

Research on the Practice of Sino-Russian Cooperation in Applied Talents of Design Major

Taking the Design Department of Heihe University as an Example*

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Abstract—This paper takes the design department of College of Fine Art and Design in Heihe University as an example to illustrate how to transform the applied talents of design major, and how to carry out the Sino-Russian cooperation in running schools, and summarize the experience to promote the construction of professional connotation.

Keywords—*design; applied; talent cultivation*

I. INTRODUCTION

The design major of Heihe University actively promotes Sino-Russian education cooperation. At present, it has carried out educational cooperation and exchanges with more than forty Russian universities such as Moscow State Surikov Academy of Fine Arts, Blagoveshchensk National Normal University and Amur National University, which highlights the characteristics of running school. Through the integration of design concepts, the cultivation of specialties, the exchange of teachers and students, the collaboration of scientific research, the dissemination and exchange of Chinese culture and art, the Sino-Russian education cooperation runs through the entire process of running schools, opening up the horizons of teachers and students, improving the quality of education and teaching, and promoting It has also cultivated characteristic application talents. At the same time, it also provides a bridge for educational cooperation and exchanges between universities in the country, Heilongjiang Province and the provinces and universities. It is known as the “bridgehead” and “hub station” of Sino-Russian education cooperation and exchange.

II. REVIEW OF THE STATUS QUO OF DESIGN PROFESSIONAL TALENTS

Under the guidance of the scientific orientation of the School of Fine Arts and Design, the design major focuses on the professional development concept of “integration, practice and innovation”, and identifies the application-oriented talent training objectives of “thick foundation, wide

caliber, multi-directional and strong ability”. The introduction of Russian art education resources has made certain achievements in education and teaching reform, scientific research innovation, teacher team training, practice base construction and cultural and educational exchanges, transformed the disadvantages of being located in the northern Xinjiang and away from the cultural and art center into prominent characteristics of the region, and focus on cultivating students' practical ability as the advantages of running a school. The quality of education and teaching has been continuously improved, and rapid development and characteristic development have been achieved. On the basis of such a good geographical advantage and development, in 2004, College of Fine Art and Design set up an art design teaching and research office with four professional directions. In 2009, the design major was awarded the key specialty of Heihe University. In 2011, the experimental zone for art design innovation and entrepreneurship training mode was rated as a provincial pilot zone. In the course of development, the design major carefully explores the reform of subject teaching, actively promotes the integration and sharing of high-quality teaching resources, strengthens the cultivation of students' practical ability, practical ability and innovative ability, and improves the quality of design professional training, playing a good demonstration of radiation for design teaching in similar institutions in China.

III. THE CULTIVATION STRATEGY OF APPLIED TALENTS IN DESIGN MAJOR

A. Vigorously Promoting Professional Construction Suitable for the Training Mode of Innovative and Entrepreneurial Talents

In accordance with the orientation of “adaptation and service”, the cultural and creative industries in Heilongjiang and China will be dynamically adjusted and set professional and professional direction to optimize the professional structure; we can strengthen the penetration and interaction between majors, professional groups, and Chinese and Russian colleges and universities, so that the integration of professional platforms and the division of professional direction reach an organic state, realize the close connection between the professional chain and the industrial chain, and maintain the sustainable development ability of professional

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construction; in particular, the innovation spirit, entrepreneurial consciousness and entrepreneurial ability should be cultivated throughout the professional teaching, to form a complete professional education system for innovative and entrepreneurial talents. By 2020, the total number of majors will reach three. By constructing one key specialty to radiate and drive the construction of relevant majors, we can form three special professional directions and studio groups with the focus of the college as the core and relevant professional and professional directions as the relation and support.

The three majors cover most of the professional positions in the cultural and creative industries in the region and maintain an intrinsic relationship between them. The professional chain and the industry chain are closely connected. We should vigorously embody the cultivation of innovation spirit, entrepreneurial awareness and entrepreneurial ability in the concept of running schools, training programs, curriculum and management systems to provide a professional construction paradigm for the provinces and Chinese-Russian border art design colleges and art design majors.

