

Discussion on the Employment Model of Art and Design Majors Based on the Integration of Industry and Education

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Abstract: By studying the art design professional group that integrates industry and education, this study explores the construction and optimization of corresponding employment models, analyzes the current employment situation of relevant professional groups, and proposes effective countermeasures and suggestions. The aim is to guide students in the professional group to adapt to market demands and future development, improve their professional literacy, comprehensive quality, and practical ability, help graduates find employment smoothly, and realize their self-worth.

1. Introduction

In recent years, with the development of the economy and society and the increasing demand for culture and art, art and design majors have become the choice of more and more people. However, the corresponding employment prospects and entrepreneurial opportunities are not clear. In order to meet the needs of the labor market and promote high-quality employment for graduates, the art and design professional group under the integration of industry and education has received widespread attention. This article explores talent cultivation plans, integration of industry and education, school enterprise cooperation, and improving the employment service system, in order to provide ideas and suggestions for optimizing the employment mode of art and design professional groups.

2. Basic concepts

2.1 Art and Design Professional Group

The art and design professional group is a comprehensive discipline field that covers multiple related disciplines, mainly including packaging planning and design, visual communication design, digital media art design, art and other disciplines. Disciplines are intertwined and jointly committed to cultivating professional talents with practical abilities and innovative spirit. Among them, packaging planning and design refer to the selection of appropriate packaging materials and the use of clever craftsmanship to shape the container structure and beautify the packaging of packaged goods; The daily learning of visual communication design includes composition and layout, posters, brochures, folding, font design, etc. These majors, as an important component of the art and design

professional group, focus on cultivating students' design thinking and innovative abilities. By learning design theory, composition, color, and other knowledge, students master the basic methods and skills of design. At the same time, they exercise their aesthetic ability and market awareness, and can apply the design concepts they have learned to practical needs, creating realistic works that coexist artistry and practicality.

2.2 Integration of industry and education

The integration of industry and education refers to the active integration of industries and education, as well as production and teaching, by schools based on their established majors. They closely support and promote each other, emphasizing close cooperation between schools and enterprises, achieving an organic unity of talent cultivation, scientific research, and social services, and forming an integrated educational model between schools and enterprises. The integration of industry and education is usually achieved through the following methods:

One is school enterprise cooperation. Schools and enterprises jointly participate in the process of talent cultivation, fully leveraging their respective advantages. Effectively improving the teaching level of the school. Enterprises have rich practical experience and technological achievements, and schools can introduce advanced technology and management concepts into teaching through in-depth cooperation with enterprises, enabling students to better master practical skills; And school provide more practical opportunities for students to better understand the management mode and operation mode of enterprises, understand the development and technology of different industries, improve their professional skills and practical abilities, and better adapt to the needs of social development. Through cooperation with enterprises, schools can better understand industry needs and development trends, and adjust teaching content and methods.

The second is practical teaching. This is an effective way to consolidate theoretical knowledge and deepen theoretical understanding, and an important link in cultivating high-level and high-quality talents with innovative awareness. The integration of industry and education emphasizes practical aspects and emphasizes the cultivation of students' practical abilities. Traditional education models often place too much emphasis on learning theoretical knowledge and neglect the cultivation of practical abilities. Practical teaching is a combination of classrooms, experimental training venues, and enterprise environments, guided by job skills requirements, to explore teaching methods that are in line with school teaching. By placing students in a real work environment and personally participating in practical work, we cultivate practical operational and problem-solving abilities.

3. Analysis of the Employment Status of the Art and Design Professional Group

3.1 Employment situation of graduates

With the development of social economy and the adjustment of industrial structure, the employment of graduates in the art and design major group is facing certain pressure. Overall, the employment rate of graduates in the art and design major group is relatively high. Taking Zhejiang Oriental Vocational and Technical College as an example, the employment rates in the past three years from 2021 to 2023 were 99.51%, 96.20%, and 99.14%, respectively. But at the same time as high employment rates, some problems can also be identified. On the one hand, due to changes in market demand, limited employment opportunities, and the professionalism of art and design disciplines, some graduates have engaged in non-professional work; On the other hand, some graduates face issues such as unclear career planning and self-awareness in their career selection process, which affects their high-quality employment.

