



Thoughts on the Guidance of Art Design Education at the Present Stage

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Abstract: With the development of my aunt's social economy in a more diversified direction, various industries in the society have higher and higher requirements for art and design talents, and the art and design education in major universities is also facing huge opportunities and challenges. This article analyzes the current actual situation of art design education in detail, proposes some education reform measures in combination with the problems in education and teaching, and thinks about the future direction of art design education, hoping to provide information on the development and innovation of art design education in colleges and universities. Some useful suggestions.

Keywords: Art Design; Development Status; Education Orientation; Thinking

Art design is an emerging professional course in the history of the development of Chinese colleges and universities. It is basically a highly applied subject established in response to the large demand for art design talents in the social market in recent years. Although the art design profession has developed rapidly in recent years, it is inevitable that various problems will appear in the actual teaching process, which affect the quality and efficiency of training art design talents. Based on many years of art design teaching experience, the author proposes some improvement measures for common problems in teaching based on the actual situation of teaching, aiming to better improve the quality of art design teaching.

1. The status quo of art design education at this stage

1.1 Insufficient reserves of teaching teachers

At this stage, there is a serious shortage of teachers for art design in Chinese universities, and the professional ability of the teaching team is lacking, which severely restricts and affects the quality of art design teaching. The main reasons are as follows: First of all, the school does not follow the actual teaching rules to offer courses, and the school has insufficient talent reserves in art design. Secondly, with the increase in demand for art design talents in society, blindly expanding the number of enrollment, making it difficult for the number of teachers to match the number of students in a short period of time, and the gap in teacher resources is difficult to effectively fill. Finally, the salary provided by the school is difficult to recruit excellent professional teachers. Teachers are limited in level and experience, and the quality of teaching is naturally limited.

1.2 The course design is not reasonable enough and the teaching method is single

The curriculum design of art design teaching is basically composed of three modules: basic courses, professional basic courses, and professional courses. However, in the specific teaching process, in order to improve teaching efficiency, the school unilaterally expanded the basic theoretical knowledge and basic skills of students. Operating teaching, the overall teaching method is too conservative, deeply influenced by the concept of examination-oriented education, and has not been reformed and innovated in accordance with the actual needs of social development. Under this kind of curriculum structure design that emphasizes theory and ignores practice, students are easy to fall into the

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misunderstanding of rigid thinking and form a rigid thinking mode, which greatly wears down students' innovative thinking ability and is very unfavorable for students' subsequent learning and development of.

1.3 Ignore the cultivation of students' innovative ability

The study of art design majors in colleges and universities basically starts with imitation. Teachers also agree with the teaching method from easy to difficult. However, in the follow-up learning process, most teachers take completing the teaching task as the main goal and ignore the students as learning. The main role of, seldom allows students to carry out independent design exercises. Even if they do, they are basically the repetition and simplification of textbook content, and the design concept lacks new ideas. Therefore, it is difficult for students to develop independent innovative thinking ability in this teaching environment, which leads to students' lack of innovative consciousness. This is also the most critical issue in art design teaching at this stage.

2. Thoughts on the guidance of art design education at the present stage

2.1 Do a good job in teaching planning and development, and improve the quality of art design teaching

In order to better improve the quality of art and design teaching, schools should make corresponding development plans, combine their own resource allocation, handle the relationship between enrollment scale and teaching quality, build a professional teaching team, and increase teaching facilities. Establish a good cooperative development relationship with major design companies in the society, keep abreast of the development of related industries, and make some positive adjustments in the teaching process in order to build a good art design learning atmosphere and improve Students' learning enthusiasm will cultivate more outstanding and comprehensive artistic design talents with professional qualities.

2.2 Improve the curriculum teaching system and improve the teaching methods of art design

First of all, schools should have a detailed understanding of students' basic abilities, and carry out hierarchical teaching planning for students' hobbies and basic learning abilities, which can not only improve students' learning efficiency, but also facilitate standardized management of students. Secondly, in specific teaching, teachers should appropriately add curriculum content such as philosophy, aesthetics, and art to expand students' thinking and cognition, enrich students' breadth of knowledge, and ensure that students have a wealth of creative inspiration. Finally, the school should organically combine classroom teaching, project teaching, and project teaching, so that students can perfectly integrate theoretical knowledge and practical activities in the learning process, so as to enhance students' innovative ability. Improve the teaching effect of art design through diversified teaching methods, and cultivate more high-level innovative talents.

2.3 Strengthen practical teaching links to enhance students' practical application ability

Specific practical teaching is the foundation to ensure the practical ability of art design students, and it is the key teaching content of art design majors in colleges and universities in my country. Commonly used time teaching methods include classroom practice teaching and school-enterprise cooperation practice teaching. First of all, classroom practice teaching should pay attention to project design. According to the knowledge and basic abilities of students, design projects with moderate difficulty are set up to guide students to complete the practical content independently, so that students can improve their ability to discover and solve problems in the process. ability. Secondly, the school-enterprise cooperation model allows students to adapt to the future working environment in advance, understand the difference between actual work and school learning content, so as to let students understand their own shortcomings and encourage students to work harder to improve and improve themselves.

2.4 Pay attention to the cultivation of students' innovative ability

First, clarify the main goals of innovative education, and let students understand the main abilities of future art design talents through the guidance of teachers. Secondly, the school takes the lead in establishing a sound evaluation mechanism for innovative talents, and uses sound teaching evaluation to promote the development of students' innovative thinking and ability. Finally, reform the teaching methods and practical training methods of innovative teaching, so

that students can be exposed to the latest excellent innovative works more, and work hard to improve students' design concepts, so as to enhance students' innovative thinking ability.

3. Concluding remarks

With the rapid development of my country's social economy, people's ideological concepts are more diversified, and the requirements for art design are getting higher and higher. Teachers of art design majors in major universities should face up to the current teaching problems and change traditional teaching methods and education Philosophy, attach importance to the cultivation of students' sense of innovation, and give students more opportunities for practice, so as to improve the teaching quality of art and design majors in my country's colleges and universities and maintain the sound development of art and design majors.

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