

# Analysis on the Teaching Reform of Art Design in Higher Vocational Colleges Based on the Goal of Cultivating Innovative Ability

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**Abstract:** Owing to the widespread popularization of quality education in China, the issue of higher vocational education is increasingly receiving widespread attention from all walks of life. Currently, there are some teaching drawbacks in the art design curriculum of some colleges in China, such as the conservative teaching mode, backward teaching ideas, teachers' evaluation of students' ability by grades and other problems, which seriously hinder the formation and progress of students' innovative ability. In the long run, the students of art design major will not be able to adapt well to the needs of social posts. In this regard, the article analyzes the teaching reform of art design in colleges based on the goal of fostering innovative ability, aiming at enhancing the teaching quality.

## 1. Introduction

Art design in higher vocational colleges is mainly aimed at fostering and enhancing students' art skills and artistic aesthetic ability. Fostering students' innovative ability can help students recognize and master the teaching content in depth, and then flexibly use the teaching content and art skills to develop art design. However, according to the current situation of art design teaching in colleges, there are still many deficiencies<sup>[1]</sup>. It can not achieve good educational results, and to some degree, students' interest in study and enthusiasm for participation reduce. Therefore, teachers should fully focus on the significance and value of fostering students' creativity, and actively take various measures to enhance the quality of art design teaching, so as to foster creative and artistic talents.

## 2. Significance of Teaching Reform of Art Design in Higher Vocational Colleges Based on the Goal of Fostering Innovative Ability

### 2.1 Help Students Recognize and Master the Teaching Content in Depth

As a theoretical and practical course, art design in colleges has higher requirements for students' artistic aesthetic ability and artistic thinking. In the current teaching activities, many teachers focus too much on the explanation of theoretical knowledge and the improvement of students' academic performance, and then neglect the significance and value of fostering students' innovative ability. In addition, in the traditional art design teaching, teachers are in a leading position, while students are in a passive acceptance position. This not only fails to achieve good educational results, but also reduces students' interest in studying art design and enthusiasm for participation. The reform of art design teaching based on the goal of fostering innovative ability can promote teachers to organically combine theoretical knowledge with practical teaching in educational activities, and thus effectively foster and enhance students' artistic aesthetic ability and practical ability<sup>[2]</sup>. In this way, students can deeply recognize and tap the deep value of the teaching content, and then foster artistic design talents with rich creativity and artistic aesthetics for the society.

### 2.2 Conducive to Pushing the Progress of Art Design Education in Higher Vocational Colleges

As a marginal subject in vocational education, art design will not only reduce the quality and efficiency of teaching, but also hinder the progress of education if teachers continue to use the traditional teaching mode to develop education and teaching activities. The reform of art design

teaching in colleges based on the goal of fostering innovative ability can effectively break the traditional teaching mode, enhance the quality and efficiency of educational activities, and promote the progress of art design education in colleges. This is greatly crucial to enhance the market competitiveness of colleges. In this regard, colleges should change their educational concepts and develop art design teaching reform in combination with students' learning ability and needs, so as to enhance students' innovative ability and artistic quality and push the progress of art design education in colleges<sup>[3]</sup>.

### **3. Teaching Reform Strategies of Art Design in Higher Vocational Colleges Based on the Goal of Fostering Innovative Ability**

#### **3.1 Formulate Reasonable Talent Training Objectives**

Owing to the high popularity of quality education, the demand and requirements for talents in all sectors of society are constantly increasing. Currently, the society needs not only talents who have received general higher education, but also application-oriented talents who have received vocational education with high professional quality and culture level in large quantities with the adjustment of industrial structure and the improvement of production technology. This is also the fundamental purpose of higher vocational education at this stage. Based on this, colleges should focus on the cultivation of practical ability and design ability in art design teaching in combination with the progress characteristics of higher vocational education and the needs of social talents<sup>[4]</sup>. It is mainly reflected in the design of professional teaching mode. Art design education should closely combine it with professional theoretical courses, skill courses and basic courses in combination with the functional requirements of professional posts, so as to create a perfect teaching system and push students to become art design talents with good professional skills and qualities.

