

Research on the Innovation Paths of Three Minorities Cultures in Art Design Teaching in Local Universities: the Case of Tourist Souvenirs Design Course in the Hulunbuir University School of Fine Arts

Jian Zhang*

School of Fine Arts, Hulunbuir University, Inner Mongolia, China

**Corresponding author*

Keywords: Cultures of the three minorities, University education, Innovation

Abstract: This paper focuses on Art Design university-level education in the underdeveloped areas of northern China, and explores the ways to bring innovation to the cultures of three minorities, mainly analyzing the intertwining relationship between the cultures of three minorities and Art Design courses in Hulunbuir University, and discusses the ways to innovate the cultures of the three minorities within the context of Art Design courses of Hulunbuir University as well as the methods of innovating the culture of the three minorities through the tourist souvenir design course.

1. Introduction

Nowadays, China seems to have set off a wave of revival of traditional culture, and problems of the protection and inheritance of excellent traditional cultures are constantly mentioned [1]. The Hulunbuir region in China is rich in ethnic cultures, among which Daur, Ewenki and Oroqen (hereinafter referred to as “three ethnic minorities”) cultures are the most representative. Recently these cultures are facing many obvious threats, such as the gradual shrinking of living space, the lack of sustainable development concepts, and the limited number of inheritors, which lead to the gradual disappearance of the three minorities cultures and create obstacles for their cultural preservation. The geographical areas where the “three ethnic minorities” are relatively concentrated are three autonomous banners in Hulunbuir region of the Inner Mongolia, namely, Oroqen Autonomous Banner, Ewenki Autonomous Banner and Molidawa Daur Autonomous Banner [2]. Hulunbuir University, the only university in Hulunbuir region of China, is an important base for the activities aimed at cultural preservation of the three ethnic minorities. Putting forward an effective path for inheriting and innovating the cultures of three ethnic minorities has become an urgent problem that can be solved through the Art Design course taught at the Hulunbuir University School of Fine Arts, which. There is also a strong demand for university-level Art Design courses that have a focus on ethnical cultures.

While promoting cultural preservation, continuation and innovation, the Hulunbuir University School of Fine Arts combines art design teaching and the development of local ethnic cultures, and

aims to integrate the cultures of the three ethnic minorities into the modern art design teaching, and provide theoretical and practical basis for the inheritance and innovation of the three ethnic minorities' cultures. The Hulunbuir University School of Fine Arts has reformed the teaching program for Art Design majors, and made steps to develop the courses that focus on ethnic culture. The art design majors are encouraged to learn, understand, inherit, protect, reproduce and innovate the ethnic cultures of the three ethnic minorities in Hulunbuir region. This has positive impact on the inheritance, development, innovation and transformation of ethnic cultures in the underdeveloped areas in the north, especially those of the three ethnic minorities. It helps to localize the design, unite ethnic culture and design, and also stimulates the development of local industries and the economy. At the same time the course cultivates the talents and trains future specialists on the three minorities cultures that will serve well the needs of the Hulunbuir regional development. These are the developmental directions that have become prominent in the design education in the Hulunbuir University School of Fine Arts. Thus, the preservation and innovation of the three ethnic minorities culture and the art design education are inextricably linked together in the Hulunbuir University teaching programs.

As a rich fertile ground for art design teaching in the Hulunbuir University School of Fine Art, the cultures of three ethnic minorities have a profound influence on the modern art design teaching cultural extension. Art design education in Hulunbuir University can not only drastically improve the design skills of students majoring in art design, but also contributes to the cultural inheritance and preservation of the three ethnic minorities through curriculum teaching and media communication.

2. Innovation Paths for the Three Minorities' Culture in the Art Design Courses Taught at Hulunbuir University

The Hulunbuir University School of Fine Arts aims to integrate the colorful cultural resources of the three ethnic minorities in Hulunbuir and the art design education, cultivate high-quality innovative talents for the society as a result. From the perspectives of course contents, methods, modules, and localized education, the art design course is repositioned and adjusted according to the different training objectives. The structure of the course, from theoretical to practical teaching, provides a targeted solution to the problem of cultivating innovative skills among the students within the framework of university-level art design education and the context of the three ethnic minorities' cultural preservation.

First of all, the cultural elements of the three ethnic minorities are consciously brought into the original art and design courses. To innovate the design application with different projects the project teaching method is adopted. Secondly, in order to educate art design majors about the cultures of the three ethnic minorities, so as they could carry out design inheritance and innovation better, School of Fine Arts has established an on-campus cultural inheritance practice base and studio, and organizes internships with the local art studios that work on the three minorities' intangible cultural heritage preservation. Thirdly, School offers special courses on the inheritance and development of the three ethnic minorities' cultures, such as "The art of the three minorities", "Ethnic Art of the North" and "Chinese Ethnic Minorities Art Critique". The purpose is to let students become acquainted with the cultures of the three minorities and give them the instruments to apply this knowledge in creative design. Furthermore, the School of Fine Arts answers to the existing demand for the specialists that would work on cultural preservation, both practically and in the research field, while also hiring local inheritors of intangible cultural heritage of the three ethnic minorities and relevant research scholars as part-time teachers, and organizes in-depth exchanges with scholars in cultural studies of the three ethnic minorities in the region by holding academic

forums and seminars. These measures are the ways in which Hulunbuir University manages to bring the cultures of three ethnic minorities into the art design teaching process, and play an active role in promoting the exploration, protection, inheritance and innovation of the cultures of three ethnic minorities.

