

# Study on the Cultivation of Creative Design Talents about Kazuo Violet Sand

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**Abstract:** With the rapid development of economy and society, the cultivation of talents in colleges and universities must meet the social requirement. Cultivating talents of Kazuo violet sand's cultural and creative products can promote the integration of production and education, realize the university-enterprise cooperation, improve the quality of talent cultivation in colleges and universities, reveal features of talent cultivation in colleges and universities, to adapt to the requirement of the current development of China's cultural industry, continuously convert the advantage of local cultural resources to economic advantage, effort to open up a new prospect of mass entrepreneurship and innovation.

## 1. Introduction

Cultivating the talents of folk traditional craft cultural and creative products, designing the folk traditional craft sort products. Which can convert the advantage of folk traditional craft cultural resource to economic advantage, make the intangible cultural heritage of traditional folk craft alive, blend in people's daily life. This is the reality requirement of Chinese excellent traditional culture in the new era and the tourism industry development, meanwhile this is the important requirement of strategic deployment, which is thoroughly implement the CPC Central Committee and the State Council on regional coordinated development, rural revitalization and poverty alleviation. It is conducive to improving the quality and efficiency of regional characteristic cultural industry and tourism industry, effectively promoting targeted poverty alleviation. Kazuo violet sand is an important folk traditional craft in Kazuo County, Chaoyang City, Liaoning Province. Cultivating cultural and creative products designers of Kazuo violet sand by the way of the integration of production and education. Designing and producing of cultural and creative products of Kazuo violet sand. Which can further enrich the category of Kazuo violet sand and meet the needs of different consumers.

## 2. The Significance of Cultivating Creative Design talents of Kazuo Violet Sand's Cultural and Creative Products

At present, the cultivation of talents in colleges and universities should meet the social requirement, to cultivate applied technical talents for the society. As far as the art major is concerned, we should grasp the two main lines of culture and economy, let students understand the traditional folk crafts where the school is located, to develop and design cultural and creative products, realize the transformation from cultural resources advantage of traditional folk crafts to the economic resources advantage, serve the transformation of talent cultivation, serve the development of cultural and creative industries, and serve the revitalization of local economy.

To guide students who major in Fine Arts to design and develop the Kazuo violet sand's cultural and creative products. Which can further promote the "Belt and Road" construction, promote the combination of folk traditional crafts and the development of cultural and creative industries, revitalize the regional cultural economy of Kazuo, and contribute to the promotion of the coordinated linkage between the cultural industry and the economy of Kazuo. Taking the craft of Kazuo violet sand as the main body, combining with the local context in Kazuo, cultivating applied

technical talents, designing and developing the cultural and creative products with Kazuo violet sand characteristics can build an employment platform for students majoring in Fine Arts, effectively promote the new situation of mass entrepreneurship and innovation, and realize the training mode of characteristic talents, in order to implement reserving talents for poverty alleviation. Chaoyang laterite clay sculpture is a provincial intangible cultural heritage of Liaoning Province, Kazuo violet sand is an important representative of Chaoyang laterite clay sculpture. Cultivating creative design talents of Kazuo violet sand's cultural and creative products is conducive to making full use of the intangible cultural heritage, promoting the creative transformation and innovative development of Chinese excellent traditional culture, transforming cultural advantages into economic advantages, and promoting the deep integration of culture and economy.

### **3. Feasibility of Cultivating Creative Design Talents of Kazuo Violet Sand's Cultural and Creative Products**

#### **3.1 The rich resources of Kazuo violet sand lays a foundation for developing and designing the cultural and creative products.**

Kazuo, which is located in the northwest of Liaoning Province, under the jurisdiction of Chaoyang City, Liaoning Province, and is currently an important violet sand deposit in the north of China. In the early 1970s, Liaoning Ceramic Research Institute conducted a general survey on the shale of Kazuo violet sand, which proved that the reserves of Kazuo violet sand are more than 30 million tons, accounting for one-third of the national reserves. In the 1960s-1980s, the production of Kazuo violet sand mainly focused on the production of daily use violet sand, such as flowerpots and water tanks. Nowadays with the improvement of the people's aesthetic ability, the production of Kazuo violet sand has gradually changed from daily use violet sand to art violet sand, and the production of violet sand pots, violet sand ornaments, violet sand tea pets has increased day by day, and has a place in the cultural market. Although violet sand deposits have also been discovered in Karamay, Xinjiang in recent years, the prospective reserves of Kazuo violet sand reserves are still objective, reaching 1 billion tons. These abundant violet sand soil have laid a steady foundation for developing and design the cultural and creative products, which need to be further processed into exquisite cultural and creative products, so as to arouse the people's attention to violet sand crafts.

