

Thoughts on College Art & Design Teaching In Network Era

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Abstract—The arrival of network era promotes the Art Design education innovation. Combined with the characteristics of the subject, the art design education is the inevitable choice to give full play to the modern education technology advantage, and build an open innovative teaching method. This paper starts with the Art and Design discipline characteristic and the deficiency of the teaching situation, based on the "network-assisted Art and Design teaching" view point. This paper discusses its implementation strategies from professional courses, teaching methods and teaching subject three aspects.

Keywords—Art and Design education; Teaching methods; Network; Higher education

I. INTRODUCTION

As we all known, the 21st century is an era of information technology. With the continuously development of network and multimedia technology, it's not hard to draw the conclusion that a great information society is on the way. The network covers almost the whole society. It plays an important role in all aspects of political, economic, cultural, educational, and life. Based on the network and information technology, modern teaching methods, which involve advanced characteristics like strong interactivity, networking and multimedia, are pushing forward the reform of education. Thus, we can foresee that the Art and Design education will also move towards the road of innovation in education.

II. CHARACTERISTICS IN ART AND DESIGN

Since Art and Design as a newly developed subject in our country in the late 1980s, now, there are thousands of colleges and universities offering Art and Design courses meeting the demands of millions of students. As an individual subject which originates from the establishment of Bauhaus, the Bauhaus's philosophy of uniting art and technology still leads the way of Art and Design teaching.

Like any other interdisciplinary, Art and Design has distinct cross-disciplinary characteristic. It involves the arts and humanities, aesthetics, psychology, sociology, manufacturing science, material science, human engineering and many other disciplines, showing different humanistic quality and material civilization in different ages. Nowadays, the beauty of subject of Art and Design ranges from clothes, houses and buildings, cars, even the commodities.

Art and Design is also a practical subject. From the original source of inspiration to the sketch molding, product launches and other series of process, design thinking

constantly revised, expecting the most perfect presentation in aesthetics, technology, materials, and other related elements. With the advent of economic globalization, science and technology, culture and art mingled. The integration of various social culture, thought, aesthetic and technical, material, production process development, build a spectacular world of products. A wide range of art and design practice becomes a feature of modern society, and leads our life.

With the development of modern society, politics, economics, technology and culture also welcomed a globalization time. At the same time, Art and Design demonstrated more vigorous vitality. Wide range of application of the network will greatly promote the development of Art and Design disciplines which are critical with design resources, computer software, and other requirements.

III. ART AND DESIGN CURRENT TEACHING SITUATION

With the strong development of China's art and design disciplines, discipline construction is growing maturity. In the teaching process, we can feel that this disciplinary is developing in different directions. According to the latest "undergraduate professional directory" published by the Ministry of Education. Art and design disciplinary are refined to include eight subjects such as the science of art and design, visual communication design, environmental design, product design, apparel and clothing design, public art, arts and crafts and digital media. So we can see art and design covers all aspects of people's lives. While many colleges and universities may have different focuses, according to their own advantages in professional settings, but as a practical disciplinary with art property, teaching status can be roughly identical, with the following typical characteristics.

A. The Relative Lack of Teaching Resources

Considering art and design involves multidisciplinary courses, material resources become a key point for the preparation of teaching. It is not only reflected in the teacher's classroom teaching, also reflected in the student's extra-curricular learning and the completion of the design work. In the 1980s and 1990s, few of design books has to be used as the only source of teaching resources, scarce and lack of varieties. However, into the 21st century, with the development of network technology and multimedia technology, various types of text, images, audio, video and

other digital resources are added to augment the curriculum materials. The open network also provides real-time design of information and resources. As a result, the learning vision now is widely broadened. But we should be concerned about the fact that, in the reality of teaching, most of the young teachers gained proficiency in using multimedia courseware or building online courses to assist teaching, but largely courseware and more similar to the electronic. While on the other hand, a number of middle-aged teachers seem to be abandoned by the modern teaching methods, also teach in a traditional way, using a pen and a book, resulting in the apparent lack of design material resources and design cutting-edge teaching. View from the country as a whole, for the construction of the theme of art and design professional database lags far behind, a large number of design material resources have not yet been transformed into digitized. And the design resources that are scattered in the network have not been effectively classified. In short, the teaching resources are relatively scarce.

B. *Teaching Methods are Using the Traditional Mode*

Art and Design courses have classic practical characteristic. In the traditional teaching, teachers usually use demonstration to explain it. This way is intuitive, interactive, but the process of teaching is just a single state like "teachers say, students listen", the relatively inflexible classroom teaching with the students' attention easily dispersed. Today our courses mainly complete the teaching program in 3 to 6 weeks. This disadvantage of this mode is that, students usually go slowly to catch up the teaching progress. When they get interested in this course, however, it is the time that the course comes to an end. Traditional arranging class mode and teaching methods apparently ignored the characteristics of Art and Design, and ignored the design skills obtained in the process of learning is more important.

