

# Art Design Competition and Students' Innovation Ability Training

Taking Binzhou University as an Example

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**Abstract**—Carrying out design competition activities among students is an effective way to strengthen undergraduates' innovative consciousness and practical ability, promote undergraduate's teamwork spirit, responsibility and other comprehensive quality, as well as train high-quality and applied talents. According to the relative activities of design competitions organized by the Art Practical Training Center of School of Arts of Binzhou University, and in combination with the author's experiences in instructing students in competition, it puts forward some measures and methods for establishing the competition tutorial system, forming the collaborative teaching mode of competition and course and enhancing the incentive mechanism, to strengthen students' sustainable study.

**Keywords**—art design; competition; innovation; comprehensive quality

## I. INTRODUCTION

In the current information era that has witnessed the rapid development of market economy and knowledge explosion, it raises more new requirements for undergraduates in art design major, including solid basic theory knowledge, strong practical ability of design, innovative consciousness, entrepreneurship spirit, coordinative competence an intensive responsibility and service consciousness etc. Therefore, design competition plays a significant role in promoting the all-around cultivation of talents for art design, renewing educational concept and reformation of instructional methods and contents and has extremely great practical significance. Current design competitions effectively get the distance between undergraduates in art design major, schools of arts in colleges and universities and the enterprises and societies closer. By such way, activities of design practice are available for students and effective extension of the practical teaching methods of design major. Winning an award can not only make student exercise in practice, encouraged in spirit and raise the student's confidence and interest in learning, so that laying a solid foundation for future employment, but also improve the reputation of the school and serve the society. Integrating design competition into teaching of design major is in favor of promoting teacher team building and innovation of teaching mode, reforming teaching contents, methods and means, promoting the development and utilization of high-

quality teaching resources as well as raising the ability and level of professional education serving social and economic development. Hence, it has significant promotion value to integrate design competition in teaching of design major.

## II. COMMENTARY ON PRESENT SITUATION OF RESEARCH

Focusing on the mutual promotion action between design competition and teaching, teachers of design major in domestic colleges and universities publish related research paper results.

Peng Dou, who studies in School of arts of Changsha University of Hunan Province, indicates that practical education of art is an important part of art design teaching of universities, and taking part in design competition has irreplaceable special function to cultivate students' all-round quality as well as train their innovative ability and practical ability. In addition, Peng Dou puts forward advices of how to achieve utility maximization. While Jiang Long, School of arts of Pan Zhihua University, analyzes the achievements and existing problems of the research and practice on the design competition teaching mode of School of arts of Pan Zhihua University and puts forward that design competition is a significant approach for practical teaching of art design. Zeng Zhaohui, Shunde Polytechnic, emphasizes the significance of practical teaching from the perspective of teaching content of advertisement design; discusses the role of "design competition" in current practical teaching of advertisement design through focusing on the practical teaching link of "design competition" and elucidates the pros and cons of the new and old teaching types respectively by graphical representation; in addition, analyzes the project selection, teaching site and incentive function of "design competition", and further elucidates the indispensable role of "design competition" acting in practical teaching of advertisement design. Huang Enwu, from School of Culture Transmission of Fujian University of Technology, introduces the "Academy Award of AD Art Festival for College Student of China" into the teaching of AD Animation Design as instructional starting point; supplies the insufficiency of AD animation script creativity in teaching and course practice. Setting issues related to course by award cases, fully arousing students' enthusiasm and building good study environment and design objective have favorable effect for students expanding ways of thinking and mastering the application of animation tools.

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It is observable from the foregoing, combining the design competition and teaching of visual communication design, is beneficial to cultivating students' conception of design creativity; cultivating students' ability to closely connecting practicing with theory knowledge acquiring; as well as promoting teachers' comprehensive quality. In addition to training students' design and production ability, it cultivates students' innovative consciousness and practical ability in design creativity relying on design competition. Hence, design competition has far-reaching practical significance to promote the overall development of educational and instructional work of art design major in colleges and universities.

