



On the Teaching Reform of Art Design Education in Applied Undergraduate Colleges

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Abstract: In order to further cater to the development needs of the current market economy, art design education and teaching in undergraduate colleges and universities need to carry out teaching reforms on the original basis, and strive to break the constraints of traditional teaching models and further cultivate students' comprehensive practical ability. This paper analyzes the characteristics of applied undergraduate art design majors, combines the current problems in design education and teaching and the actual situation of teaching, reforms art design education and teaching from many aspects, and proposes a series of ways to improve the quality of art design teaching Reform measures, follow the concept of application-oriented talent training, and comprehensively improve the comprehensive ability of college art and design students.

Keywords: Applied Undergraduate; Art Design Education; Teaching Reform

With the rapid development of the times, the field of art design has developed rapidly in many industries. People gradually value the practicability of product design in the requirements of the field of art aesthetics, which makes art design talents need to have a more comprehensive Quality and ability. Therefore, combined with the characteristics of art design in applied undergraduate colleges, the author conducts a detailed analysis based on the common problems in current art design teaching, and puts forward some methods and measures to improve current art design teaching, hoping to provide teachers in practical application of teaching Provides some useful suggestions.

1. The main characteristics of art design education in applied undergraduate colleges

If you want to carry out applied teaching reform, you need to understand the characteristics of applied education. Only after understanding the core content of its educational theory, can you better reform and innovate teaching methods. Art design education in applied undergraduate colleges has the following characteristics: First, in terms of specific theoretical knowledge and ability, applied talents need to have sufficient knowledge breadth, have a deep understanding and knowledge of the content they have learned, and have a solid foundation The theoretical basis. Secondly, in terms of specific application ability, students should be trained to have good practical application skills, as well as the ability to find and solve problems, and to incorporate their own understanding and innovation in the process of problem solving. Finally, in the actual teaching process, teachers should also integrate the content of other subjects to expand students' thinking ability and help students improve their artistic design ability in the subsequent practical curriculum design.

2. Some problems existing in current art design education and teaching

2.1 Pay attention to the cultivation of basic abilities and ignore students' innovative ability

Traditional art design teaching generally attaches great importance to the cultivation of students' basic operational

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ability, but too much pursuit of standardized operation of basic skills can easily lead students to form a dogmatic mode of thinking, which to a certain extent ignores the cultivation of students' innovative ability. Under this teaching method, although students have good basic design abilities, they cannot meet the society's demand for qualified designers, that is, they can effectively integrate various resources and use innovative problem-solving methods to give consumers and manufacturers a kind of Refreshing design concepts to enhance and highlight the core value of the product.

2.2 Teaching content cannot keep up with the development needs of the times

Art design is a very real-time professional content. Relevant educators and practitioners need to keep up with social development trends and make continuous adjustments and innovations in conjunction with people's aesthetic concepts in different periods to make art design more in line with people's reality Demand, it is not only a follower of social development, but also a creator of future social needs. However, in the actual teaching process, schools and teachers basically revolve around the content of textbooks, and the content of textbooks inherently has a certain lag. Therefore, teachers should closely follow the development needs of the times and appropriately introduce the latest design concepts into their teaching. In order to improve the students' artistic aesthetic level.

2.3 Teaching method is too single

Traditional art design teaching still adopts the old method of "teach-receive", and the performance is relatively single and boring. Teachers are always in the main position of teaching, and the whole teaching process is also centered on teachers. Students' classroom learning subjectivity has not been reflected. , The communication and interaction between students and teachers are limited, the classroom learning atmosphere is too rigid, and there is no individualized differentiation of students, which limits the individual development of students, and students lack the initiative and creativity of learning. No way to start.

3. Reform measures of art design education and teaching in applied undergraduate colleges

3.1 Strengthen the cultivation of students' innovative ability

First of all, we should further clarify the teaching goals, follow the students' opinions in the course design, and inquire about the materials with the students, and guide the students to solve the problems independently. Secondly, the various steps in art design are processed in detail, so that students clearly understand how to do and how to do it, so as to let students understand their own abilities and quickly improve their basic abilities. Finally, after the students complete the content of the curriculum design, a positive, detailed and objective evaluation should be made. In addition to the teachers themselves, the reviewers who make up the design evaluation should also include students and in-service designers to design students from different perspectives. Evaluation analysis allows students to have a more comprehensive understanding of their own comprehensive level.

3.2 Pay attention to the latest development trends in this field

Schools and teachers should pay attention to the latest frontiers in the field of art design in real time, and use various means to introduce the latest art design concepts into the actual teaching process. Vertically, teachers can analyze the entire art design development history, methods, rules, etc. in detail, so that students can build a complete art design development system in their minds, and clarify the direction of future study and work. Horizontally, teachers can display excellent design works at home and abroad to students, so as to enrich students' perceptions, broaden students' horizons, understand the gap between themselves and current outstanding designers, inspire students' enthusiasm for hard work, and improve Effectiveness of art design teaching.

3.3 Carry out diversified teaching innovation

Obviously, the traditional teaching methods of "indoctrination and duck-filling" can no longer meet the needs of the current application-oriented art and design talent training. Teachers should insist on taking students as the main body of teaching, using diversified innovative teaching methods, and continuously summarizing and training practical experience. And improve students' practical application ability and creative design ability of theoretical knowledge. Among them, the more commonly used teaching methods are interactive Q&A, special discussion, and rapid design training.

Teachers should use and convert flexibly according to different situations to improve the quality of art design teaching.

4. Concluding remarks

Art design teaching in undergraduate colleges should take the concept of application-oriented talent training as the core of teaching, transform traditional teaching methods, combine actual teaching conditions, formulate more scientific and complete innovative teaching methods, attach importance to students' ability to combine theory and practice, and exercise students' innovation Thinking ability, to train more applied professional design talents with solid basic knowledge for the country and society.

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