, plastic art, integrated art according to their own teaching practice and students' individuation. Secondly, Colleges and universities ought to respect and accommodate individual differences in terms of students' interest and learning in arts. The curriculum target is to cultivate students' independent development, and respect and enhance individual differences and meet students' individuality needs at the maximum possible. Depending on the educational and developmental functions and teaching activities, courses should go beyond the conventional subjects and content scope with new changes constantly developed and produced. Additional courses such as film and television, theater, dance, literature, etiquette, art and design, photography and calligraphy ought to be added to the curriculum to make it closer to university students' living environment and to meet the development needs for the new era as well.

**Artistic Teaching Process.** Russian educators Ushinski points out: In education, everything ought to be individuality-based, because the power of education can only flow from the individuality of human ... only individuality can affect the development and formation of individuality, and only character can develop character.[3] To have the artistic teaching process, teachers in the first place have to undertake an in-depth investigation into each student, striving to learn about their gifts and develop them. Not only should teachers understand the general characteristics of the whole class, but also they should understand each student's personality characteristics. For instance, which student is good at language, which is adept at performance? Only in this way can the reality-based teaching be carried out so that students can develop their own individualities according to their different bases. Secondly, in the classroom teachers should with great enthusiasm encourage students to go beyond themselves, beyond the others and beyond the past. Thirdly, in the classroom teachers should create a relaxing atmosphere and praise those with special ideas and outstanding personality so that students will be full of confidence, which can help them achieve their aspirations and put to good use the performing talent, thereby stimulating the development of their individuality. Finally, teachers' lectures should be intuitive, vivid, full of beauty and charm, training students to establish a positive attitude towards life and cultivate a sound personality, healthy body and mind.

**Students' independent learning.** Independent learning means turning students' learning activities into conscious activities, in which students develop themselves, regard learning as their own happiness and life and develop and improve their individualities in education course. Teachers should free themselves from the traditional teaching –based methods and give the leading role to students in teaching. As the saying goes, teachers lead disciples into the trade, but self-cultivation lies in the individuals themselves. Only when study is turned into students' inner needs and the knowledge learned is transformed into their abilities through their own efforts, can students really be developed.

**Diverse Evaluation Methods.** Educational evaluation is an important part of educational process, directly affecting the enthusiasm of students and teachers. Obviously, this type of assessment will not meet the requirements for individualized education. First of all, evaluation objectives should be specific and differentiate. Personalized education is for stimulating individual potential, and is not

for forcing everyone to master the same knowledge, so the teaching evaluation objectives should be differentiated. For a lesson, some students need only to master the basics and basic application, while others require further to be satisfied. Based on each student's learning, teachers should set their teaching goal, which is done due to students' different characteristics, and evaluate the implementation for each of the students. Second, comprehensive evaluation methods should be diversified. Evaluation for individualized education should follow the principle of being comprehensive and diverse, with both summative evaluation and process evaluation, subject evaluation and object evaluation, quantitative evaluation and qualitative evaluation. Teachers should be well-prepared to evaluate students from various perspectives, so students can find their own advantages and bring into full play their potential to achieve their individuality development.[4]

**Diverse Artistic Activities.**In addition to teaching, a variety of activities are also held to exert a subtle influence on the majority of students in various artistic activities.

First, art festivals for college students. A variety of activities on the festival will provide students a stage to create self-realization, display their individuality and show their talents. This will enable students to participate in various activities to experience an art baptism, and it will also enrich students' spiritual world. Artistic activity patterns can be literary creation contest (cultural programs, art works, songs, poetry, fiction, photography and other creative competitions), artistic performing (in memory of a certain festival, theatrical performances undertaken for a central task in a period, etc.), literary criticism (film critic, book reviews, etc.), literature and art appreciation (music appreciation, calligraphy and painting and photography, literature appreciation, fashion shows, etc.), entertainment, recreational gathering (party, tea party, weekend dancing party, picnics, friendly matches, etc.).

Secondly, club activities. Students' artistic organizations should be based on the principle *from the students and to the students* and the founding aim *service for the students, for school and for society*, becoming a carrier and practice workshop for college students to achieve a comprehensive quality. Artistic organizations can be organized by way of the operation of clubs, which are managed by students themselves, who can engage top experts, professors and teachers as their tutors. And through the systematic instructions and rehearsals, students' artistic quality and artistic level can be improved.

Third, art lectures. Lectures are an important form of education and a good lecture enables students to benefit a lot. Each semester, some well-known domestic and foreign experts, scholars and artists ought to be regularly invited to hold different types of art seminars, whose contents may involve multiple disciplines of arts to help broaden students' horizon and expand their scope of knowledge.

Finally, exhibitions or concerts. Some well-known artists, including artists overseas ought to be invited to hold exhibitions in colleges and universities. And such high-quality exhibitions as painting and calligraphy, photography and contemporary art, can widen students' horizon and increase their understanding of artistic current situation and history. Universities can also invite the local qualified orchestra to colleges and universities to hold special concerts, through which students can feel the charm of music and at the same time, can learn the tricks about how to appreciate music and listen to concerts.

**Elegant Artistic Environment.**First, galleries and concert halls should be built in colleges and universities. Art Museum can provide students with a variety of learning resources in terms of fine arts. And various museum collections, researches on their authors and collections related to their historical and cultural background will not only help students become familiar with art knowledge, increase their interest in the fine arts, but can also help students learn about the major cultural backgrounds and improve their overall quality. In addition, galleries can also provide a fixed place for various college exhibitions, attracting artists and experts to hold exhibitions here. In addition to the permanent artiste exhibitions and special exhibitions, college students should also be encouraged to organize individual or joint exhibitions in the museum. Music hall can provide a stage for famous artists to hold their concerts, from which students can learn some knowledge far beyond school textbooks and obtain more stage experience. Second, online art gallery is a must for

colleges and universities. Currently, the network has entered students' school life, and the Internet can show students art works of celebrities, introduce artists' biographies, art history and the latest artistic developments. Finally, the construction of campus cultural and artistic environment should be strengthened. Campus environment is the basis of artistic and cultural education, and creating a healthy campus culture with elegant artistic atmosphere is an effective way for students to get their aesthetic education. The campus with clean, green environment and wonderful landscapes can be pleasant and cultivate mind. Art galleries and mottos in school buildings, apartments, activity centers, canteens and other public places can be enlightening and inspiring, which is also the effective and necessary way to conduct artistic education.

## **Conclusion**

The enforcement of public art education is to meet the needs of knowledge economy, which is meant to cultivate individualized high-quality talents with sound aesthetic psychological structure as well as with innovative and practical ability. Individualized education is the counterpart of the normalized education, which is an educational concept and educational philosophy. Carrying out individualized education in public art field of higher education is undoubtedly a useful exploration and practice.

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