

# *Cultivation and Research on the Creative Ability of Graduate Students of Master of Arts in Financial Colleges and Universities*

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**Abstract:** In recent years, financial colleges and universities have gradually realized the importance of the field of art and design, and have begun to actively promote the organic integration of art majors and financial education, and the enrollment scale of art master's degree in financial colleges and universities has also shown a rising trend. In order to ensure the professional development of this group, it is necessary for financial colleges and universities to set clear cultivation goals and provide better research conditions for them. This trend stems from the rapid changes in the global economic environment and the increasing demand for interdisciplinary professionals in enterprises. In the process of talent cultivation, relevant financial colleges and universities should actively innovate educational concepts and continuously improve the requirements for talents' multifaceted abilities. The cornerstone of cultivation should be built on the professional design ability, and at the same time, the improvement of students' practical application level should be the ultimate goal. Take the initiative to explore a unique cultivation path with the characteristics and advantages of the school, in order to better adapt to the needs of the times and lay a solid foundation for the future career development of students. Under this new situation, the school needs to respond actively to meet the growing professional demand and guarantee the successful development of graduate students of the Specialized Master of Fine Arts in both academic and professional fields.

## 1. Background of the study and analysis of the current situation

### 1.1. Background to the trend of integrating arts programs with financial colleges and universities

Over the past few years, there has been a trend towards the integration of arts programs with financial universities. The background of this trend is mainly due to the challenges of the new scientific and technological revolution and the development of the knowledge economy, which makes professional degree education an important means to meet these challenges and develop the

knowledge economy. Especially in financial colleges and universities, the cultivation of master's degree in art and design has formed a unique and well-grounded talent cultivation system. Under the background of globalization, financial colleges and universities gradually recognize the role of art and design in innovation, enterprise development and social culture construction. However, there are certain differences between financial colleges and traditional art colleges in terms of cultivation system and teaching methods, which need to be studied and adjusted in depth.

There are some common problems in the current mode of training graduate students in art specialization, such as the lack of platforms for practical exercise, the challenge of improving the quality of the student population, and the lack of planning for the characteristics of talent cultivation. These problems may affect the development of graduate students in their future careers and their ability to innovate in the field of art and design.

In order to better adapt to the needs of the times and improve the quality and effect of the training of master of arts graduate students, it is necessary to gain a deeper understanding of the current situation and problems in the training of master of arts graduate students in financial colleges and universities. Through an in-depth study of these problems, we can put forward practical improvement strategies to promote the cultivation of innovation ability of art master's degree students in financial colleges and universities.

## **1.2. The current situation of the training of graduate students of art and design specialization in financial colleges and universities**

In this context, the current situation of art and design master's degree graduate training in financial colleges and universities also presents some characteristics. First of all, these colleges and universities have cultivated a large number of composite, applied and innovative high-level specialized talents to meet the needs of the construction of an innovative country.

Secondly, the employment of master's degree graduates in art and design in these colleges and universities mainly consists of three parts: one is to enter high-level universities at home and abroad to further study for a doctoral degree; the second is to enter cultural and museum institutions, art and economic institutions, financial institutions, educational institutions, colleges and universities; and the third is to enter the party and governmental organs and enterprises and public institutions.

However, despite the fact that the integration of art majors with financial colleges and universities has made some achievements, there are still many academic points in this field that have not been researched or have not been researched deeply enough. The study found that the current graduate students of art and design specialization have a relatively weak sense of innovation, lack the ability to bring innovative ideas into their own design products, and have low professionalism. Design majors in financial institutions are committed to cultivating higher-level art and design research talents, and the number of master's degree enrollment is increasing year by year, but in the specific development, the cultivation direction of many majors and the financial concepts of the university can not do a good combination, and there is a tendency to not interfere with each other, and to develop separately.<sup>[1]</sup> This requires further research and exploration, with a view to better understanding and improving the cultivation of innovation ability of art specialization graduate students in financial colleges and universities.

## **2. The problems in the cultivation of graduate students specializing in art in financial colleges and universities**

In recent years, with the increasing social demand for interdisciplinary professional talents, financial colleges and universities have gradually paid attention to the integration and development of art specialties. However, in the process of cultivating graduate students specializing in art, there

are still a series of problems that need to be solved in order to improve the quality of talent cultivation.

### **2.1. Insufficient room for experimentation in artistic creation and practice**

The practicability of art and design majors puts forward higher requirements for the cultivation of master's degree students, while financial colleges and universities have a series of problems in providing a platform for practical exercise. At present, the cooperation platform between colleges and universities and enterprises and institutions is relatively limited and lacks in-depth cooperation, which makes it difficult for postgraduates to obtain sufficient project exercise in time after completing theoretical study. First of all, there is a large lack of cooperation platform between universities and enterprises and organizations. Due to the insufficient depth of cooperation, schools are unable to provide sufficiently broad and in-depth practice opportunities, which leads to a serious shortage of students in actual project exercise. The lack of opportunities for students to connect with actual projects makes it difficult for them to apply their theoretical knowledge to practice, which affects the overall development of their artistic design ability. Secondly, students lack relevant technical support and guidance when carrying out actual project research. Colleges and universities fail to provide students with enough practical opportunities at the technical level, resulting in a disconnection between theory and practice in the process of project exploration and design. This also makes it difficult for students to cope with various challenges in actual operation and affects the development of their overall design ability.

