

# *The Dilemma and Countermeasures of the Construction of Design Teaching and Research Section in Application-Oriented Universities. ----Take Guangzhou Nanfang University as an Example.*

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**Abstract:** The teaching and research section undertakes the most basic teaching tasks and scientific research management work. In the construction of application-oriented universities, application-oriented teaching and industry-university-research development are emphasized, the design discipline emphasizes the teaching content for the purpose of application. This paper takes the design teaching and research section of south GuangZhou University(It was the South College of Sun Yat-sen University) as the research object, which is representative in the pilot transformation process of application-oriented undergraduate universities. Organize relevant contents through interviews with relevant persons in charge, this paper points out the difficulties encountered in the construction of this kind of teaching and research section and puts forward some optimal policies.

## **1. Introduction**

Our application-oriented undergraduate universities are different from ordinary universities, it aims to train application-oriented technical personnel to promote the development of national economy. School need to train technical personnel, and the process of education and teaching is the key to the quality of personnel training[1]. As the most basic teaching unit in colleges and universities, the Teaching and Research office is mainly responsible for the formulation of teaching syllabus, curriculum construction and arrangement, scientific research organization and management, professional development planning, teacher talent team construction and other work.

## **2. Research Objects and Methods**

Because the design education teaching of applied disciplines is representative. This paper adopts the qualitative research method, according to the grounded theory, through the interview method, made the interview record of 8000 words and 16 pages of materials. The research objects are four teaching and research departments of different design majors, and the interviewees are the heads of each teaching and research department.

Teaching	The Set up	Name of Person	Age	For	The	others
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and Reseach Section	time(year)	in Charge		How long (year)	number of teachers	
Digital Media art	14	Ma Hongbo (Associate professor)	38	7	8	Rich experience, have requirement to the discipline and specialty construction
Art and design	10	Zhang Wei(Associate professor)	37	8	13	Strict, responsible and dedicated
Public art	8	Sun Yue(lecturer)	37	8	11	Sentiments of education, good fellowship, willing to do all the work alone
Digital media technology	4	Zhang Qian(lecturer)	35	4	13	Inexperienced, dedicated, rigorous

(A simple form of interview status)

*The inerview outline mainly includes:*

1)Name of teaching and research section.

2)Current situation of the teaching and research section(including the establishment date, the number of teachers at present, the number of manager experienced, whether there are rules and regulations, and whether there are supporting funds).

3)At present the teaching and research section is mainly responsible for what work.

4)Is there a regular meeting?what is the time and frequency of the meeting?What are the content?

5)Whether are satisfied with the work of the teaching and research section?What has been done before?What are the plans?

6)What are the problems in the process of development?What are the objective and subjective problems?

7)What is the relationship with the featured workshops?How many students are there in the workshop and what are the main activities?

8)What are the teachers' expectation for the activities of the teaching and research section?What are the future plans?

9)What is the exploration of teaching and research in the teaching and research section?

10)Anything else to add?

In the interview, the interviewees found that the main principals of the teaching and research section would occupy part of their own self-study and a lot of spare time because of the work of the teaching and research section, but, it is also because the management work itself has more understanding of the superior policies, requirements for project declaration, and future discipline development, therefore, it plays an important and positive role in the promotion of scientific research work. For example, the director of the Digital Media Art Teaching and Research Section had been involved in the overall planning and management, just set up the teaching and research section. Therefore, he is very familiar with the work of teaching operation, laboratory planning and training program formulation. He leads other teachers to make horizontal comparisons with similar institutions in terms of professional and curriculum development needs, when setting up courses, learn advanced subject research content such as China Academy of Art and Centeal Academy of Fine Arts, and for the current school situation to consider, adjust the curriculum. They found a new way to focus on technology and application. Because of these accumulations, he has become an outstanding person of the department and accumulated academic capital as an associate professor in the appraisal and appointment of professional titles.

Whether the management of the person in charge of the teaching and research section is strict

also affects the number of achievements of the teaching and research section. For example, the head of the teaching and research section of art design studies pays attention to the performance, have a clear routine meeting, there are specific training contents for new teachers, and each teacher has a different division of labor, therefore, the cumulative academic achievements of this teaching and research section are more than those of other teaching and research sections.