#### **3.2 Meet the requirement of the integration of production and education, that will be able to design and develop a series of cultural and creative products.**

The cultivation of talents in colleges and universities should be characterized, and the cultivation of applied technical talents should be closely combined with social requirement. Taking the Art College of Bohai University as an example, in the process of revising the talent cultivating program in 2018, relevant courses have been set up around the regional characteristics of Jinzhou. The major of Fine Arts (normal school) has set up the folk art course in the west of Liaoning Province in the professional core course, clay sculpture and ceramic derivative development course in the professional limited elective course, and the major of Painting has set up the folk paper-cut derivative in the professional core course, set up the ceramic painting derivative development course in the professional limited elective course, and folk art derivative development course is offered in the independent development course. These courses are closely combined with social reality. Through course teaching, students can have creative thinking and be able to creatively design traditional folk arts and cultural products. Based on community teaching, the cultural and creative center of the college has cultivated more than 10 violet sand art enthusiasts and made a series of violet sand crafts. According to the existing teaching effect, students can apply traditional ethnic patterns and regional cultural symbols to the development of violet sand cultural and creative products, and creatively designed more than 50 cultural and creative products in the fields of tea pets, home furnishings etc., with good effect. In the process of teaching, professional teachers have accumulated rich teaching experience, which provides reference for talent cultivating.

### **3.3 Highlighting practical teaching can further improve students' practical ability.**

Art College of Bohai University has established an art experimental teaching demonstration center, which follows the rule of higher education reform and development, and constantly promotes practical teaching for the purpose of promoting the combination of talent cultivating and social requirement to improve students' innovative practical ability and professional quality. With the help of the art experimental teaching demonstration center, we can start the practical course of the development Kazuo violet sand's cultural and creative products for the students, which can further supplement the shortcomings of the practical teaching of the Painting major, promote the reform and innovation of the practical teaching, integrate the regional cultural conformity and the regional resources into the classroom practice, focus on cultivating the students' innovative spirit and practical ability, and guide the students to design high-quality Kazuo violet sand's cultural and creative products, which can further improve the quality of the talents cultivation of painting professionals, and effectively enhance the ability of the school's professional education to serve the overall revitalization of Liaoning.

## **4. Countermeasures for Cultivating Creative Design Talents of Kazuo Violet Sand's Cultural and Creative Products**

Under the current situation, the state vigorously advocates the integration of culture and tourism, taking tourism as the carrier, creatively designs folk traditional arts crafts creative products and pushes them to the market, which can enrich the tourism market of tourism destination and make folk culture live. China is rich in tourism resources, and there are many traditional folk crafts in tourism destinations. There is a bright future in the design and development of cultural and creative products around these traditional folk crafts. Taking Bohai University as an example, this paper explores the teaching reform methods of creative design and development of Kazuo violet sand's cultural and creative products. Through experience promotion, we can achieve the goal of creative design of creative products in the context of cultural and tourism integration.

### **4.1 Strengthen basic cultivating.**

To cultivate creative design talents of Kazuo violet sand's cultural and creative products, the most important thing is to do a good job of basic literature sorting and field research. In the aspect of literature review, students need to be guided to have a deep understanding of the historical evolution, development status, characteristic tool type, production process, firing process, violet sand mineral resource characteristics, especially to master the existing product types, understand the regional cultural symbols of the location of violet sand, and be able to imitate and make the existing violet sand crafts. In the field research, students need to be led to investigate the resources of the Kazuo violet sand deposit, understand the different types, characteristics and distribution of the Kazuo violet sand mud, conduct a detailed investigation of the violet sand technology, go deep into the violet sand enterprises, workshops, museums, etc. in Kazuo, compare and analyze the similarities and differences between the field research data and literature review data, and form words, pictures, image and other information, and then write research reports, establish a database. At the same time, guide the students to contact with the production of Kazuo violet sand arts and crafts, initially master the production method of Kazuo violet sand, and gradually apply the regional cultural symbols to the design of Kazuo violet sand's cultural and creative products, laying the foundation for further cultivating creative design talents of Kazuo violet sand's cultural and creative products.

