

Research on the Teaching Mode of Art Design Major

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Abstract: With the gradual deepening of curriculum reform, the implementation of the curriculum, which has received less attention, has attracted more and more attention from educational practitioners and theoretical researchers. The implementation of creative-oriented curriculum refers to the process in which teachers and students integrate existing curriculum reform plans on the basis of existing knowledge, experience, ability, skills and wisdom according to their actual situation and needs, and jointly invent, build, construct, create and naturally generate new educational experiences. This paper tries to study the teaching mode of art design major based on the creative orientation under the background of "double heights", and discusses the meaning of teachers' misconduct in the implementation of creative orientation courses. The introduction of famous teachers' studios can not only help colleges to reform the studio teaching mode based on "double heights", but also transform it into practical experience in the process of curriculum creation through the common explanation of the scheduled curriculum plan, thus giving it real individual significance.

1. Introduction

In the Implementation Plan of the National Vocational Education Reform, promoting the integration of industry and education and dual education are regarded as important educational reform tasks. In this context, the school-enterprise cooperation development strategy is proposed. With the gradual deepening of the curriculum reform, the curriculum implementation, which has received less attention, has also received more and more attention from educational practitioners and theoretical researchers. Creation-oriented curriculum implementation, in short, is curriculum implementation with curriculum creation as the orientation. The implementation of creation-oriented curriculum specifically refers to the process in which teachers and students integrate existing curriculum reform plans on the basis of existing knowledge, experience, ability, skills and wisdom, and jointly invent, construct, construct, create and naturally generate new educational experience according to their actual situation and needs in the educational context [1]. The "double high" also clearly proposes that vocational colleges should strengthen cooperation with enterprises, and form a community of shared future between schools and enterprises through the deep integration of the two in talent training, curriculum education, technological innovation, employment and entrepreneurship. "Double high" refers to the construction plan of high-level schools and specialties with Chinese characteristics, the main content of which is to establish a number of world-class universities and backbone specialties. It can be seen that school-enterprise cooperation is the inevitable trend and

necessary path for the reform and development of modern universities [2].

The creative orientation of the implementation of the curriculum of art design can effectively improve teachers' practicality, creativity and professional reflection ability. Therefore, understand the essence and practical value of the creative orientation. In this regard, colleges and universities need to base on the "double high plan", start with the school-enterprise cooperation, realize the cultivation of new talents with the help of the strength of enterprises, solve the employment problem of art and design graduates, and pool the strength of the community of destiny of colleges and industry, which is of great significance to promote the teaching mode of art and design professional courses and the development of industrial economy [3-4]. It is of great significance to explore the difficulties and causes of teacher education curriculum and promote teacher education curriculum to the way it should be. This paper tries to study the teaching mode of art design specialty curriculum based on the creative orientation under the background of "double high", discuss the meaning of teachers' improper behavior in the implementation of creative orientation curriculum, analyze its causes, and propose corresponding corrective measures.

2. Overview of "Double Height" Theory

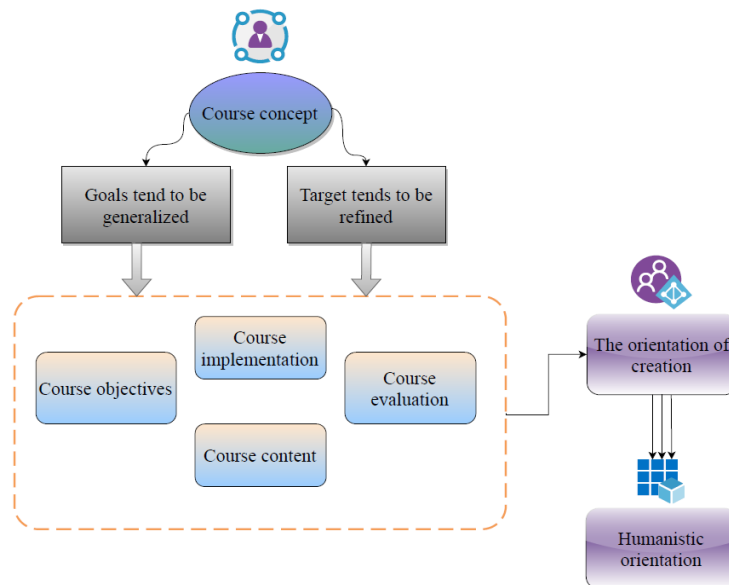


Figure 1: Teaching mode of art design courses

The studio teaching model reform under the background of "double high" should focus on changing the traditional curriculum construction concept, vigorously promoting curriculum reform and innovation, encouraging teachers to constantly innovate teaching methods, and multi-dimensionally improving teachers' comprehensive level and students' autonomous learning ability [5]. In the current era, with the inheritance and innovation of China's high-end manufacturing industry and traditional craftsmanship, the industrial form is constantly upgrading and innovating. The goal of the curriculum of art design has always been an important issue concerned by thinkers and educators. "The purpose of education is a value orientation about the expected results of the education process". The curriculum objectives formulated should be "good at opening up the field of spiritual development for every student, even the most mediocre students with the most difficulties in intellectual development, so that he can reach the peak in this field. The teaching mode of art design specialty curriculum is shown in Figure 1.