C. *Lack of Curriculum Communication Platform*

Nowadays, in the normal university teaching environment, communication between the teachers and students is limited to the classroom with property like short time and fixed place. While face-to-face teaching, classroom demonstrations, exchange of art and design is very important, also shows a strong superiority in their teaching, the curriculum time is too short for limited in 3 to 6 weeks. Over time, students deepen the sense of identity of this mode, hinder the students' active learning and thinking, and give up communicating with teachers. Furthermore, teachers in university have a lot freedom. Once the course end, it will be not easy to find the teacher who has few opportunities to talk with students the job that left behind class. And the comments and suggestions of the students are also difficult to convey to the teacher, which may affect the quality of teaching finally. Therefore, how to make use of other platforms to cover the shortage of classroom in the place and time problem becomes the focus of comprehensively improving the quality of teaching, deepening the reform in education.

IV. THOUGHTS ON THE NETWORK ERA TO PROMOTE THE ART AND DESIGN TEACHING

Today, in the face of a number of shortcomings of the current Art and Design teaching, what we have to do is that comply with the trend of the times and promote the application of modern educational technology. Art and Design teaching will toward innovation. In the network era, how to make use of various design resources and technology methods in changing the single traditional teaching approach would be the breakthrough point of Art and Design innovation. Here, based on the several Art and Design characteristics, especially the practical property, importance of teacher's guidance and demonstration and learning in the process, author put forward the concept that using "network-assisted Art and Design teaching" in the teaching process.

A. *The Meaning of "Network-assisted Art and Design Teaching"*

The traditional teaching methods are just a simple combination of various types of electronic digital resources, such as courseware, audio, video, images, design information, network courses. Teaching becomes repeating what the book says following the mouse point, a fixed program. This simple extensive combination, actually an audio-visual education mode, is simply transforming all the books and related contents into the digitized form. However, what we talked about the "network-assisted Art and Design teaching" mode, is not like the traditional teaching mode. This new mode highlights the ubiquitous network presence. It refers to regard the practical teaching of Art and Design class as the core, fully rely on the premise of the network advantage, then integrate teaching resources, carry out innovative teaching mode. It takes full advantage of the information space of the network construction, stressed that most of the Art and Design professional teaching resources can be placed in the network. Teaching activities can also be part of the network to carry out. But network can never replace the traditional classroom teaching. It is an extension of the classroom and supplement is the material basis for innovative Art and Design education.

B. *The Advantages of "Network-assisted Art and Design Teaching"*

1) *Make design resource rich and diversified:* Modern Art and Design has a wide coverage of professional directions, rich resources, and various species. Under the traditional media, a large number of pictures, books, audio, video and other professional resources are difficult to obtain, and fewer in number. With the rise of multimedia technology and a wide range of applications relying on the network, all kinds of design resources exist in digital form on the network, showing the characteristics of the rich and diversified, and the huge number of convenient access.

2) *Teaching resources never be closed, anytime, anywhere welcome to learn.* Network resources have the features of repeated use without consumed. It makes the design material and educational resources inexhaustible

resources, and spread widely. In the virtual network, the existences of curriculum and its supporting resources greatly enriched the expansion of the teaching to make teaching more vivid and visual. And resources from different places can spread through the Internet, sharing with people with other districts. Online open classes spreading in the Internet is a good example. In addition, the existence of the network also provides a ubiquitous environment, never fatigue, anytime service.

3) *Interactive teaching process*: In the traditional teaching process, the teacher should have spent a lot of time writing in the blackboard or scanning the PPT to teach. And in some operational course requires site operation, such as painting techniques, model manufacturing, etc. Usually this time, teacher must be surrounded by students. Unfortunately, the students who can not find a perfect position to catch up the teacher's demonstration may feel bad at this course. Now, it is easy for students to understand the course combined with classroom on-site lectures and courseware, video learning in advance through the network. . And after class students can be with their own circumstance repeated to watch learning, online exchange with teacher to enhanced interactive teaching activities.

4) *Teaching cycle extension*: There is a common phenomenon that students usually goes slow of the courses. When they get interests in the course, may be too late to catch up. With the aid of network teaching, such as relying on network, course can early provided for the students who elected this course to preview and self-study. Until the formal curriculum teaching, the students can go into the course fast. As for the work left behind the class, teachers and students can communicate online to follow the real-time schedule, and benefit both. So we can see, with the help of network, the teaching cycle can be several times than before, and teaching activity can be more efficient and effective.

C. *Strategies to Carry out "Network-assisted Art and Design Teaching"*

To take advantage of the network, the strategies should commence from the following aspects.