### **4.2 Focus on creation guidance.**

The basic cultivating focuses on the text collection and basic creation training of the violet sand's craft, while the creation guidance focuses on the design and production of the original works of violet sand, which can further improve the technical level of the students. In terms of the original design of Kazuo violet sand, the students majoring in painting usually have certain artistic skills, so

they have certain advantages in the design of Kazuo violet sand works of art, but they need to be guided to master the design principles, further master the local context information of Kazuo, and integrate the regional cultural symbols such as Hongshan culture, dragon culture and Mongolian culture into the production of Kazuo violet sand to highlight Kazuo characteristics. In terms of the production of Kazuo violet sand, we must not be eager to achieve success. Mastering the production technology of Kazuo violet sand is not achieved overnight. It needs continuous long-term repeated practice to master the basic essentials and improve them. Therefore, in the process of teaching, teachers should guide students to learn from the advanced technology and characteristics of Yixing violet sand, and use it for the production of violet sand in Kazuo with some choices. Finally, from imitating the production of Kazuo violet sand to independently creating the crafts, through creative practice, creative transformation and innovative development of the excellent traditional Chinese culture: Kazuo violet sand, for the design system, make preparations for the Kazuo violet sand's cultural and creative products.

#### **4.3 Promote the development of cultural and creative products.**

As we all know, in the market of China's clay pot, the most recognized one is Yixing clay pot. In recent years, although a large number of Kazuo clay pots have been designed and manufactured with the characteristics of Hongshan culture, due to the complex process and high market price, Kazuo clay pots also form a competitive object with Yixing clay pots, so even if they are put into the market at a low price, it is difficult to promote them in the market in an all-round way, and the sales volume is not optimistic. There is no doubt that creative design of cultural and creative products can alleviate the impact of Yixing clay pot on the Kazuo clay pot to a certain extent. Only by taking the initiative to change the thinking, can we make good use of the Kazuo violet sand mineral resources and make the Kazuo violet sand industry bigger and stronger. As for the cultivation of students, when students master the basic production methods of Kazuo violet sand crafts, teachers should guide students to creatively design Kazuo violet sand's cultural and creative products, make use of the remaining mineral materials of making Kazuo clay pots, work hard on the development of cultural and creative products such as violet sand home furnishings, tea pets, violet sand pottery seals, wedding gifts, etc., and put regional cultural symbols and national cultural symbols into practice development of cultural and creative products, it can not only turn waste into treasure, but also integrate these cultural and creative products into people's life, and realize the cultivation of creative design talents of cultural and creative products.

#### **4.4 Strengthen propaganda marketing.**

The cultivation of creative design talents of Kazuo violet sand's cultural and creative products , should not only enable students to design creative cultural and creative products, but also enable students to push these cultural and creative products to the market. Through publicity and marketing, the masses of people can buy these cultural and creative products, generating certain economic benefits, and then feed back the cultivation of creative design talents of Kazuo violet sand's cultural and creative products. In this process, on the one hand, it is necessary to use the internet to open up the online market of Kazuo violet sand's cultural and creative products, select students for special management, and realize the new situation of "internet + sales of Kazuo violet sand's cultural and creative products". On the other hand, it is necessary to carry out publicity in various museums, tourist attractions, communities, shopping malls, etc. through holding exhibitions, interactive experience and other forms. And emphasize the concept of Kazuo violet sand's cultural and creative products are made by hand, which makes consumers have the desire to purchase while understanding the characteristic cultural and Kazuo violet sand's creative products. The sales income should be used for the creative design of Kazuo violet sand's cultural and creative products, so as to ensure the sustainable development of talent cultivation.

#### **4.5 Promote innovation and entrepreneurship.**

At present, the cultivation of talents in colleges and universities is more focused on serving the local economic and social development. The cultivation of creative design talents of Kazuo violet

sand's cultural and creative products should focus on building a platform for innovation and entrepreneurship for students, or guiding teachers and students to build a platform for innovation and entrepreneurship practice, creatively design and process more Kazuo violet sand's cultural and creative products, and focus on sales in tourist attractions, tourism promotion meetings, shopping malls, online stores, wechat public accounts, apps, exhibitions and other platforms, and actively seek for enterprise cooperation, the integration of industry, University and research, efforts to promote innovation and entrepreneurship of college students, and ultimately achieve income.

The painting major of Art College of Bohai University has been exploring the cultivating experience of creative design talents of cultural and Kazuo violet sand's creative products. After three years of efforts, some achievements have been completed. Through practice, it is not difficult to find that the cultivation of creative design talents of Kazuo violet sand's cultural and creative products needs both theoretical ability and practical creation ability. In theory, students should master the historical evolution, development status, characteristic tool type, production process, firing process, characteristics of violet sand mineral resources, etc., should master the local context of Kazuo, extract regional cultural symbols and integrate them into violet sand cultural and creative product design; In terms of hands-on ability, students need to master the ability of creative design and production of violet sand cultural and creative products, to be able to creatively design the Kazuo violet sand's cultural and creative products in the fields of home furnishings, tea favours, violet sand ceramic printing, wedding gift development, etc., and to push them to the market, expand the sales channels, so as to realize the innovation and entrepreneurship of college students.

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