The studio teaching mode under the background of "double high" should put teachers in the

position of tutors completely, break the traditional teaching method of teachers teaching students knowledge only, and let teachers go deep into the student group, communicate with students at any time, and jointly complete the art design project. Therefore, the demand for high-quality, high-skilled and high-quality talents is also increasing. The demand for skilled talents in the economic society is increasingly urgent. High-quality skilled talents have become the core factor in the competition of major enterprises [6].

3. The Significance of School-enterprise Cooperation between College Art Design and Specialty under the Background of "Double High"

In the technical route of "double high", open cooperation is a particularly important path. In the process of responding to the call of "double high plan" and implementing the measures of "double high plan", art design major in higher vocational colleges must realize the importance and necessity of open cooperation. Teachers and learners take the common educational object as the intermediary, and through the "subject-subject" communication activities with the help of linguistic or nonverbal symbol systems, the equal dialogue and communication between the subjects are realized, thus realizing the construction of learners' perfect spiritual world. As a teacher, you can't stick to the presupposition, "follow the map" and advance mechanically along the fixed line. Instead, you should be able to capture all kinds of growth factors sensitively while implementing the presupposition, and be good at integrating all kinds of contingencies and accidents into your own presupposition, so that the classroom can show tension and vitality and produce "spillover effect" beyond the preset [7-8]. Learners have the ability to question and challenge the school's norms and culture, and will not accept everything uncritically or recognize the ideas and ideas accepted by colleagues around them.

"Double High" requires a sound multi-input mechanism, including encouraging industries and enterprises to actively participate in the project construction and education reform of art design specialty in higher vocational colleges by means of co-construction and co-education, and clearly putting forward relevant policies and systems, which plays an important role in promoting the reform and innovation of art design specialty teaching in higher vocational colleges. Combine presupposition and generation organically, always pay attention to listening and observing, discover students' puzzles and problems in time, capture and accurately identify all kinds of valuable information, seize the opportunity to adjust countermeasures, improvise, and timely and appropriately correct presupposition [9]. The learner's reflection should begin with his confusion and doubt about what he has experienced in the course. This confusion and doubt will lead to the teacher's inability to solve the problem immediately, and urge the individual to look back and analyze his own experience during or after the activity.

4. Under the background of "double high", the reform path of the teaching mode of art design specialty based on the creative orientation

4.1 Building a "double qualified" teaching staff

Develop new recruitment channels for teachers and introduce more excellent teachers. The direct introduction of excellent graduates from colleges and universities to expand the teaching staff can easily lead to the lack of practical ability of the teaching staff, but the excellent art designers of enterprises lack the theoretical knowledge of education and teaching, and are not competent for teaching work. The behavior of curriculum, students and teachers caused by teachers in the process of implementing the creation-oriented curriculum is a complete process composed of the joint action of the objectives, processes and methods of curriculum implementation [10]. The creative orientation is not the negation and exclusion of faithfulness orientation and mutual adaptation orientation, on the

contrary, it is the tolerance and transcendence of both.

Under the care of the concept of creative orientation, the curriculum of teacher education also has certain changes. Before exploring the development path of teacher education, we need to have a clear understanding and grasp of the connotation and characteristics of creative orientation. The single carrier of creation narrows the connotation of creation, narrows the channel of creation, limits the creation that could have been carried out in many ways to the current teaching, reduces the achievements of creation, and makes teachers and students unable to fully exercise and improve [11].

4.2 Construction of teaching resource database

In the context of "double high", the reform of the teaching mode of art and design professional studios should strengthen the construction of professional teaching resource database, and work with enterprises to build a network teaching platform for resource sharing. Building high-level professional groups is particularly important. Through school-enterprise cooperation, we can achieve close docking with industry, dynamic adjustment, and structural optimization. Entering can promote the construction of high-level art and design professional groups in higher vocational colleges. Everything happens in a certain carrier. If you leave the carrier, it will have no object to rely on. Creativity also needs a certain carrier, that is, where to carry out innovation [12-13]. In real classroom teaching, there are many reasons that lead to the extreme of faithfulness orientation, such as some young teachers who have just taken up the job experience is not enough, old teachers who have been engaged in education for a long time have job burnout, and the content of implementing faithfulness orientation in art design professional courses is shown in Figure 2.