As far as the inheritance and innovation of the cultures of three ethnic minorities is concerned, the Hulunbuir University School of Fine Arts has been providing important support for the inheritance and innovation of local ethnic cultures by establishing values, imparting knowledge and skills, and guiding teachers and students to research, inherit and innovate the cultures of three ethnic minorities. It can be seen that the integration, inheritance and innovation of the cultural resources of the three ethnic minorities in art design teaching in Hulunbuir University is an important way to cultivate art design professionals with great design ideas, cultural design concepts and practical and technical skills. The cultures of the three ethnic minorities provide the research direction for the art design teaching in Hulunbuir University, and the art design courses point out the feasible way of sustainable protection and dynamic inheritance and development in various forms for the discovery, systematization and application of the cultures of three ethnic minorities.

3. The Innovative Methods of the Three Ethnic Minorities' Cultures in the Tourist Souvenir Design Course in Hulunbuir University

Education is the most influential way to inherit ethnic culture and art. Art design education interprets the spiritual essence and contents of ethnic culture through the visualization of the ethnic culture [3]. Hulunbuir University, as the only college in Hulunbuir region, has the responsibility of inheriting and innovating the local ethnic cultures through its art design courses. The art design major course of Hulunbuir University meets the needs of the times and the developmental needs of cultural tourism industry in Hulunbuir region. To improve the professional and cultural quality of design education in an all-round way and achieve a good educational effect, the tourism souvenir design course is reformed and innovated.

Traditionally, the teaching process during the tourist souvenir design course offered by the Hulunbuir University School of Fine Arts is as follows: teachers give lectures on the theoretical knowledge of tourist souvenir design, so that students can understand design and development process of tourist souvenirs, master the design principles and methods of souvenir design and, finally, design souvenirs themselves. In recent years, this traditional approach was changed, and the cultural elements of the three ethnic minorities were integrated into its structure. Starting with understanding regional cultures of the Hulunbuir region, the design of tourist souvenirs is integrated with the regional ethnic culture, and thus is closely linked with the very essence of regional ethnic cultures of the Hulunbuir region. Thus, the course deepens students' understanding of the traditional cultures of the three ethnic minorities, establishes students' confidence in the ethnic culture of China, and provides ideological and political education. This also fully reflects that the Hulunbuir University School of Fine Arts adheres to the important thought of the State Chairman proposed in the 2016 National Conference on Ideological and Political Work in Colleges and Universities, namely "we should take moral education as the central link, carry out ideological and political work throughout the whole educational process, and realize the whole-process and all-round education" [4].

On the basis of inheriting the cultures of three ethnic minorities, this course innovates the cultures of the three ethnic minorities. In the *Integration and Identity: Inheritance and Path of Cultures of Three Ethnic Minorities*, Sun Jieyuan emphasized that the inheritance of cultures of the three ethnic minorities is the replication, reproduction and reorganization of ethnic cultural elements [5]. Based on the author's opinion, the innovation of the cultures of three ethnic minorities is the

redesign process of copying, deconstructing and reorganizing the cultural elements of the three ethnic minorities. To complete this innovation process, the course adopts such teaching instruments as the case method, project-based learning and many others. In terms of the teaching resources, the Internet resources are used to teach students the basic knowledge about the design of tourist souvenirs. For offline resources, students are guided to understand the cultures of three ethnic minorities in Hulunbuir region. They are required to apply various research methods, including literature research, field investigation and statistical analysis, so as to carry out an inquiry into the contents, types and forms of cultural resources of the three ethnic minorities and prepare a detailed research report. After isolating the core elements and forms of the three ethnic minorities' cultural resources, students learn to transform and incorporate them into design elements of tourist souvenirs. Therefore, the research of the ethnocultural resources defines both the contents and the form of the design course, gives students the means to fully understand the three minorities' cultures as they come up with the tourist souvenirs creative design while simultaneously realizing the inheritance and innovation of the three ethnic minorities' cultures.

4. Conclusion

The tourist souvenir design course in Hulunbuir University, taking the cultures of three ethnic minorities as the starting point, links the regional ethnic cultures of Hulunbuir region with the local university-level art design courses and allows for the exploration of new tourist souvenir design teaching ways and ideas. The improvement of the teaching contents, methods and modes of tourist souvenir design courses will help guide students to design tourist souvenirs with regional ethnic cultural characteristics that adapt to modern aesthetic standards and cultivate excellent design talents with comprehensive quality, innovative spirit and strong practical ability for the development of cultural tourism in the Hulunbuir region. These will promote the protection, inheritance and innovation of the three ethnic minorities' cultures in Hulunbuir. At the same time, faced with increasingly fierce competition in the tourism market, encouraging students to successfully develop tourist souvenirs with cultural characteristics of the three ethnic minorities of the Hulunbuir region is also of great value to the development of local tourism.

References

- [1] Chen Ye, Wang Yi. (2019) *The value of traditional culture of ethnic minorities in contemporary society — Taking the traditional culture of Daur nationality, Ewenki nationality and Oroqen nationality in Inner Mongolia as an example*, *Heilongjiang Ethnic Series*, 6, 132-135.
- [2] Li Chunhui, Huang Yan. (2016) *Constructing the curriculum system of ethnic culture, highlighting the characteristics of "three little" ethnic education*, *Journal of Inner Mongolia Normal University*, 5, 90-92.
- [3] Lu Xiaoyun. (2009) *Inheritance and application of ethnic culture in art design education*, *Journal of Nantong University*, 4, 81-84.
- [4] Ministry of Education, State Chairman stressed at the National Conference on Ideological and Political Work in Colleges and Universities that ideological and political work should be carried out throughout the whole process of education and teaching to advance the development of higher education in China [EB]. URL: http://www.moe.gov.cn/jyb_xwfb/S6052/moe_838/201612/t20161208_291306.
- [5] Sun Jieyuan, Liu Yuanjie. (2012) *Integration and identification: inheritance and path of minority culture*. *China Ethnic Education*, 1, 8.