3.2 Characteristics of Graduate Employment Structure

From the perspective of employment structure, graduates of the art and design major group have a wide range of employment opportunities in various fields, and their employment prospects are very broad. Graduates can engage in art design or planning work in advertising planning and design enterprises, printing and packaging enterprises, or publishing and media design departments. They can also engage in teaching, research, editing, and other work in art design education, research, publishing, cultural and museum institutions. Graduates mainly realize their own value through employment in the following three major fields:

One is the design service industry. Graduates can participate in various design projects, including interior design, product design, graphic design, etc. Graduates provide creative design solutions based on customer needs, and collaborate with customers to complete project design and implementation. The second is the cultural and creative industry. Graduates inject artistic elements into films, TV dramas, advertisements, and other works through their creativity and design abilities, enhancing their viewing and appeal, and engaging in film and television production, advertising, publishing, and artistic creation. The third is in the field of education and teaching. Graduates can become teachers in schools or training institutions, imparting theoretical knowledge and practical skills in the field of art and design. With the rapid development of internet technology, some graduates have also begun to enter emerging fields such as digital media and user experience design, utilizing internet technology and platforms to create more innovative and interactive works.

According to research and statistics, the main employment positions for graduates majoring in art and design are graphic designers, interior designers, UI designers, landscape designers, soft decoration designers, art designers, web designers, garden landscape designers, design directors, etc.

3.3 Existing problems

The labor market is fiercely competitive. With the development of the art and design industry and the expansion of vocational colleges, more and more graduates are entering the labor market. The growth of the number of job seekers exceeds the speed of job growth, and employment opportunities are limited. Some graduates find it difficult to find jobs that match their majors.

Graduates lack practical experience, and there is a gap between their skill level and market demand. Although I received relatively systematic theoretical learning during my school years, there is still a lack of practical operation, work experience, and other aspects. There is a "process period" for professional talents to match their positions, and often the "process period" of adjustment can make them miss out on some potential opportunities.

The career planning of graduates is not clear. Some graduates have high expectations for employment and are unwilling to engage in grassroots or non-professional jobs, hoping to quickly obtain high salaries in higher vocational colleges. However, the reality is not as good as they wish. They lack clear plans for their future development direction and a deep understanding of the industry.

4. Construction of employment model

4.1 Innovation in talent cultivation mode

The cultivation of design talents in universities should be based on the demand of researching the creative industry market, innovating the training mode, and focusing on cultivating students' creative thinking ability, application and operation ability, and "adapting to the market" ability;

Efforts should be made to create conditions, improve the effectiveness of practical training and teaching, closely connect with the market, strengthen communication and docking with enterprises, and promote cooperation between industry, academia, and research, as well as the transformation of design creative achievements. [1] Special attention should be paid to the cultivation of students' comprehensive qualities, including professional, cultural, and ideological qualities. Art and design professionals are not only artistic talents, but also applied talents. The cultivation of applied talents mainly refers to the frontline of production, which needs to cultivate professional talents that employers need and can quickly take up positions in the shortest possible time. It is characterized by technical and professional talents, and emphasizes the cultivation of students' innovation and practical abilities. Combining the setting of professional courses with local actual needs, we need to link the school's educational conditions and history, deeply explore available resources, integrate the characteristics and advantages of majors and disciplines, and promote innovation.

4.2 Course system construction

The curriculum system is the cornerstone of implementing talent development plans and plays a crucial role in the process of talent development. In the current context of "curriculum ideological and political education", we will implement moral education and talent cultivation ,throughout the entire process, all aspects, and all staff of university classroom teaching, promote the coordination and complementarity between ideological and political courses, curriculum ideological and political education, construct a pattern of education, fully tap into the unique charm and cultural heritage of the art and design discipline, and combine knowledge transmission with value guidance to run through the actual teaching of art and design majors. [2] The curriculum system of the art and design professional group also needs to abandon traditional teaching models and build a new teaching model that integrates industry, academia, and research. This also emphasizes the close integration of theory and practice, aiming to cultivate students' solid theoretical foundation and practical abilities. Introducing project and practical experience from enterprises, combining course content with it, students develop innovative awareness and practical problem-solving skills by participating in enterprise projects and practical activities.

4.3 Cooperation between schools and enterprises to build practical teaching bases

The practical teaching base is an important supplement and strong support for the practical teaching of art and design majors. To build a comprehensive teaching practice base that meets the needs of both universities and enterprises, reflecting its scientific and forward-looking nature, it is also necessary to innovate the form, content, and thinking mode of practical teaching in the base. With talent ability cultivation as the core, market as the support, and project as the carrier, creating a brand training base can make the training base not only provide students with a practical learning platform, but also become an important carrier for the transportation of social professional talents. [3] Through school enterprise cooperation and joint construction of practical teaching bases, students can be provided with practical opportunities and increase practical experience. As an important carrier of school enterprise cooperation, practical teaching bases provide students with a platform that is in line with the actual work environment, helping them better understand the industry needs and employment situation, and improving the employment competitiveness of graduates.