The problem of lack of practical exercise platform is mainly reflected in the insufficient cooperation platform between universities and external organizations, which leads to limited opportunities for students to exercise in actual projects and makes it difficult to form an organic combination of theory and practice. This constitutes a constraint for cultivating comprehensive design ability of master's degree students.

### **2.2. The quality of the student population should continue to be improved**

The development of the art and design profession in China is relatively late, and despite its rapid development in recent years, the number of representative works is still limited compared to other developed countries. China's art and design program has a relatively short history compared to Western countries, a phenomenon that is also reflected in the depth and breadth of the discipline. The short development of the discipline and the limited number of representative works make students more inclined to choose further study paths abroad after graduation in order to obtain richer disciplinary resources and a broader international perspective. This tendency is not only the choice of individual students, but also gradually evolves into a trend of thought that affects the perception of more students.

This trend of thinking brings not only students' skepticism about the development of domestic art and design programs, but also may lead to their distrust of the quality of domestic education. Compared with foreign countries, especially some traditional art and design countries, some advanced education concepts and innovative practices in China may not be widely known by students. Such a perception gap makes the domestic art and design program relatively less prestigious among students, and many students with good potential in the discipline prefer to choose to go abroad for further study to obtain better training in the discipline. This trend creates a practical dilemma for financial institutions in recruiting excellent master's degree professionals in art and design.

### **2.3. Challenges of "Internet plus" technologies**

Under the background of "Internet+" technology development, "Internet+Education" is gradually

flourishing, bringing colorful changes to the way of art presentation. However, in the past, the traditional curriculum and teaching content of master's degree in art education mainly focused on creative thinking, handmade production, computer technology modeling, comprehensive material research and artwork display, and lacked in-depth integration of science and technology, which made it difficult to meet the growing social requirements for art professionals. In the era of "Internet+", the training of art masters in engineering colleges and universities is facing challenges, especially in the context of the wide application of digital media technology in the field of art.

These challenges come mainly from the dual pressures of digital artification and digitization of art. Schools need to pay urgent attention to the restructuring and content reform of MFA programs, updating the knowledge structure of instructors, and expanding the mechanism of selecting external instructors. On the one hand, the challenge of digital art requires schools to pay attention to the integration of digital media technology to make the curriculum more technological. On the other hand, facing the challenge of art digitization, schools need to pay attention to the research of brand-new methods of visual effects of art presentation after the introduction of new technologies. Therefore, the cultivation of master of arts talents in engineering colleges must actively respond to the problems and challenges, and form the unique schooling characteristics through interdisciplinary cross-fertilization, so as to adapt to the trend of the times and the changes in social needs.<sup>[2]</sup>

### **3. Cultivation content of master's degree in art and design**

#### **3.1. Enhancing professional competence**

The cultivation of master's degree in art and design is aimed at implementing the Party's education policy and the fundamental task of establishing moral character, cultivating high-level applied professionals with good professional ethics, systematic professional knowledge, high-level professional skills and good comprehensive literacy. This requires focusing on the research of issues, culture and value of design innovation, helping students to accomplish personal value integration and knowledge fusion, and to have a global vision and strategic awareness. In the process of improving the quality of professional master's training, the key issue facing educators is how to provide high-quality programs. In order to ensure and improve the quality of graduate education, it is necessary to strengthen the connotation construction. And the crucial elements in the connotation construction are, firstly, the construction of faculty and secondly, the construction of curriculum.

In addition, the cultivation of Master of Fine Arts in Art and Design also needs to pay attention to the concept of "design-driven innovation", focusing on the cultivation of "intelligent and sustainable design for industrial transformation and future life", and the "T-type" innovation leaders who have both the vertical ability of solid professional knowledge and skills, and the horizontal ability to deal with broad and complex problems in an in-depth and innovative manner. We focus on cultivating "T-shaped" innovation leaders who have both the vertical capability of solid professional knowledge and skills and the horizontal capability of dealing with broad and complex issues in an in-depth and innovative manner. Such talents can better serve and lead the development of human-centered, sustainable and innovative societies and industries in the era of global knowledge networks.

#### **3.2. Improvement of general literacy**

The art and design program aims to enrich people's life experience through creative design so that they can enjoy a higher quality of life based on practicality. In order to meet the new requirements of modern society for designers, the training objectives necessarily cover a wide range of comprehensive qualities.

