

Research on the Cultivation Mode of Innovation and Entrepreneurship Education of Art Design Major in Colleges and Universities in the New Era

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Abstract: As a talent training mode combining innovation ability and creativity, the innovation and entrepreneurship education of art design major in colleges and universities generally lacks excellent teachers, diversified teaching platforms, clear training objectives and curriculum system, innovation awareness and practical training. Therefore, the effective way for colleges and universities to improve the talent training mode of art design specialty is to improve the talent training system suitable for entrepreneurship education, update the talent training concept, and explore a diversified entrepreneurship practice platform and a new type of teachers for innovation and entrepreneurship education.

1. Introduction

Art design major in the new era is a comprehensive major that needs more attention to innovation and entrepreneurship education talents. However, the previous talent training model for art design majors in colleges and universities paid too much attention to exam oriented education, often cultivating some students with good performance but low practical ability, which runs counter to the purpose of education in the new era of improving practical ability. At the same time, the society's requirements for the training of entrepreneurial talents are also gradually improving. With the in-depth development of mass entrepreneurship and innovation, colleges and universities in the new era should shift the focus of education to the exploration of innovative and entrepreneurial talent training to meet the needs of social development.

2. The connotation and value of entrepreneurship education for art design majors in colleges and universities

2.1. The connotation of entrepreneurship education in art design

Art design is an applied subject with very high social demand at present, and it is also an interdisciplinary subject with strong comprehensiveness involving science, technology, economy, technology, market and other factors. Its application and creativity, which are based on design practice, are the core of art design. As a kind of quality education, entrepreneurship education is not just a simple course. It needs a systematic, complete and effective talent training model as a support, and supports specific professional inquiry and systematic theoretical discussion. Through the effective

development and practice of the new talent training model, the entrepreneurship education of art design major has effectively improved the students' innovation spirit, strengthened their practical ability, and gradually cultivated a mature entrepreneurial awareness. On the whole, the entrepreneurship education of art design major in colleges and universities integrates entrepreneurship education with the actual national conditions. It closely follows the pace of the transformation of an innovative society, and places the innovative spirit of training art design talents at the key strategic position of teaching, so as to meet the needs of social development in the spirit of innovation and entrepreneurship, and cultivate composite art design professionals for the industry and society.

2.2. The value of entrepreneurship education in art design

The value of entrepreneurship education lies in opening up the vision of college students, guiding them to become familiar with and integrate into the changing social environment, constantly strengthening their innovation spirit, improving their innovation ability, helping students to hold strong talent competitiveness after entering the society, and having alternative multiple employment channels. All the above require college teachers to explore new teaching models, change traditional and old teaching concepts, focus on cultivating students' social entrepreneurship practice ability, and let students master more practical skills in the learning process.

First of all, teachers should synchronize with the social needs, develop a teaching mode of exclusive art design professional courses for college students, and help students track the current social information in real time while imparting students' professional knowledge and improving their professional skills, so as to do a good job of assisting students in their innovation and entrepreneurship journey. Secondly, students' insight and imagination should not be ignored, especially for market changes.[1] Only by finding the right point can we seize entrepreneurial opportunities. Finally, we should guide the students to realize the risks of entrepreneurship. They will not shrink when encountering practical problems, but have a clear consciousness to solve problems. At the same time, each college should further support and help college teachers to carry out entrepreneurship education by holding entrepreneurship lectures, entrepreneurship competitions, enterprise visits and other activities, so that students can truly understand the market, grasp the development direction of social entrepreneurship in real time, and create a good atmosphere for entrepreneurship education.

3. The current dilemma of entrepreneurship education for art design majors in colleges and universities

At present, there is a great demand for art design talents in the society. The rapid development of social economy also requires that art design students have both innovative thinking ability and good professional knowledge, and have their own unique mature views on humanities, science and technology. At present, the society is in urgent need of high-quality art design professionals, but the output of students from colleges and universities cannot meet the social needs in terms of both quality and quantity, lagging behind the development of society, resulting in an unbalanced talent supply structure. To be specific, the problems of entrepreneurship education in art design major mainly include the following aspects.

3.1. The talent training objectives and curriculum system are not clear enough

At present, although application-oriented colleges and universities have been actively promoting innovative talent training plans based on economic and social needs, due to the constraints of the original training system, the implementation status quo is not optimistic, nor can it meet the actual

needs of society for innovative talent training. On the basis of determining the training objects, establishing a scientific and reasonable teacher training plan, as well as establishing and implementing the corresponding curriculum system is an important basis for the entrepreneurship training of art design teachers, but it also relates to the healthy growth of art design teachers. Innovation and employment should be based on market demand, and its root is the need for talent training and social development. Therefore, it is proposed that talent training methods must be based on the objective needs of the market, investigate and analyze from multiple angles and directions, and explore and summarize reasonable and feasible programs and teaching models. The training objectives of qualified talents should include the post requirements for employment of art and design majors, as well as the requirements for the quality of talents and professional and technical abilities that meet the post requirements.[2] At the same time, the training objectives of qualified talents should be reflected in the teaching system and teaching content. In the stage of teaching implementation, colleges and universities should adjust their teaching methods in a timely and reasonable manner with the development of society, so that the talents they cultivate can meet the market demand, which shows the foresight and progressiveness contained in entrepreneurship education.