4.4 Establish an innovation and entrepreneurship education system

In the art and design professional group, innovation and entrepreneurship education is an

important educational means aimed at cultivating students' innovation awareness and entrepreneurial ability. Schools should incorporate innovation and entrepreneurship education into their curriculum system, including innovative thinking, market analysis, team management, business planning, and other aspects, to help students master the basic knowledge and skills of innovation and entrepreneurship. At the same time, schools encourage students to participate in various innovation and entrepreneurship competitions. According to statistics from Shanghai Jiao Tong University in the past four years, 43.4% of the participating projects in the school's entrepreneurship competition have been converted into entrepreneurial projects. At graduation, the proportion of entrepreneurial students exceeded 20%. The school has supported 97 projects over the past decade, with a funding amount of 33.12 million yuan and a survival rate of 76.3%. 16 projects have received 25 financing rounds, with a total financing amount of 275.97 million yuan. The strong entrepreneurial atmosphere has led to a surge in the number of entrepreneurial talents, a significant increase in the conversion rate of entrepreneurship, and the equal emphasis on technology entrepreneurship and business transformation has assisted in high-quality socio-economic development.

5. Countermeasures and suggestions

5.1 Strengthen policy guidance

The government plays an important role in promoting the integration of industry and education, building professional groups, and encouraging graduates to find employment. After understanding the needs and issues, the government can introduce a series of policies and measures to encourage cooperation between schools and enterprises, promote the construction of art and design professional groups, and provide more funds for teaching facility construction, teacher training, and student motivation through financial support for art and design professional groups. Schools should, under the guidance of the government, carry out special actions for graduates' employment, incorporate them into the overall deployment of employment work, formulate implementation plans, strengthen overall arrangements, highlight typical demonstration and guidance, establish a "linkage" mechanism, and strengthen the multi-level linkage responsibility system.

5.2 Improving the quality of talent cultivation

The training goal and central point of art and design majors in vocational colleges is to enhance students' comprehensive abilities, emphasizing both innovation and skills, in order to better cultivate high-quality skilled talents. Therefore, the regular teaching of art and design majors plays a crucial role in different stages and aspects of operation, with employment as the guide, clarifying the internal relationship between curriculum structure and employment, and developing a distinctive, scientific, reasonable, and mature curriculum structure system. [4] Improving the talent cultivation mechanism and improving the quality of talent cultivation in the art and design professional group is the key to optimizing the employment model. To strengthen the cultivation of art and design talent teams through multiple channels, schools focus on optimizing and improving the teaching system of art and design majors with higher education institutions as the leading force, vocational colleges as the foundation, and compulsory education as the auxiliary, gradually cultivating a group of high-level, skilled, and practical talent teams. Schools need to pay attention to the cultivation of students' comprehensive qualities, strengthen education in various aspects such as profession, culture, and ideology, strengthen practical teaching, and enhance students' innovation awareness and entrepreneurial ability through various innovative and entrepreneurial activities and competitions, thereby improving their employability.

5.3 Deepening the Integration of Industry and Education and Cooperation between Schools and Enterprises

Both schools and enterprises should follow the principle of mutual benefit and win-win situation to complement each other's advantages, integrate the educational resources of schools and enterprises, and achieve the effect of resource sharing and common development between vocational colleges and enterprises. Schools can leverage the resources and technical support of enterprises to improve teaching quality and research level; Enterprises can obtain high-quality professional talents and improve their production level and industrial competitiveness through cooperation with schools. The school actively invites enterprises to participate in course design and practical teaching, making the course content more closely related to market demand and practical applications. School establish a "order class" to achieve targeted talent training that satisfies students, encourages businesses, and is recognized by society, ensuring the quality and characteristics of order talent training in art and design majors, and effectively promoting high-quality and stable employment. Integrate resources for talent training programs, curriculum system construction, organizational practice teaching, and faculty building, deepen school enterprise cooperation in improving teaching management systems, and create an integrated evaluation mechanism for cooperative education.

5.4 Improve the employment service system

Improving the employment service system is an important link in optimizing employment models. Schools should establish a comprehensive employment service system, focusing on career planning, employment guidance, high-quality unit recommendations, recruitment information dissemination, and providing job search platforms. Schools enable students to have a comprehensive understanding of the construction situation, development prospects, and social value of their major while mastering the knowledge of art and design, solve the problem of unclear understanding and positioning of their career, and establish correct concepts of career selection and employment. And deeply understand the needs and recruitment requirements of the enterprise, maintain good communication with the enterprise, and recommend positions with high professional matching for students that can enhance professional skills. Improve the quality of employment services, improve the employment service system, and promote high-quality employment and development of graduates.

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