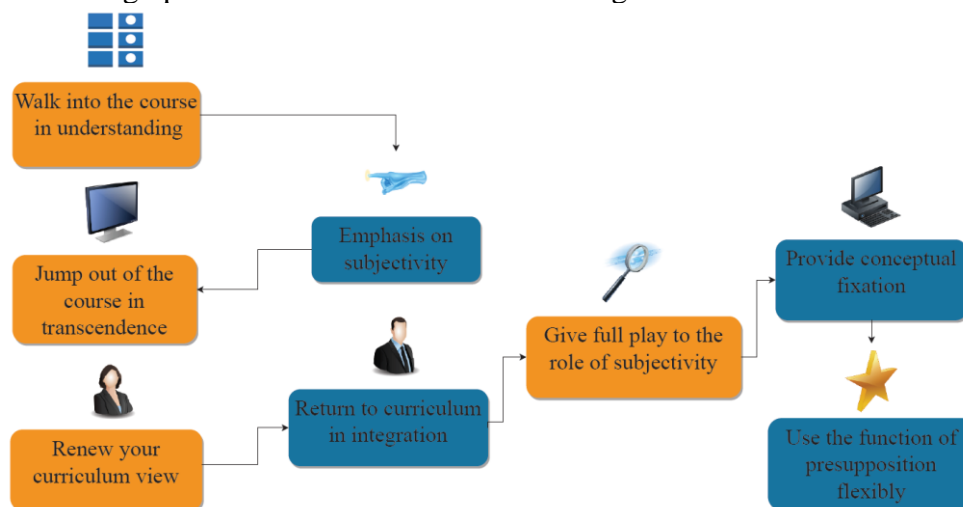


Figure 2: Faithful orientation content of art design curriculum implementation

Curriculum implementation from loyalty orientation to mutual adaptation orientation, and then to creation orientation, means the development direction of curriculum reform from pursuing technical rationality to pursuing practical rationality, and then to pursuing liberation rationality. The basic characteristics of the orientation of curriculum creation are mainly manifested in the understanding of curriculum plan, curriculum reform and the roles of teachers and students. In addition, higher vocational colleges and enterprises should work together to create high-quality online courses and share them on the online teaching platform, breaking the one-to-many situation of traditional studio teaching and opening up new knowledge learning channels for students, which can not only maximize the use of high-quality teaching resources, but also effectively improve teaching efficiency.

4.3 Deepen school-enterprise cooperation

Under the background of "double high", reforming the teaching mode of art and design professional studios in higher vocational colleges can achieve cooperation in project research and design innovation with the help of the famous teachers' studio platform, and integrate campus culture and corporate culture. In this case, even if there is innovation, the efficiency of innovation is low and the quality is not high. The unclear method of creation makes teachers lose the methods that can be used to create, which inevitably leads to the lack of scientific nature of teachers' creation, or even the lack of creation. Through the creation or creation of the original curriculum plan, the ideal curriculum plan can be implemented into the actual curriculum form. The creative orientation needs to have a full understanding and grasp of the original curriculum plan, and is not a groundless and meaningless extension.

The development of art and design education is not only to cultivate more excellent art and design professionals for the society, but also to provide technical skills and innovative social services for the development of art and design industry. The introduction of famous teachers' studio can not only help colleges and universities to reform the studio teaching mode based on "double high", but also transform it into practical experience in the course of curriculum creation through the joint interpretation of the scheduled curriculum plan, so as to endow it with real personal significance. It can also create a high-quality design environment for well-known designers of art and design, and provide professional conditions for their product development and technology manufacturing.

5. Conclusions

Under the background of "double high", it is an important embodiment that art design majors actively explore the mode of school-enterprise cooperation and strengthen the integration of production and education to serve the country, regional economy and enterprise development. The organic integration of loyalty orientation and creativity orientation can realize the "wonderful" of "appointment" and return to the current new curriculum concept in the harmonious symbiosis between the two sides. Analyze and demonstrate the significance, experience and effect of the implementation theory of creative orientation curriculum in theory and practice; It is also possible to release and transmit the theory of the implementation of the creative orientation curriculum to the public on the Internet with the help of modern means such as the Internet. School-enterprise cooperation is a complex, systematic and long-term project, especially in the context of "double high plan", which also puts forward higher requirements for school-enterprise cooperation, so colleges need to be based on the educational requirements and development needs of art design majors. Teachers should actively integrate into the main contents of art design courses, and teachers themselves need to innovate teaching methods in order to improve teaching effect. The course teaching of art design specialty is an important foundation for the development of various disciplines, which makes teachers' teaching show the unity of science and artistry, promotes the overall development of students and reshapes the new concept of classroom teaching.

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2) Project No.: 2022JYYJ01 Research on the Development and Teaching of Innovative and Creative Basic Courses for Art Design Majors in Higher Vocational Colleges under the Background of "Double High Plan."

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