

Original Research Article

Research on the Cognition Education of Art Design—Taking the JMI Experience Design Season as an Example

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Abstract: The art and design major group of the College of Humanities and arts reformed the course of cognitive practice. In the form of “theory lecture” and “practice experience”, it created the “JMI Experience Design Season” which runs through September to December in the second half of 2019, with two theory lectures and two practice experience activities each month, enriching the students’ theoretical and practical art accomplishment, and improving the teachers’ micro course construction ability and theory Practice teaching level and enrich the life of teaching staff of JMI in combination with labor union activities.

Keywords: Cognition Education; Theory Lecture; Practical Experience; Art Design

1. Introduction

For the lecture class, teachers and students of the whole school do not need to sign up to participate directly. For the special activity of female teachers and workers, please sign up through the labor union. For other practical activities, the participants are students majoring in art and design and are not allowed to sign up temporarily.

Month	Date	Time	Form	Teacher	Theme
9	9.24	15:00—16:30	Lecture	Shenqi	Using design thinking to find and solve problems Public art hall (Jinghui building 402)
	9.25	12:00—13:00	Practice	Wangnan	The traditional charm of Ancient Papermaking Jingde building 506
	9.26	10:05—11:30	Lecture	WanXianmei	Review of classic cartoon characters Public art hall (Jinghui building 402)
	9.29	12:00—13:00	Practice	Chensisi	Heat shrinkable piece DIY Jingde building 508
10	10.15	15:00—16:30	Lecture	Tangyi	Psychological principle and logic of characters in classic films Public art hall (Jinghui building 402)
	10.16	12:00—13:00	Practice	Maya	Experience tie dye, feel simple and romantic Faculty restaurant tea bar
	10.29	15:00—16:30	Lecture	Hejuan	Creative thinking of graphic design Public art hall (Jinghui building 402)
	10.30	12:00—13:00	Practice	Shichunyang	Making of traditional clothes clasp Faculty restaurant tea bar

11	11.12	15:00—16:30	Lecture	Wangliping	Component location and spatial form generation of mobile building Public art hall (Jinghui building 402)
	11.18	12:00—13:00	Practice	Zhaoping	Micro landscape creates personal “fairy tale world” Jingde building 503
	11.26	15:00—16:30	Lecture	Chenyanchi	The challenge and opportunity of art design education in the age of intelligence Public art hall (Jinghui building 402)
	11.27	12:00—13:00	Practice	Songlan	Experience the pleasure of “rolling out” of the paper art Jingde building 504
12	12.10	15:00—16:30	Lecture	Gongjiping	Expression of visual perception principle in interior environment design Public art hall (Jinghui building 402)
	12.11	12:00—13:00	Practice	Leijun	Creative pulp painting DIY Jingde building 504
	12.17	15:00—16:30	Lecture	Chenmengran	Face score responsibility of interface -- Talking about banner design Public art hall (Jinghui building 402)
	12.18	12:00—13:00	Practice	Zoudongfang	Carve a rubber stamp of one’s own Jingde building 507

2. Lecture of the JMI experience design season

2.1 Using design thinking to discover and solve problems

In the lecture, Mr. Shen Qi first explained what design thinking is, and according to the four stages of design thinking, discover, define, develop and deliver, derived and introduced seven design methods, including persona, empathy map, visual research method, mind map method, sprint sprint method, parts kit method and reconstruction method. In the last interactive part, please think about 2019 The series design elements and differences of 9 posters in the 11th China Intangible Cultural Heritage exposition inspired the students’ thinking.

2.2 Review of classic cartoon characters

In the lecture, Mr. Wan XianMei first played the clips of our country’s classic animation, including *Huluwa*, *Police chief black cat*, etc., which are well known by the students. Each of the characters was lively and lifelike, and completed the task of loading in the animation. Mr. Wan draws the relationship between animation and animation characters from Disney’s Mickey. A good animation character is not only an animation, but also a miracle of the cultural industry. Then, he analyzes the classic animation characters of the United States, Japan and China, as well as the character characteristics and the social responsibility of the character load.