### III. ENCOURAGE COMPETITIONS AND PROMOTE CULTIVATING STUDENT'S CREATIVITY

#### A. *Introducing Design Competition in Course Teaching of Visual Communication Design Major Not Only Can Conduct Teaching by Practical Business Cases, But Also Make Their Objective Clear, Arouse Their Enthusiasm and Promote Their Self-Regulation of Learning*

The students participating in design competition get the closer combination of production and study. In terms of colleges and universities, the propositions of "National Undergraduate Advertisement Art Competition", "Academy Award of AD Art Festival for College Student of China" and other design competitions are all from the first hand information of market in practice, which has wide range of industries and flexible forms, and it is convenient for students select topics from their most interested or familiar brands, actively mobilize their subjective initiative of creativity, arouse their creation passion and activity, and build competitive air among students and increase their enthusiasm. Both in representation skills of design works and design creation can the students practice well. And participating in design competition can clearly guide the students' creation content and objective. The contents of each theme work in design competition have clear requirements for creation and format, which can set up clear creation objective for the students and guide the standards of their creation works.

#### B. *Through Design Competition, Teaching Can Be Conducted Aiming at the Requirements of the Students' Future Employment to Practice Ability and Quality*

In accordance with the requirements of occupational posts to abilities and qualities, strengthen the students' practice abilities, integrate them in the development of the project, step in post roles in advance and promote their purposes of study and feasibility of knowledge. Design competition can better realize the objective of cultivating practical talents applicable to market environment, because it embodies an comprehensive educational orientation, which breaks through previous simplex and single-subject study training viewpoint, focuses on the conversation to complex, comprehensive and team-awareness viewpoint, and has good effect on promoting knowing and doing coordinative development and comprehensive abilities of students.

#### C. *Relying on Subject Competition, Enrich Course Teaching*

Taking subject competitions at levels as opportunity, actively organize students to participate and teacher to instruct. The main body of competition teaching is student, hence, in order to fully play the role of students, promote teaching efficiency, proper teaching modes are required. In the process of classroom instruction, the school of art of Binzhou University mainly adopts form of "analysis of award-winning works of previous years, import to classroom theory" → "student discussion, works creation and modification" → "works production, submit to competition" → "feedback of competition performance, experience conclusion". In 2016, school of art of Binzhou University achieves outstanding performance and get innumerable great achievements: 5 first prizes, 14 second prizes and 34 third prizes in Forth National Digital Art Work Competition; 3 special awards, 3 first prizes at province level, 10 second prizes and 4 third prizes in Ninth National 3D Innovation Design Competition; 26 third prizes and 11 works reaching the final for the first and second prizes in the Second National Applied Talent Integrated Skill Competition. The students help and learn from each other, complement each other's advantages and enhance together in the process of participating in competition.

### IV. PERFECT THE SYSTEM AND PROMOTE COMPETITION TEACHING

The university should establish long-acting security mechanism in terms of system and standard, organization structure, educational investment and support, laboratory construction and incentive mechanism, so as to guarantee the long-acting development of subject competition, realize point to area, strive for the establishment of taking subject competition implementation as carrier, improving practical teaching quality and promoting high-quality applied and interdisciplinary talent culture mechanism, and form favorable campus culture and atmosphere so that finally achieve improvement of quality of talent culture.

#### A. *Binzhou University Establishes Leading Group of Subject Competition*

The university fully realizes the significant function of organizing subject competition in cultivating the innovative ability of talent, and establishes second level leading group. First of all, establish competition leading group at college level in the charge of dean of studies sharing responsibility for practical instruction, and the dean's office comprehensively takes responsibilities of concrete implementation. Secondly, establish leading group at school level, in the charge of vice director mainly responsible for teaching affairs and secretary in charge of student work; and the Art Practical Training Center of Binzhou University School of Arts concretely takes responsibility of design competition at province level and above, the teaching secretary of integrated office concretely takes responsibility of design competition at college level. The head of the teaching and research section and key teachers are in charge of technical guide before competition.