3.2. Lack of excellent teachers and diversified teaching platforms

We can draw a conclusion through horizontal comparison that most of the teachers of art design major in colleges and universities do not have actual social work experience outside the campus. They usually go to colleges and universities to teach directly after graduation, and their social practical experience and understanding of the social market are generally insufficient. Many teachers still follow the traditional education model, and do not pay enough attention to students' personality and creativity. Only some theoretical knowledge marked in books are taught to students, and they can't transfer key innovation and entrepreneurship knowledge and skills like students. This kind of teacher restricted by traditional education mode is difficult to create a good entrepreneurial education environment for students. Their teaching on entrepreneurial practice is generally superficial, let alone the actual teaching of relevant experience. The lack of teachers is the cause of the above problems.[3] The lack of teachers has become the loophole of entrepreneurship education talent training. At the same time, attention should also be paid to the lack of diversified practice platforms for entrepreneurship education. Application and practicality are the characteristics of the art design major. However, most of the current courses involving application and practicality in the art design major in most colleges and universities are superficial and in a teaching state of hasty work, which directly leads to the derailment of the entrepreneurial education practice activities of college students from the social reality.

3.3. Lack of innovation awareness and practice

With the change of China's economy, the demand for art design talents is gradually increasing, and the enrollment scale of each university is also expanding. However, it is worth noting that the lack of teaching contents related to innovation awareness and practical ability leads to the fact that the training of professional talents in colleges and universities cannot meet the needs of social development. The progress of the times cannot be separated from the effective promotion of innovation consciousness, and art design professionals are one of the driving forces of social development. Therefore, today's society is in urgent need of art design professionals with innovative spirit, and the in-depth implementation of entrepreneurship education in art design majors in colleges and universities is conducive to improving the innovation spirit and innovation entrepreneurship ability of college students. The development of entrepreneurship education should be professional oriented, innovative as the soul, market as the wing, and entrepreneurial as the chain. It will stimulate

students' innovative and entrepreneurial spirit as the teaching goal, and strive to improve students' entrepreneurial enthusiasm.

4. Research on the mode of entrepreneurship education for art design majors in colleges and universities

4.1. Innovating talent training objectives and curriculum system

In order to change the traditional talent training mode, the art design major in colleges and universities should first establish the correct talent training direction and goal, and then find out a practical talent training program on the premise of considering the market demand after multiple surveys and considerations. When setting the talent training goal, we should take cultivating innovative higher design talents as the main purpose, gradually change the traditional design teaching ideas of the school, and strive to improve the innovation ability and employment awareness of graduates. The innovation of entrepreneurship education mode of art and design institute should cultivate enterprise market knowledge, serve the enterprise market through market research and industry analysis, and achieve synchronous integration with enterprise product demand from a deeper level. At the same time, in the construction of a new curriculum system, it is necessary to recruit or invite experts and scholars from relevant peers and enterprises to participate in teacher training and the formulation of relevant curriculum systems, so as to bring the latest news from the front line of the design industry into the content learned in the classroom, and introduce the curriculum system with the help of joint research and development projects and the latest research projects faced by current enterprises and industries. Through the information feedback of experts and scholars in the industry, and drawing on their instructive suggestions, gradually modify and improve the teaching plan and talent training mode, so as to facilitate the overall design of professional curriculum and the overall goal of entrepreneurship talent training. We must also realize that the research on market economy does not mean that the teaching of art design is completely dependent on the market economy, but needs to follow the basic laws of art design teaching and pay attention to the influencing factors of market economy on the teaching of art design, so as to establish a new training system for independent entrepreneurs.

4.2. Reforming the content and methods of entrepreneurship education

To develop entrepreneurship education, we must insist on taking students as the center, highlight the teaching concept and teaching method of entrepreneurship education at all times according to the market guidance, and try our best to meet the main trend of social development and the main needs of students' entrepreneurship and employment. In the professional classroom, the starting point is to improve students' professional and technical abilities, and at the same time, the quality education and skills teaching content that entrepreneurial talents need to develop are integrated. First of all, we should fully investigate and understand the current social industry market information, and on this basis, we should define the curriculum content and outline of art design major, and constantly optimize and integrate the curriculum teaching plan; Secondly, we should integrate design aesthetics, marketing and other contents in the teaching process, improve the compatibility of the curriculum system of art design specialty, and expand students' knowledge to the greatest extent to further improve students' overall ability and comprehensive quality for employment and entrepreneurship in the future. Finally, the theory and practice should be developed together. When changing the teaching curriculum of art design specialty, the two should go hand in hand to achieve the sustainable and healthy development of efficient art design specialty education.

4.3. Building a "studio system" entrepreneurship education platform

The entrepreneurship education platform of "studio system" endows college teachers with more identities. Teachers should not only impart knowledge but also manage the "studio". In this process, professional teachers can give play to their subjective initiative to teach students. Building a "studio system" teaching platform has strengthened the dialogue channel and communication time between teachers and students to a certain extent. Teachers have more time and space to guide students and form in-depth insights into entrepreneurship education with the support of professional knowledge. In the "studio", the teacher seems to have become a professional consultant, playing its role of "guidance". At the same time, the relaxed and practical teaching environment in the "studio" is conducive to the cultivation of entrepreneurial talents, and is of great benefit to the cultivation of students' innovation spirit, entrepreneurial practice management ability, etc.

5. Conclusion

To sum up, at present, one of the key points for the training of art design professionals in colleges and universities is to improve the quality of entrepreneurship education. Entrepreneurial education is a new teaching concept developed by the art design major in colleges and universities in the new era. Its adaptation to the general trend of social development is one of the key issues that should be considered by colleges and universities and college teachers in the future education reform. In the future, colleges and universities are committed to breaking the shackles of the traditional education model, focusing on how to effectively integrate innovation and entrepreneurship education into the teaching system. Only by practice can we gain true knowledge, and only by constantly exploring and summarizing experience in practice can we effectively cultivate students' innovation and entrepreneurship ability. The construction of entrepreneurship education system can effectively enhance the entrepreneurial ability and awareness of college art design professionals, and provide high-quality art design talents for the society.

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