

# *Thinking and Exploration on the Construction of Applied Discipline of Design Aesthetics in Local Colleges and Universities*

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**Abstract:** Based on the actual demand and development trend of applied discipline construction of design aesthetics in local universities, this paper discusses a series of methods and strategies. Through the thinking and exploration of orientation and planning, the construction of teaching staff, curriculum setting and updating, practical teaching and practice, international exchange and cooperation, social demand investigation and cooperation, academic research and achievement transformation, some effective strategies for building this discipline are put forward.

## 1. Introduction

With the rapid development of social economy and the continuous progress of science and technology, design aesthetics has been widely used in various fields. As an important position to cultivate applied talents, local colleges and universities have the responsibility to promote local economic development and social progress. It is of great significance for local colleges and universities to build an applied discipline of design aesthetics with superior characteristics and adapting to market demand. The purpose of this paper is to explore the thinking and exploration of the application-oriented discipline construction of design aesthetics in local universities, and to provide some effective strategies for the relevant universities to build this discipline.[1].

This paper will think and explore the construction of applied discipline of design aesthetics in local universities from many angles. We will pay attention to the determination of discipline orientation and characteristics, the optimization of teaching staff construction, the adjustment of curriculum setting and updating, the development of practical teaching and project cooperation, the promotion of international exchanges and cooperation, the deepening of social demand research and cooperation, and the support of academic research and achievement transformation. By comprehensively applying

these strategies and methods, local colleges and universities can effectively improve the quality and influence of applied disciplines of design aesthetics.[2].

The purpose of this paper is to provide some useful thoughts and feasible strategies for the construction of applied disciplines of design aesthetics in local universities, to help local universities better meet the market demand, and to cultivate outstanding design talents with innovative spirit and practical ability. At the same time, it is expected that through these explorations and practices, the applied discipline of design aesthetics will develop rapidly in local universities and make positive contributions to local economic development and social progress.[3].

## 2. The characteristics and problems of the applied discipline of design aesthetics in local universities.

### 2.1. Characteristics of applied disciplines of design aesthetics in local universities

Compared with the traditional theory-oriented discipline, the applied discipline of design aesthetics pays more attention to the cultivation of practical operation and application ability. Students will be exposed to a large number of practical cases and projects in the course, and improve their design skills and aesthetic expression ability through practice. In the applied discipline of design aesthetics, students need to master knowledge and skills in many fields, such as visual art, color science, modeling design and so on. Students need to have interdisciplinary thinking ability, and be able to organically combine knowledge and skills in different fields to carry out innovative design.[4]. Under the background of globalization, the design industry has become an international field, and students need to understand the aesthetic concepts and design styles in different cultural backgrounds. Therefore, the applied disciplines of design aesthetics in local universities usually actively carry out international exchanges and cooperation, invite famous designers at home and abroad to give lectures, organize students to participate in international design competitions and exhibitions, and enhance their international vision and cross-cultural communication ability. Students need to have innovative thinking and problem-solving ability. We need to constantly explore and try new design concepts and methods, apply aesthetic principles to practical projects, and solve design problems in real life (Figure 1).[5].

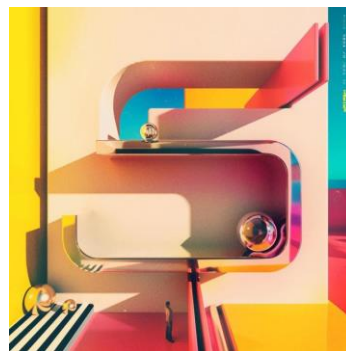


Figure 1: Performance of Design Aesthetics

In addition, the applied disciplines of design aesthetics in local universities usually establish close cooperative relations with local design enterprises and research institutions. Students will have the opportunity to participate in the R&D and design of practical projects during their school days, and have in-depth exchanges with professionals in enterprises and research institutions to enhance their practical ability and employment competitiveness.[6].

The characteristics of the applied discipline of design aesthetics in local universities are mainly embodied in practice and application, comprehensive ability, cross-cultural communication,

innovation and practice ability, and the combination of Industry-University-Research. These characteristics enable students to better adapt to the needs of the design industry and make positive contributions to social and economic development (Figure 2).[7].