1) *From the view of professional courses*

a) *Establish and share of the high quality education and design resource library*: The construction of teach and design resource library for Art and Design based on the idea "network-assisted Art and Design teaching", is not only the basic guarantee of teaching activities, but also an important condition of building online learning environment. Now the high-quality course construction is a good beginning. It is helpful to promote the excellent education resources sharing, provides the education fairness and universality. However, the current construction of the high-quality courses stylized more serious and few of them are focus about Art and Design. So it is really necessary to improve in quantity and quality of the courses about Art and Design. In addition, I

recommended from the national level to support some art research institutes engaged in the construction of the artistic resources library, in order to provide more free and open sharing resources like thematic collections in National Palace Museum to the school and even the general public.

b) *Create specialty network courses against the subject characteristics*: In recent years, Art and Design online courses have been increasing fast. Online courses are based on network teaching mode in the digital environment. It has the advantages of strong interaction, rich teaching resources, and breaking the traditional teaching classroom time and space constraints. Sadly, what we have now is just the form. Neither the course settings nor the teaching applications are ideal. There are various kinds of reasons. On the one hand, due to the most teachers who are majoring in Art and Design are not skilled in computer programming, most courses use the pre-existing network platform. Take our school for example, we use BB network teaching platform for most professions. This platform is suitable for both liberal art and science teaching. But it is short for the art and design disciplines like lack of scene teaching training modules. On the other hand, Artistic schools should combine their actual situation to establish their own teaching platform. They can focus on the creation of the design thinking or the hands-on practice, developing special online courses which can show the college teaching characteristic.

c) *Course contents need to balance basic components with import and extension contents*: At present most of the network courses are enriching the teaching content like lesson plans, courseware, teaching videos, curriculum resource links, and so on. They also provide a new way for communicating through the network platform. In the network-assisted mode, the professional course will be open to the students early than starting lectures in the classroom. However, without the help of teachers, students usually feel aimless about their independent study. Most of them just preview according to the contents. So it will be helpful to add the import components or introduction including the focus of the course, the learning method and early accumulation of knowledge to guide students study. Besides, the content in online course should not be a copy of the classroom teaching or just added several kinds of links to expand knowledge. For excellent students who want to learn more than the textbooks, we can add option module to deepen their learning and enhance the quality of teaching.

2) *From the view of teaching methods*

a) *Propel personality teaching with the aid of network*: In the current teaching mode, the interaction of teachers and students is manifested in the classroom imparting knowledge and classroom guidance. This way is inevitably tedium. And since the communication between teachers and students is too little, students have no weight to make an option about the teaching material. They have no choice to listen to the teacher. Today, relying on the network, students

can make a choice according to their own circumstance about the teaching materials. Combined with online study, they can perform better in the real-time class and understand the course keys and difficulties better. This will greatly increase the efficiency. What's more, students show strong interest in the course will encourage teachers give a wonderful lectures. That's a positive cycle. Teachers can also carry out personality teaching and specialized coach in accordance with different students learning situation.

b) Promote the interactive teaching expansion through applying online communication tools: For a long time, students are used to negative thinking, escape participating in teaching topic and interaction. The depressing classroom atmosphere becomes our country university classroom common fault. The presence of online communication tool for communication between teachers and students provides the real time and equality properties. If we use BBS form, both teachers and students can through the BBS issued a special point of view, pictures, video, etc. contents would be rich and visual. And as network evaluation form, can follow up the work progress to give some guidance. Online real-time session tools, group communication tools also facilitate discussion and communication between teachers and students. In a virtual network students become confident, dare to ask questions, and actively upload or link some related learning resources, enhance the initiative. The wide application of online communication in promoting the teachers and students interaction plays a positive role.

3) From the view of the teaching subject

a) The conversion of the traditional teacher-student identity: In the network aided teaching environment, whether it is a virtual online classroom, or entity taught spaces, the traditional teacher-student identity is broken. This, teachers changed role from imparting knowledge to a knowledge-based learning guide, the designer of the course teaching, the organizers of teaching activities. Students say bye to the passive learning, and become the host of the course. In this mode, all the teaching is around the course focusing on the cultivation of students' innovative ability. In teaching process, use excellent curriculum resources to stimulate students' own passion for study and to follow up the progress of students learning through the exchange platform to guide. At last, you will find teaching full of fun, passion and challenge.

b) Teachers and students should have some IT knowledge and ability: Under network-assisted Art and

Design teaching, teachers and students must have some IT knowledge and ability to teach or learn. Currently, the ability of teachers and students of art and design professional IT is uneven. Not only surfing the Internet, there is urgent need training to improve the overall quality. We can learn from the American model. In order to overcome regional differences in diversity and student learning differences, U.S. National Library Association and the Educational Communications and Technology Association to develop nine information literacy standards for students. "Educational Technology Standards for all teachers" and "the education of all students standard" which has detailed specification of the basic structure and requirements of the teachers and students of IT knowledge and ability, has an important role in the development of IT education and educational technology. Only skilled professional teachers can harness digital resources and network information technology, and only allow students to master learning methods rely on network-assisted teaching of Art and Design. I believe this new mode can truly make education take root, bloom and bear fruit.

V. CONCLUSION

As a contemporary teacher, we should keep pace with times taking advantage of modern education technology. Based on enriching the teaching resources, updating the teaching methods and completing teaching design, find a scientific "network-assisted Art and Design discipline teaching" method. And in the future it will make more beneficial in the implementation of personalized try.

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