### B. Multi-aspect Guarantee Promotes the Competition

Binzhou University has special funding for supporting the development of subject competition. Only in 2016, the funding especially for art design competition of school of art is up to 60 thousand yuan, which guarantees the undergraduates of art school participating in subject competition at each level and class. The entry fee required by participating in design competition of the students whose works have passed the pre-selection at school level are uniformly reimbursed by the university, and the students are free from training fee before participating in the competition. The art practical center also opens the laboratory to students for free after class and provides experimental materials and instrument. Integrating opening laboratory projects, design competition and the scientific research of students well practice their practical and innovative abilities.

### C. For Encouraging Students to Actively Participate in Artistic Design Competition, Binzhou University Lays Down the "Rules for the Implementation of Affirmation and Management of Undergraduate Outward Bound Credit"

The rules clearly states the innovation credit available for students participating in subject competition at each level and class and achieving awards, and in order to mobilize general students in study to take part actively, it affirms at most 1 credit accumulatively for whom win no prize although they participate in the competition.

### D. Promote Teaching Abilities of Teachers through Competition Activities

The competition not only examines the participated students' practical abilities, but also put forward higher requirements. The instructor needs to continuously learn and renew knowledge to take the task in good part. In the process of pre-competition training, only the instructor has strong practical ability, and can instruct the students with ease. Hence, the promotion functions of competition on the practical ability and teaching capacity of teachers are self-evident. With the improvement of the teachers' teaching abilities, they can consciously guide and cultivate the students' creativity in practical activities, so as to further improve their teaching quality. In the process of guiding competition, only changing the teachers' teaching concept, injecting fresh blood into them to influence students' study can realize mutual growth of teachers and students. The art practical training center adopts "Four definitions" strategy of defined personnel, defined date, defined site and defined content in the design of competition organizational activities, forms favorable air for teacher and students to discuss, gets the them closer, favorably competes the task of subject competition and achieves good performance.

## V. EXISTING PROBLEMS AND IMPROVEMENT MEASUREMENTS

1. Some Teacher Implants the Non-Conformance Teaching Contents of the Course in Class for Introducing the Subject Competition in Class Teaching and Neglects the Integrity of Normal Teaching Content. Under the integrated

practical teaching link arrangement of university, there are roughly two modes to participating in design competition, which respectively are modes of combining coursework and design competition as well as organizing participation after studio class. Of which, the first mode is generally limited by course nature, the major courses of our department only contains partial major classes which are applicable to competition. The teachers of studio organizing student to participate competition after class has no advantage in comparison with the two said modes in terms of participation scale, time arrangement and guidance, however, it can also make remarkable achievement if well organized. Through comprehensive analysis and comparison, it suggests that give priority to the mode of combining coursework and design competition, when participating in competition, then utilize the mode of organizing participation after studio class, select works with outstanding creativity to conduct further guidance and embellishment aiming at the prizes.

2. Some teachers scramble for good students for obtaining favorable competition instruction performance, the visual communication design major has already started to explore the forms of multiple instructors sharing students of one whole class to conduct guidance, avoiding this phenomenon as much as possible. After the implementation of tutorial system, it requires that the regular teaching order free from the subject competition activities under the system is the precondition and mainly utilize after-class time, weekend and long vacation. Thus, it is in favor of guaranteeing the knowledge lecture of teacher's each course and the student can integrally study the key skills of the course.

## VI. CONCLUSION

This article, relying on the teaching research project "the exploration on course teaching of visual communication design major through design competition" and adapting to the design competition organization of School of Arts of Binzhou University, discusses the culture of undergraduate art design competition on the innovative ability of students. Organizing students to participate in "Academy Award of AD Art Festival for College Student of China" and "National Applied Talent Integrated Skill Competition" embodies outlook on talents of "innovative education" and which is, as shown by practice for many years, in favor of promoting the teaching ability of teachers; in favor of motivating the students' innovating thinking, cultivating the students' practical ability and teamwork spirit; in favor of bringing up high-quality innovative talent. We should take the opportunity of art design competition to continuously explore teaching reformation and summarize experiences, so that the innovative practical education of art and design major can reach a new level to cultivate more innovative talents for our society.

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