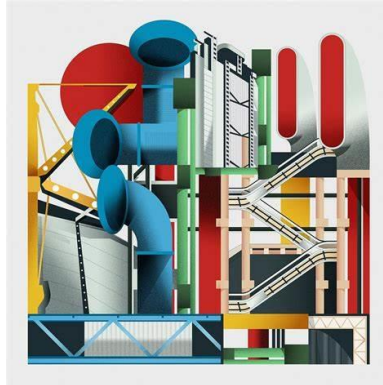


Figure 2: The application of design aesthetics in the construction industry

### Problems existing in the applied discipline of design aesthetics in local universities

The applied discipline of design aesthetics in local universities faces some problems in the development process, which may involve teaching, research, talent training and other aspects. Such problems will be elaborated in detail below (Table 1).[8]

Table 1: Form1 Problems existing in the applied discipline of design aesthetics in local universities

Specific issues	Specific content
Insufficient educational resources	Because of geographical location and economic conditions, the applied discipline of design aesthetics in local universities often cannot obtain enough educational resources. Compared with some famous schools or key universities, there may be a big gap in the investment of teachers, facilities and teaching materials in local universities, which leads to the failure to reach the ideal level of teaching quality.
The discipline construction is not perfect.	Because of the particularity of the applied discipline of design aesthetics, it needs to cover the knowledge and skills of many disciplines. However, some local universities have failed to form a complete system in discipline construction, lacking systematicness and depth, and the curriculum and teaching content sometimes cannot meet the needs of students. In addition, discipline construction needs to be closely combined with the development trend and demand of the industry in order to cultivate professionals who can meet the market demand.[9].
Lack of practical links	The applied discipline of design aesthetics is characterized by emphasizing the cultivation of practical ability, but in local colleges and universities, due to the constraints of conditions, the practical link may be insufficient. Students' practical operation and project experience are limited, so they can't really exercise their solid technical and innovative abilities. This is a great challenge for students, and it will also affect their future employment competitiveness.
The integration with the industry is not high.	Students majoring in applied design aesthetics in local universities often face the problem of difficult employment after graduation. On the one hand, the relationship between schools and enterprises and institutions is not close enough, and there is a lack of effective practice bases and internship opportunities; On the other hand, there is a certain gap between students' professional quality and market demand, which leads to the employment situation is not optimistic. Therefore, local colleges and universities need to establish closer ties with related industries, strengthen the combination of Industry-University-Research, and provide more internship opportunities and employment assistance to improve students' employment competitiveness.[10].
The research level is relatively low	The applied discipline of design aesthetics in local universities is often relatively weak in scientific research. Due to the limited resources and teachers' limited scientific research conditions and time, it is difficult to carry out in-depth research work. This leads to the weak innovation ability and influence of the discipline, which cannot make greater contributions to the development of the industry and social progress.[11].
Students are under great competitive pressure.	Students need to have solid basic knowledge and skills and accumulate practical experience in advance in order to take an advantage in the job market. On the other hand, compared with other disciplines, the employment opportunities of applied disciplines of design aesthetics are relatively few, and graduates have to face greater employment pressure.

### 3. The principle and necessity of building an applied discipline of design aesthetics in local universities.

#### 3.1. Principles of building an applied discipline of design aesthetics in local universities

When building an applied discipline of design aesthetics in local universities, we need to follow the following principles.

**Market-oriented principle:** the construction of applied discipline of design aesthetics must be market-oriented and closely combined with the actual situation of local and industry. Through cooperation with enterprises and trade associations, we can understand the market demand for talents and future development trends, and adjust the curriculum and training objectives.[12], so that students have professional knowledge and skills that meet the market demand.

**Principle of international vision:** Design aesthetics is a cross-cultural field, so discipline construction should pay attention to the cultivation of international vision. Local colleges and universities should actively participate in international exchanges and cooperation, invite famous designers at home and abroad to give lectures, introduce advanced foreign educational resources and research results, and expose students to design concepts and innovative thinking in different cultural backgrounds.