2.3 Psychological principle and logic of characters in classic films

In the lecture, Mr. Tang Yi first explained what is a movie from a psychological point of view, and asked the students present to think about the reasons why they like watching movies, which led to the theme of the lecture - movie character psychology. According to the twelve kinds of psychology existing in the “collective subconscious”, this paper introduces that each kind of psychology symbolizes its unique meaning, values and close-up of personality.

2.4 Component location and spatial form generation of mobile building

In the lecture, Mr. Wang Lili mainly explained the concept of mobile assembly building component positioning design and the practice of mobile assembly building space form design to the students. First, he introduced the theme of “assembly building is an engineering industrial product”, introduced the concept, characteristics, integrated system, core and other contents of mobile assembly building; in mobile assembly building In the practice part of building space form design, Mr. Wang Lili mainly introduced two projects: “design and practice of demonstration project of block A28 of Dingjiazhuang second phase indemnificatory housing” and “design and practice of demonstration project of parking complex building of Nantong municipal government center”, and explained the practice process of moving assembly building to students.

2.5 Emotional space—visual expression in interior design

In the lecture, Mr. Gong Jiping shared the experience of participating in the interior design provincial training this summer, introduced the representative work of sun astronomy designer “snow moon flower Japanese cuisine restaurant”, and asked the question “talk about the most impressive meal you’ve ever had?” Guide students to think about the importance of emotional experience in interior space design. Next, Mr. Gong introduced what is emotional space and the relationship between vision and emotion.

3. Practice of the JMI experience design season

3.1 The traditional charm of ancient papermaking

At the beginning of the activity, Mr. Wang Nan introduced the history and development of papermaking, the inheritance and development of ancient papermaking, focusing on the papermaking raw materials, papermaking process and derivative creation of paper products. After the explanation, Mr. Wang Nan carried out the actual operation of beating pulp, beating pulp and making, embossing and grouting in the ancient paper-making process, and led the students to experience the activity of ancient flower and grass paper, so that every student could feel the charm of traditional paper-making and make a unique hand-made flower and grass paper.

3.2 Feel the traditional charm by hand tie dyeing

At the beginning of the activity, Ma Ya introduced the history and development of tie dye, the inheritance and development of hand tie dye, and emphasized the raw materials, tools, process and derivative creation of hand tie dye. After the explanation, Ms. Maya showed you some excellent students' works, including various tie dye methods. For example: stone binding, wrapping binding, twist knot, etc. After the exhibition, Ms. Maya took the teachers to have a hand tie dyeing experience.

3.3 Micro landscape creates personal "fairy tale world"

At the beginning of the activity, Mr. Zhao Ping introduced the concept of creative micro landscape, the significance of learning creative micro landscape, common varieties of micro landscape plants, and the production steps of micro landscape. After the explanation, Mr. Zhao Ping led the students to work in pairs, one glassware for each, put plants such as plant soil, netted grass and fern, and create their own "fairy tale world".

3.4 Art of paper quilling rolls out happiness

At the activity of "Art of paper quilling rolls out happiness", Mr. Song LAN first explained to us the characteristics, origin and diversified roll out shapes of paper with PPT, and showed many excellent works of paper. The teacher prepared the paper materials in advance, distributed them and started to make them as you like. On the spot, we discussed the different methods of paper making, and Mr. Song LAN gave on-site guidance. Seeing the works, we can't help but marvel.

3.5 Color originality of pulp painting

At the activity site of "color creativity of pulp painting", Mr. Lei Jun first demonstrated his own pulp painting works and the tools needed for making pulp painting to the students, and then demonstrated the skills of pulp coloring. After that, the students were asked to make the design according to the design. At the activity site, students created unique color works with different colors of paper pulp, and Mr. Lei Jun gave on-site guidance.

4. Conclusion and suggestion

The "2019 JMI Experience Design Season" carried out the reform of the complete credit system of art design major group. The simultaneous form of lectures and practice improved the students' theoretical level and practical ability, and fully stimulated their imagination and creativity. Let the students experience the charm of art and the magic surprise and creative charm brought by art. The holding of the series of activities is helpful to improve the art accomplishment and comprehensive accomplishment of the students majoring in art design.

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