### 3. Existing Problems and Difficulties

The objects of the study had similar problems in management and work. For example, the head of the teaching and research section and the members of the teaching and research section are vague about their responsibilities, just a simple teaching assignment, implement teachers, subscription of textbooks, to deal with the teaching tasks assigned by the teaching administration department, handle daily management affairs, there is no system of teaching and research section activities led by the person in charge of the teaching and research section. Lack of professional construction, curriculum construction, laboratory construction, construction of teachers and other planned, overall, long-term development planning[2].

*Specific manifestations are as follows:*

1)The rules and regulations mainly adopt the standards of the school or department, without formulating the working process or norms of the teaching and research section according to its own professional characteristics.

2)Due to the inconsistent class time of teachers, the convener has no administrative power, and the lack of communication willingness of teachers, the daily meetings or seminars are only concentrated within three times per semester, and training-oriented group seminars are very rare or even absent.

3)The teaching and research office is limited by the management of the previous level, and lacks the overall work of teacher career development, talent training, and only daily teaching operation and course arrangement.

4)The staff of the teaching and research section has a large turnover, the person in charge lacks management experience, the management work is not scientific and reasonable. Teachers' cohesion is not strong, enthusiasm is not high, especially in scientific research activities, discipline construction and other central work lack of initiative, they have an attitude of indifference. The person in charge of the teaching and research section cannot compulsorily arrange the relevant work. The scientific research results are divided seriously.

*Because of these problems, several research offices face a similar dilemma:*

1)No administrative authority, no financial or personnel power, there is no corresponding funding support. Relying on the upper level of teaching units, it is impossible to carry out more effective management of the teachers in the teaching and research section.

2)The teaching and research section lacks independent offices and office space, only use the classroom or work method as a specific location, hardware facilities can not meet the needs of the teaching and research section.

3)The superior lacks the standard to the teaching and research section work content request, loose management, there are no incentives, the performance quantitative assessment standards are not clear. Most teachers are unwilling to undertake research tasks.

### 4. Solutions

*According to the interview records and relevant document requirements, the solution is mainly concentrated in the following several aspects:*

1. To establish effective rules and regulations, strict management, clear the status of the teaching

and research section and members of the responsibilities of the scope, make specific requirements for specific work, set development goals, submit the budget according to the actual work, and publicize the use of funds, demonstrate the results and create a good working atmosphere[3].

2. Optimize the construction of hardware facilities and provide independent office area for the research section. Make full use of the construction of characteristic working rooms, and make it as an extension of teaching research, to provide a space and platform for teachers and students to practice together and combine teaching results. More prominent professional characteristics.

3. Combine the work of party building, and the party branch work to form a resultant force, focus on business training, take the lead by example. Personnel system standards will be included in the teaching and research section assessment, establish research teams, and have a plan to carry out scientific research.

*Refer to the comparison chart below for details*

trouble	solution
Lack of administrative authority, lack of funds to ensure	The administrative power subsidized and the budget increased
Lack of hardware	Improve teaching facilities, combine the work rooms, do well the practice teaching management.
Lack of performance appraise management	Combine the party branch and the personnel appraisal work, do the performance appraise.

## 5. Conclusion

Application-oriented universities should ensure the teaching quality in the most basic teaching carrier, it is necessary to give full play to the role of teachers and improve students' practical learning ability. Through the interview content of the research objects, we find that at the same time as the development of schools, schools at all levels should also care about the development of teachers, concern about teachers' life and problems encountered in teaching, and actively solve problems, standardize the teaching and research process, improve the level of teaching and research management. At the same time, the director of the teaching and research section is required to have a strong sense of responsibility and organizational ability. Strengthen teaching and research section construction, need to choose qualified director of teaching and research section, improve the quality of the director of the teaching and research section, entrust the director of the teaching and research section with professional autonomy, and form the corresponding incentive mechanism, make work for a return, only in this way can the discipline move forward better.

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