**Principle of practical teaching:** The characteristic of the applied discipline of design aesthetics is to emphasize the cultivation of practical ability, so we should pay attention to the setting and implementation of practical links in teaching. Students should have the opportunity to participate in the design and development of practical projects, and exercise their technical and innovative abilities through practice. Schools should establish close cooperative relations with enterprises and institutions, provide internship and employment opportunities, and strengthen the integration of Industry-University-Research.

**Principles of cultivating innovative ability:** The applied discipline of design aesthetics should focus on cultivating students' innovative thinking and problem-solving ability. Schools should encourage students to carry out innovative design practice in the course, provide training and support for innovation and entrepreneurship, and guide students to develop the ability of independent thinking, independent learning and teamwork.

**Principle of improving professional quality:** The applied discipline of design aesthetics in local universities should pay attention to improving students' professional quality and comprehensive ability. Besides imparting professional knowledge and skills, we should also cultivate students' aesthetic consciousness, artistic accomplishment and humanistic quality. Students should have solid basic knowledge, master the latest technology and methods in the industry, and also have good interpersonal and communication skills.

**Principles of teaching staff construction:** Teachers are the core strength of discipline construction, and local colleges and universities should pay attention to optimizing the structure of teaching staff to attract and train high-level teaching and research personnel. Schools should strengthen the training and exchange of teachers, provide good educational resources and scientific research conditions, encourage teachers to actively participate in academic research and practical projects, and provide high-quality teaching and guidance for students.

Therefore, market orientation, international vision, practical teaching, cultivation of innovative ability, improvement of professional quality and construction of teaching staff are important principles when building an applied discipline of design aesthetics in local universities. By following these principles, local colleges and universities can better meet social needs and cultivate high-quality applied talents of design aesthetics to adapt to market development.[13].

### 3.2. The necessity of building an applied discipline of design aesthetics in local universities

It is necessary to build an applied discipline of design aesthetics in local universities, which is mainly reflected in the following aspects:

**Training professionals:** The professionals trained by the applied discipline of design aesthetics are the core force to meet the needs of society for design and aesthetics. The applied discipline of design aesthetics can combine art and design, cultivate students' comprehensive quality in creative thinking, aesthetic consciousness and communication ability, and make them become professionals with interdisciplinary background and practical operation ability. These talents will be able to promote design innovation and aesthetic application in all walks of life and bring new impetus to social development.

**We need to promote industrial innovation and upgrading:** The construction of design aesthetic application disciplines in colleges and universities can promote industrial innovation and upgrading. By cultivating professionals with design aesthetics theory and practical ability, the level of product design and brand image of enterprises can be improved, and the added value and market competitiveness of products can be increased. In addition, the applied discipline of design aesthetics can also promote the development of cultural and creative industries, cultivate a group of creative and internationally competitive designers and artists, and promote the prosperity and innovation of cultural industries.[14].

Table 2: Exploration on the Construction of Applied Discipline of Design Aesthetics in Local Colleges and Universities