We can adhere to the combination of work and study, educating people through practice, and continuously deepen the reform of the training model of engineering and learning combined with innovation and entrepreneurship with the "studio system" as the core. We need to strengthen cooperation with Russian and domestic industry enterprises in talent training, and jointly develop curriculum, jointly implement teaching, jointly invest equipment, and jointly develop projects on the platform inside and outside the school and the Russian training studio. With the integration of school, enterprise and government and the interaction between Russia and Russia, we can truly realize the connection between professional setting and industrial industry, connection between talent training specifications and the needs of the industry and connection between students' academic performance and social careers to enhance students' sense of social responsibility, spirit of innovation, entrepreneurial awareness and self-employment ability.

B. Gradually Establishing Curriculum Construction Suitable for the Training Mode of Innovative and Entrepreneurial Talents

1) Professional curriculum reform: Relying on the main line of innovation and entrepreneurship, we will establish a modularized and combined professional curriculum system that combines professional competence training with professional job requirements. We can implement the project task-driven and team-based studio teaching model, and truly achieve:

- Tradition and modernity, art and technology, inheritance and innovation are fully integrated in the studio teaching to realize the simultaneous training of students' professional ability, professional ability and professional quality.

- The combination of theoretical teaching and practical teaching and the integration of teaching process, practical process and production process realize the simultaneous training of students' professional practice ability and creative ability.
- The integration and industrialization of the curriculum are strengthened in the practical teaching of the studio; through the introduction of the project and the implementation of the theme teaching, the module of the curriculum system and the function of the studio are connected to achieve the simultaneous training of students' theory and practice, creativity and ability of creativity, design and production skills, professional innovation and entrepreneurial ability.

2) Construction of shared art design education resource library: In accordance with the principles of openness, sharing, expandability and high reliability, we will integrate and develop high-quality teaching resources in various fields of art design, as well as art design and arts and crafts design information and achievements in national, provincial and municipal art galleries, libraries, and Sino-Russian art design training centers. At the same time, we should introduce and develop resources in related fields at home and abroad, and build a comprehensive resource library of shared art design education with industry enterprises and independent intellectual property rights, building a public service platform for the teaching of art design and arts and crafts design and the transmission and application of Chinese design culture and Russian traditional craft culture to. The shared art design education comprehensive resource library contains three sub-libraries: a professional teaching resource library, a design cultural resource library, and a quality education resource library for college students.

3) Establishing college students' teaching, entrepreneurship training and incubation base construction: We should integrate schools, enterprises and industry in the effective resources of talents, technology, information, facilities, equipment, brands, funds, etc., and build on-campus training centers (studio groups) and off-campus training base and the Russian art design training center based on the principle of "cooperative construction, complementary resources, and mutual benefit". We can also build a modern, professional, open, productive and creative internship training environment, to provide support for the "studio system" innovation and entrepreneurial talent training mode combining work and study and professional talent training plan.

a) On-campus training center (studio group): School-enterprise cooperation builds the model and mechanism of the on-campus training studio; we should focus on building 4 studios corresponding to the core courses of the four key professional courses, and build another three training bases at the provincial level based on "Training Base in Blagoveshchensk, Russia" and "Heilongjiang Provincial Art Design Experimental Teaching Demonstration Center."

b) Off-campus practice base: We should focus on building an off-campus training base that connects professional and industrial double-chain, and focus on deepening cooperation with well-known enterprises in the industry, creative industrial parks in the region, and Russian traditional arts and crafts industry associations. We can establish a cooperative form of off-campus course training, post-internship, vocational apprenticeship, etc. with studio as the carrier, and deepen the cooperation in professional development, curriculum development, practical teaching mode development, design project development, textbook course compilation, teacher training, etc. By 2015, more than 15 off-campus training bases will be established (5 of which will be built to achieve school-enterprise and Sino-Russian deep cooperation), so that the college will be more closely integrated with enterprises, markets and the international community, fully satisfying the demand for artistic design students for more than half a year of internship.