In today's new situation, only possessing high-level professional skills in art and design is no longer enough to meet the needs of the times. Master's degree students in art and design need to

expand their knowledge base, master relevant legal knowledge, and have a healthy physical and mental state to better adapt to the fast-changing new environment and market. The cultivation goal of the school should always be based on the comprehensive quality as the cornerstone, strengthening the cultivation of students' ideological education, scientific quality cultivation, physical and mental health education and information processing ability.

Financial colleges and universities in the training of talents can not be limited to the cultivation of students' professional direction, but also need to pay attention to the shaping of students' professionalism. It is crucial for students to receive correct and positive education on professionalism and form correct professional values during their school years.<sup>[2]</sup> As a training base for high-quality talents, financial colleges and universities need to make greater efforts in ideological guidance to ensure that the students who will enter the community have the correct career concepts. Such a comprehensive literacy direction will help students better integrate into society and create greater value for society.

#### **4. Strategies for Improving the Cultivation of Master of Arts in Art and Design**

##### **4.1. Highlighting the characteristics of finance and economics and improving the teaching management system**

The efficiency or otherwise of teaching management is directly related to the quality of training. In view of the special characteristics of the master's degree in art and design in finance and economics, art and design programs in finance and economics colleges and universities should adopt targeted teaching management measures. In order to better meet the needs of art design master's degree students. In terms of teaching management, the cultivation mode of art design master's degree will be improved in a targeted way. In the allocation of credit hours, more emphasis will be placed on field trips and visits to enhance students' practical skills. At the same time, instructors will develop flexible and in-depth teaching plans in specialized fields to expand students' free space, in order to better guide students to realize the improvement of professionalism.

In order to promote exchanges and cooperation between institutions, a timed and directed exchange mechanism can be established to promote the exchange of tutors and student disciplines between different universities, and to promote project research on common design themes. The goal of these strategies is to build a teaching and management system for training master's degree holders in art and design that is closer to actual needs, flexible and innovative, and provides students with more depth and breadth of support.

##### **4.2. Optimization of the teaching staff and introduction of "dual-creation" mentors**

In the area of talent cultivation, "dual-creative" mentors have been introduced to meet the needs of an innovative and powerful country. Such mentors should have a sense of innovation and creative ability and be able to integrate creative teaching concepts into the teaching process. Schools should formulate training plans and provide appropriate training opportunities in innovation and entrepreneurship in order to comprehensively enhance the mentors' level of innovation awareness and creativity.

The innovative consciousness and ability of mentors have a far-reaching impact on students. Therefore, when introducing "dual-creation" mentors, schools should strengthen the planning and implementation of their training programs. This includes the provision of innovation education and entrepreneurship training, etc., so that the mentors can better implement the concept of innovation in their teaching. Through this strategy, we can build a team of "dual-creation" mentors who are in line with the requirements of the times and emphasize on innovation cultivation, so as to provide students with more inspiring and practical academic guidance.

### 4.3. Participation of multiple subjects and practice of innovative training strategies

The design of the characteristic cultivation strategy focuses on the organic integration of practicality and art in the art design master's degree program. Firstly, in the construction of the curriculum system, the logic of financial thinking is combined with art design to ensure that students can deeply understand theories related to finance and economics, and can also use these theories to carry out innovative design practice. Secondly, through interdisciplinary integration, multiple subjects are involved to promote the cooperation and complementary relationship between the Master of Arts in Art and Design and other related majors, and to enhance the foresight and practical application ability of students' innovative design with the help of modern technological means, such as virtual reality and artificial intelligence. This characteristic cultivation strategy aims to build a more comprehensive and unique academic cultivation system, so that students can better combine artistic creation and financial thinking in practice.

Through the organic integration of these practical strategies, in the characteristic cultivation, not only can meet the needs of financial colleges and universities, but also provide students with more in-depth theoretical foundations and practical opportunities, so as to cultivate master's degree students of art and design who are more innovative and have practical application value.

## 5. Conclusion

This paper draws a series of improvement strategies through the in-depth study on the cultivation of master's degree in art design in financial colleges and universities. First of all, financial colleges and universities should clarify the cultivation objectives, incorporate the master's degree in art and design into the school's development planning, and make efforts to improve the teaching management system. At the same time, they should solve the problems in the process of talent cultivation in a timely manner to provide strong support for professional development. Secondly, they should correctly recognize the status of the master's degree in art and design in the institutions, make it an advantageous specialty with school characteristics, and build a platform for its cultivation, provide high-level faculty and adequate material conditions.

Summarizing the current cultivation mode, we recognize that there are some problems in talent cultivation, such as the lack of practical exercise platforms and the challenge of improving the quality of student sources. By introducing characteristic cultivation strategies, strengthening cooperation with related professions, and constructing a more comprehensive curriculum system, we can gradually solve these problems and improve the level of professional cultivation. In the future, we expect that through these improvement strategies, the art and design master's degree cultivation in financial colleges and universities will be able to better adapt to the social demand, cultivate more excellent talents with financial characteristics, and contribute more to the development of China's art and design field.

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