#### **3.2 Strengthen Basic Education**

Basic education is the "foundation" of art design teaching content in colleges. Only by consolidating basic knowledge can students better learn and master more specialized art design content and enhance professional application skills. Therefore, colleges should change the current situation of students' uneven foundation, strengthen basic education, and take stimulating the intrinsic potential of learning as the main teaching goal, take artistic skills and basic skills as teaching aids, and foster students' personalized thinking and innovation ability from the perspective of interest, learning needs and learning ability. Teachers can organically integrate the basic content of art design with other disciplines to help students consolidate their professional foundation<sup>[5]</sup>. For instance, teachers can integrate computer graphics with basic courses, and guide students to use computers to complete teaching tasks after students learn some art design knowledge. This can not only help students review and consolidate their knowledge in time, but also enhance their practice ability. The teaching tasks assigned by teachers should give students some space for thinking and free play. After the completion of the teaching task, the teacher does not have to score, but distributes students' works to students, so that the students can comment on their own works, thus enhancing students' artistic awareness.

#### **3.3 Build Professional Teaching Staff Team**

If vocational colleges want to enhance the effect of artistic design teaching reform and effectively foster students' innovative ability based on the goal of fostering innovative ability, they should change their educational thinking, enhance teaching level and professional ability in keeping with the progress of the times. As crucial participants in educational and teaching activities, teachers' teaching thinking and professional level to a certain degree determine the teaching quality and educational effect. It also affects students' learning thinking and artistic aesthetics. Therefore, colleges should focus more on teachers' teaching level. First of all, vocational colleges should carry out on-the-job training for teachers of art and design specialty before taking up their posts to help teachers master the teaching tools and computer software required for the teaching of art and design

specialty. In this way, young teachers can quickly adapt to the teaching situation and enhance the teaching effect<sup>[6]</sup>. Secondly, colleges should develop specific analysis and investigation on the current teachers' teaching work and level, and find out their shortcomings. Older teachers generally have rich teaching experience, so the focus of training should be on the learning of new technologies and teaching methods, so that older teachers can keep pace with the times. In addition, the education department of colleges should also encourage and guide teachers to enhance their personal abilities, so as to strengthen the professional level of art design teachers. Finally, colleges should also develop teacher exchange activities with other schools, organize teachers to carry out teaching probation activities, and enrich teachers' teaching experience. Teachers of art and design can also be arranged to go to major enterprises for regular internship from time to time to broaden teaching career, so as to make teachers master the requirements of the current society for art and design talents, clarify which aspects they should focus on to carry out teaching activities, reduce the pressure of teachers' work, and let teachers have more energy to foster and enhance students' innovative ability.

### **3.4 Innovate Teaching Mode**

Teachers should perfect and innovate the teaching mode and content to arouse students' interest in learning and enthusiasm for participation, so as to effectively foster and enhance students' innovative ability. Owing to the constant progress of science and technology in China, information technology is widely used in production activities in all walks of life. In this context, the progress of art design teaching in colleges towards informatization has become an inevitable trend. Therefore, teachers should fully use information technology in teaching activities to attract students' learning attention, thus laying a good foundation for fostering and enhancing students' innovative ability. First of all, in actual teaching activities, teachers should jump out of the shackles of books and textbooks and use information technology to extend the classroom according to the teaching content, so as to enrich students' vision and strengthen students' artistic aesthetic ability and creativity<sup>[7]</sup>. For instance, teachers can organically combine the use of color in art design with film appreciation, so that students can effectively analyze and deeply recognize the use of color in film pictures, thus enhancing students' learning ability and innovation ability. For instance, the overall color application in the film *Red Lantern Hanging High* is biased towards red and black, so teachers can guide students to appreciate the emotion and atmosphere of color expression, thus enhancing the effect of art teaching and fostering students' innovative thinking and ability. Secondly, teachers should also break the shackles of the traditional teaching mode and transform students' passive learning into active learning. In this new teaching mode, teachers can control students' learning content by assigning teaching tasks, guide students to participate in class discussions, let students play freely in class, and solve the tasks assigned by teachers through various methods. In this way, students can not only gain new teaching experience, but also effectively foster innovative thinking and divergent thinking, and enhance innovative ability.

## **4. Conclusion**

To sum up, the cultivation and improvement of innovation ability is not achieved overnight, but requires a long-term process of cultivation and progress, and requires colleges and teachers to gradually realize it in daily teaching activities. However, the current teaching mode of art design in colleges can no longer better meet the learning needs of students. In this regard, colleges should carry out teaching reform based on the goal of fostering innovative ability, formulate reasonable talent training goals, strengthen basic education, innovate teaching models, enhance teaching professionalism, create a good teaching atmosphere, maximize the intrinsic potential of students, and then foster and strengthen students' innovative ability.

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