4) Optimizing the construction of the teaching staff: We should form an effective "double-type" teacher team introduction, training, management mechanism, focusing on professional leaders, backbone teachers and enterprise technology backbone part-time teachers, to build a high-level "double teacher" quality and "double teacher" structure teacher team through selecting teachers with strong innovation and entrepreneurship in the school and off-campus Russian talent training experts and enterprise management personnel as the mentors.

a) Establishing a part-time teacher resource pool to improve the "double division" structure: We should establish a part-time teacher resource pool to achieve the sharing of high-quality teachers in the society. The resource library implements dynamic replacement and continues to vomit.

Relying on China's various art design universities, research institutes and Russia's rich environment and cultural resources, we invite academic experts, industry masters and management experts from universities at home and abroad to provide short-term lectures, training guidance, new technology introduction, project research and engineering development, etc.; through school-enterprise joint development projects, building various types of studios, we introduce high-quality human resources in the enterprise industry, and enrich the optimization of the teaching staff.

One of the sources of part-time teachers: the technical backbone and management backbone of the off-campus training base. We mainly cooperate with various types of strong enterprises that have long-term stable cooperative relations with the college in teachers "input".

The second source of part-time teachers: leading figures in the industry, including masters of arts and crafts, intangible cultural heritage, and skillful craftsman.

The third source of part-time teachers: experts in the Russian industry, artists, and teachers of Russian art schools

that have established cooperative relationships with the college.

b) Establishing "two echelons" to train and introduce "double-skilled" quality teachers: Focusing on the construction of professional leader echelon and youth backbone teacher echelon, the overall level of the teaching team will be improved.

According to the needs of the design department construction of the college, two professional leaders will be introduced and trained during the three-year construction period, five key teachers will be introduced and trained, and three "high-level teachers" (professors + senior craft artists) will be trained; teachers are selected in batches to go out of colleges and universities to enter the companies, and go abroad to the foreign first-class colleges, teacher training bases and enterprise for training and further studies, and learn advanced art design education teaching concepts, advanced technologies and management methods. In the three-year plan, five teachers will be selected to study in domestic universities, three teachers will go the Russian art design studio to study, and five teachers will enter the enterprise to practice.

c) Improving the "five mechanisms" and promoting the improvement of the overall level of the teaching staff: The evaluation mechanism is introduced for part-time teachers: we can implement introduction preferential policies for part-time teachers and special teachers, and jointly establish a system of part-time faculty management and service system with cooperative enterprises, cooperative institutions, and industry associations.

Teacher's professional quality evaluation and recognition mechanism: we should formulate the standards and certification procedures for the quality of the "double teacher" in art design, implement the "dual" access system for teacher qualification and teaching qualifications, implement the professional technical job evaluation system for teachers, and promote the improvement of professional competence and professional skills of teachers.

Teacher-specific incentive mechanism: we can provide funds for special research and professional training for outstanding teachers, give support and encouragement from teaching assessment, job title evaluation, training and training, and funding support, and set up special policies such as teacher studios to encourage teachers to be devoted to teaching, research and related professional activities.

Teacher's Moral Assessment Mechanism: we can grasp the three key links of pre-service teacher training, on-the-job training, and job appointment, establish a teacher professional ethics supervision evaluation mechanism combining students, peers, department leaders, and teaching supervision, and continuously improve teachers' ideological and political quality and the quality of the business, so that the teacher's moral cultivation is adapted to the needs of talent cultivation.

Young teachers' career guidance mechanism: we can guide young teachers to develop career planning, implement

a guidance system, and set a career index system based on "pursuing both professional excellence and moral integrity", to cultivate and improve the teaching and professional quality of young teachers from teacher morality, professionalism, practice, innovation, and teaching.