Specific method	Specific content
Positioning and planning	First of all, we must determine the orientation and planning of this discipline. According to the local development demand and market demand, the training objectives, specialty setting and curriculum system of the discipline are defined. Considering the local industrial structure and employment market, the characteristics and advantages of the discipline are determined, and it is coordinated and connected with other related disciplines.
Construction of teaching staff	Excellent teachers are the key to discipline construction. By introducing professors and experts with rich experience and professional knowledge, the level of subject teachers will be improved. At the same time, we should strengthen teachers' training and communication, encourage teachers to participate in scientific research and practical projects, and encourage them to actively participate in academic research and practical activities in order to improve teachers' teaching quality and scientific research ability.
Curriculum setting and updating	Designing courses that meet the needs of the times is the key. According to the changes of industry and market, we should update and adjust the curriculum in time and pay attention to the combination of theory and practice. Introduce knowledge and technology from emerging fields, offer innovative professional courses, and cultivate students' practical ability and innovative consciousness. At the same time, pay attention to the core theory teaching of design aesthetics, and improve students' aesthetic quality and artistic accomplishment.
Practice teaching and practice training	The applied discipline of design aesthetics pays attention to the cultivation of practical ability. By organizing students to participate in the design and development of real projects, it provides the setting and implementation of practical links. Cooperate with enterprises and institutions to provide internship and employment opportunities and strengthen the integration of Industry-University-Research. Establish laboratories, studios and other practical platforms on campus to provide students with opportunities for practical operation and innovative practice.
International exchange and cooperation	International vision is an important direction for the construction of applied discipline of design aesthetics. Actively carry out international exchanges and cooperation, invite famous designers at home and abroad to give lectures, and introduce advanced foreign educational resources and research results. Establish cooperative relations with foreign universities and research institutions, carry out joint training, academic exchanges, scientific research cooperation and other activities, expand the international horizons of students and teachers, and enhance the international influence of the discipline (Figure 3).
Social demand investigation and cooperation	Understand the demand of local society for applied talents in design aesthetics, and carry out market research and demand analysis. Establish close cooperation with enterprises and industry associations, participate in project research and development and practical activities together, and provide more practical opportunities and job requirements for students. Establish off-campus practice bases and job opportunity databases to provide support and guidance for students' employment.
Academic research and achievement transformation	Strengthen academic research and achievements transformation of disciplines, and improve academic level and influence of disciplines. Encourage teachers and students to actively participate in academic research and promote the frontier theory and technological innovation of the discipline.



We need to enhance the influence of local universities: Local universities can enhance their influence in the field of education by building applied disciplines of design aesthetics. As an important interdisciplinary subject, the construction of applied discipline of design aesthetics will attract more outstanding students and teachers to local universities and enhance their popularity and reputation. At the same time, local colleges and universities can also cooperate with enterprises and institutions to jointly carry out practical projects and the transformation of scientific research results, so as to increase the social influence and service capacity of the school.

Promoting the development of local economy: the development of applied discipline of design aesthetics is of great significance to the promotion of local economy. By cultivating a group of professionals with design innovation ability and market insight, it can provide support for the optimization and upgrading of local industrial structure. These professionals can not only provide support for local enterprises in design, marketing and brand building, but also promote the development of related industrial chains, form a virtuous circle and promote the prosperity and sustainable development of local economy.

Enriching local cultural life: The construction of design aesthetic application disciplines in colleges and universities can enrich local cultural life. By cultivating a group of designers with innovative thinking and aesthetic ability, we can inject new vitality and creativity into the local cultural industry. Discipline construction can also promote the cooperation between schools and local art institutions, museums and other cultural places, carry out various art exhibitions and cultural exchange activities, and enhance local cultural soft power and cultural brand image.[15].

To sum up, it is necessary to build an applied discipline of design aesthetics in local universities for training professionals, promoting industrial innovation and upgrading, enhancing the influence of local universities, promoting local economic development and enriching local cultural life.

Exploration on the methods of the application-oriented discipline construction of design aesthetics in local universities.

The construction of applied discipline of design aesthetics in colleges and universities involves many aspects. The following are some commonly used methods and strategies (Table 2).



Figure 3: The application of design aesthetics in the construction industry

#### 4. Conclusion

The construction of applied discipline of design aesthetics in colleges and universities is an all-

round and systematic project, which needs to use a variety of strategies and methods comprehensively. Through positioning and planning, we can make clear the orientation and training objectives of the discipline, strengthen the construction of teachers to improve the teaching quality, pay attention to curriculum setting and updating to maintain the frontier of the discipline, strengthen practical teaching and project cooperation to cultivate students' practical ability, actively carry out international exchanges and cooperation to enhance the international influence of the discipline, conduct in-depth research and cooperation on social needs to effectively meet the market demand, and strengthen academic research and achievement transformation to improve the academic level of the discipline. These thoughts and explorations provide some constructive strategies for the construction of applied disciplines of design aesthetics in local universities, and have certain reference value. It is hoped that through continuous efforts and practice, local colleges and universities can achieve better results in the field of applied discipline construction of design aesthetics and make positive contributions to local economic development and social progress.

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