



Teaching Research on Practical Courses of Footwear Design Specialty in Colleges under CPS Mode

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Abstract: With the continuous development and progress of the economy and society, the demand for talents in all walks of life is increasing, especially the need for professional and skilled talents to promote the innovation and progress of its industry. Therefore, after correctly recognizing this development status, the relevant education and teaching management units timely increased the emphasis on the cultivation of professional talents in colleges and universities, and introduced a series of advanced teaching models and theories in order to effectively promote the comprehensive development of talents. Good service should be used in actual work in the future.

Keywords: CPS mode; footwear design major; practical course teaching; in-depth research

As far as the former industrial development structure is concerned, various industries are innovating and transforming in different aspects to meet the needs of current social development to the greatest extent, so as to vigorously promote their own development process in the new period. The footwear industry, as a low value-added industry, is at a critical stage of upgrading and transformation. It needs a large number of professional talents to help it smoothly and orderly realize the adaptive transition of development in the new period. Therefore, under the development background of this social environment, most colleges and universities with relevant majors make timely and reasonable adjustments to their curriculum structure and teaching goal setting, so as to effectively improve the actual teaching quality and teaching efficiency. The development of the shoe industry exports more high-quality talents. The purpose of this article is to discuss the teaching research on the practical course of college footwear design under the CPS model.

1. Overview of CPS mode

CPS is an advanced theory abroad, which is based on the development of "supplier delivery". It can be simply introduced as pay-per-sale. The CPS model is actually an advertisement, which is based on the specific product sales amount or quantity to scientifically calculate the advertising investment cost, and has a certain direct marketing influence. In the CPS model, manufacturers need to have their own shopping websites, and then put content containing their product information or shopping links on other websites for promotion. When the consumer visits the manufacturer's sales page through other websites and makes an actual purchase, the manufacturer should pay a certain commission fee for the specific promotion website according to the commission agreement negotiated in advance. Compared with the traditional advertising development model, the CPS model is more flexible, and the risk of failure faced by manufacturers is also reduced accordingly. Therefore, after recognizing the advantages of this development model, various industries introduce it into actual sales in a timely manner, and universities also combine it with specific professional practical ability training courses to effectively improve the professional development of professional talents. Strength and social adaptability lay a solid foundation for future work.

2. Connotation of footwear design major in colleges

The footwear design major involves many courses, not only requires students to have a deep understanding of design theory, but also masters related knowledge of production technology, ergonomics, and economics. Moreover, when students actually design footwear, they also need to learn how to use scientific and reasonable methods to solve the contradiction between the design process and actual production and processing, so as to better drive the development of the industry to break through the constraints of traditional development models and explore An innovative and adaptable way forward. Therefore, as an important base for training footwear design professionals, colleges and universities should objectively and comprehensively recognize the current development status and progress direction of the footwear industry, and then consciously solve the core problems of their professional curriculum development to efficiently realize the footwear design. Beauty and practicality are unified. In the traditional college footwear design courses, teachers require students to understand the practical requirements of different people for different footwear, and then optimize the design based on this. However, with the continuous development of society, people's material living standards and aesthetic concepts have been continuously improved. The requirements for footwear design work are not limited to pragmatism, but need to fully reflect the comfort of use, beautiful design, and adapt to specific sports. Demand these three aspects. Therefore, footwear design majors in colleges and universities closely follow the needs of industry development, and innovate their own curriculum and teaching goals.

3. In-depth study on practical course teaching of footwear design major in colleges under the CPS model

3.1 Innovation of the training goal of footwear design professionals

The orderly development of a series of teaching activities is carried out on the premise of the correct establishment of talent training goals. Therefore, after introducing the CPS model into the practical course teaching, each college shoe design major should re-formulate its own practical course teaching goals in a timely manner. In order to adapt to the development characteristics of the CPS model, it also highlights the talent training requirements for footwear design professionals. In addition, the CSP model has a certain degree of flexibility and openness. Students in the footwear design profession need to consolidate their professional skills while rationally using the economics and marketing knowledge contained in the CPS model to better understand the current industry. The development status and targeted solutions to its existing problems, so as to help them efficiently complete professional practical tasks. Therefore, under the influence of the CPS model, the goal of personnel training in college footwear design should be the integration of teaching tasks such as industrial manufacturing, beautification, and marketing.

3.2 Innovation and supplement of practical teaching content of footwear design major

Driven by economic development in the new era, the shoe industry has been optimized and improved in different ways. Therefore, as an important output place for talents in this industry, college footwear design majors should keep up with the development of the industry in a timely manner, consciously innovate and supplement their specific teaching content, and comprehensively and effectively train students to enhance their professional knowledge. For the teaching activities of college footwear design practice courses under the CPS model, teachers should organically integrate the training content in the CSP model with the traditional practice teaching content of the footwear design major to help students understand the development of CPS The influence of the model on the improvement of its professional practice ability, and guide it to absorb knowledge efficiently, which fully highlights the feasibility, practicality and role of the CPS model in the teaching of footwear design practice courses and the development of students' creative potential.

4. Conclusion

In summary, the CPS model is a new development model derived from the characteristics of economic and social development in the new era. The college footwear design major can integrate it into the practical course teaching in a timely manner, which can not only effectively help it cultivate talents in the industry development and adaptability It is also conducive to students to clarify the way forward, and to carry out a series of learning activities with goals.

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