5) *Construction of social service capacity*: We should give full play to the advantages of resources, develop talents training and training for the society and enterprise industry, design research and development of engineering projects, promote and apply teaching research results, strengthen cooperation with industry enterprises, carry out inter-regional, urban-rural, and school counterpart support between the two places to promote the sharing of quality resources. We can also actively expand the space for international exchanges and cooperation, and deepen the connotation of cooperation. The main base for the promotion of modern art design and arts and crafts research and entrepreneurship transformation has become an important platform for Sino-Russian exchanges in art design education in Heilongjiang Province.

a) *Supporting construction of counterpart institutions*: We can play the role of the pilot institutions of innovation and entrepreneurship training mode in radiating and driving, mainly establish counterpart support for provincial colleges and universities, and support the counterparts of the art design and the exchanges and cooperation between Russian colleges and universities to achieve resource sharing and mutual improvement.

b) *Applied research and project development*: In view of the strong development of China's economy, the focus of science and technology development services will focus on hot industries in the cultural and creative industries, such as: exhibition industry, advertising industry, media industry, interior decoration industry, environmental art industry, dynamic industry, arts and crafts industry, process design industry, etc., providing technology development, technical consulting, technical services and promotion. We can establish scientific research service institutions aiming at technology application and the art design engineering research and development center based on the platform of on campus studio that is relatively perfect, relying on school-enterprise cooperation and industry-university cooperation, with the core of professional backbone and technical experts inside and outside the school and the framework of two-level management of the department and college.

c) *International exchange and cooperation*: Through the official channel of the Sino-Russian Art Design Training Center, the official cooperation department of the Russian Ministry of Education, based on the existing partner institutions of the three art design universities in Blagoveshchensk, we built a Russian art design studio with Russia.

IV. THE EXPECTED EFFECT

- Extensive work is carried out in the areas of connotation mining, practical observation and exploration, and international comparison of designing joint education. We plans to undertake more than 3 national or provincial-level projects, publish 12 influential monographs or textbooks, publish numerous papers, award more than 10 design achievements, organize or participate in international conferences 1 to 3 times, and build the cultivation of high-skilled design talent with the ability of characteristic innovations.
- We will consolidate and continuously improve the level of undergraduate teaching, further standardize and scientize the education and teaching management, and steadily improve the quality of personnel training. Graduates have high comprehensive quality and strong innovation and entrepreneurship, and the employment rate remains above 85%. We also strengthen research on excellent teaching achievements and strive for major teaching research results and academic patents.
- Construction of academic team: The number of full-time teachers is controlled with the teacher-student ratio of 1:16; the level of education is further improved, and the number of teachers with graduate degrees is over 90%; the structure of the academic structure is further improved, and the introduction and training of well-known experts, scholars and academic leaders and outstanding young academic teachers are intensified. The proportion of senior teachers with full-time teachers has reached more than 45%.
- Conditions for running a school: The teaching basic facilities and practical teaching conditions are in line with the dynamic requirements of the Ministry of Education's undergraduate teaching evaluation eligibility criteria; the total value of teaching instruments and equipment is at or above 15 million yuan, and the annual update rate is not less than 10%. We also perfect the construction of the provincial experimental teaching demonstration center and the second phase of the exhibition industry park, carry out the construction of digital books and materials, making the paper books and materials reach more than 300,000, and establish a library information system that better supports the disciplines and teaching and research work.

V. CONCLUSION

The reform of the training model for design professionals is extremely urgent. According to the spirit of the Ministry of Education's "National Medium- and Long-Term Education Reform and Development Plan (2010-2020)", "Ministry of Education's Opinions on Promoting Innovation and Entrepreneurship in Higher Education and Self-employment of College Students" and Ministry of Education's

“Heilongjiang Province Higher Education Province Construction Plan” and the major measures to implement the national “One Belt, One Road” strategic plan — the spirit of “Longjiang Silk Road Belt”, combined with the economic development needs of Heilongjiang Province and Northeast China and the "13th Five-Year" discipline construction and the practice of personnel training of Heihe College, we carried out preliminary practice and exploration, with a view to achieving corresponding reform results.

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