

# Innovative Thinking on college Tie-dye Course Teaching under the economic background of cultural industry

Yongding Tan, Zhiqiang Chen

Lingnan Normal University, zhanjiang524048,China

Decki112@163.com

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**Abstract:** Along with our country art design education the deepening of the reform and innovation, the traditional tie-dye art course teaching mode of dyeing talent in today's high-speed development of social and economic trends, social and cultural industry in the context of cultural industry economy, pushing dyeing related courses teaching reform and practice of actively explore to adapt to the diverse modern social and economic development needs of professional courses, so as to promote talent is easier to adapt to the transformation era. This article advocates students to make bold attempts in the form of fabric, techniques and works. Teachers should arrange teaching content rationally and cultivate students' ability from the perspective of innovation and application of talents.

## 1. Introduction

Tie-dye is the treasure of our nation's printing and dyeing skills. Tie-dye, known as "winch" in ancient times, is a traditional printing and dyeing process in which fabrics are dyed by tying, sewing, stitching and other anti-dyeing techniques. It first appeared in the Wei, Jin and Southern and Northern Dynasties, and has a history of over a thousand years. After entering the 21st century, a series of changes such as information explosion, scientific and technological revolution and industrial innovation have magnified the value of "knowledge economy" exponentially, and human capital has become the main force driving economic growth. This forces the transformation, upgrading and structural optimization of traditional higher education, which requires market-oriented output of applied talents suitable for macro development. The author has been engaged in tie-dye teaching for many years. This is to discuss how to strengthen students' professional learning and social practice ability. In today's rapid development of urban transformation, teachers are obliged to explore practices more suitable for college dyeing and weaving courses.

## 2. Encourage students to choose a variety of tie-dye materials

### 2.1 Fabric selection

In the tie-dye teaching experiment, the choice of fabric is very important. Considering the price and color effect, students often buy relatively thin ordinary cotton cloth, but the similarity of the fabric leads to the similar style of tie-dye works, lacking of diversity. Teachers must ask students to choose fabrics with different textures in order to have a deeper understanding of tie-dye. Natural fiber fabrics such as cotton, hemp, silk and wool are usually used for tie-dye, while fabrics of different thickness and texture are more conducive to presenting a variety of tie-dye effects. The common fabrics used for tie-dye in the market, such as silk, yarn, silk-cotton, lint, and cotton, can be dyed with rich and soft effect. Fine - grained white - blank cloth, cotton and linen can be dyed with a clear symmetrical pattern. The cotton cloth of coarse grain, canvas, cotton and linen cloth, summer cloth, flax, knitting, etc., can dye the effect of straightforward and primitive simplicity, still can choose more comfortable T-shirt fabric, gauze towel fabric, summer pants and so on. Tie-dye

course practice with different fabrics can increase the diversity of class works.

## **2.2 Dye selection**

Minority tie-dye general is given priority to with traditional plant indigo dye, as a result of indigo dye solution production process, and the region is not this kind of plant, if online or find somewhere else to purchase price is on the high side, color is also a single, is not suitable for beginner students, therefore currently used dye tie-dye class is given priority to with direct dye, the dye cheap, gorgeous colour diversity, healthy environmental protection, easy to grasp, dyeing process and can achieve good dyeing effect in a short time, fit in with the classroom students monochrome or color to dye the practice with gradient levels. But the dye is suitable for high temperature dyeing, and the dyeing method cooked this only one color at a time, after boiling a dyeing color is the principle of single impregnation or to the creation of the work to have certain restriction, students in the process of sewing, spend a lot of time and thought experiment many times but not reach ideal effect when they want to slowly to the color of a single lost interest in tie-dye and confidence. In view of this situation, the teaching practice of tie-dye course should be based on the practice of plain dyeing in the past, and involve reactive dyes, vegetation dyes, VAT dyes and hand-painted textile pigments in the process of direct dyeing. The use of different dyes in different fabrics is more conducive to the creation of artistic styles with different textures.

## **3. Integrate the artistic characteristics of painting and design, and innovate tie-dye techniques**

Students who choose this course have different research directions, such as oil painting, Traditional Chinese painting, design and printmaking. Teachers should take advantage of students' professional advantages and combine painting art with traditional tie-dye art, so that students can give play to their painting expertise in their works. The traditional tie-dye art is re-interpreted by means of artistic thinking and design, and the new language and form of expression of tie-dye art are explored. Tie-dye techniques often taught in tie-dye classes include bundling, folding, sewing, tying, twisting, pinching, crimping and crimping, etc. We might as well add painting, brushing, dyeing, spraying, printing, salt spraying, color injection and extension, etc. on the basis of these techniques. Or absorb some useful painting techniques from oil painting, watercolor and Traditional Chinese painting, so as to produce the beauty of brush texture, color blending and gradation, and the rhythm of ink painting. For example, the pattern of the main body of the work can be dyed by high temperature using the common technique of tie-dye. After the dyeing is finished, the polychromatic reactive dye details can be painted and dyed cold, and then processed with solid color. Or they can be hand-painted and thin with textile dyes after cooking; It is also possible to use reactive dyes for cold dyeing without dipping, which can be combined with painting techniques or batik techniques. These dyeing methods can avoid the string color of digesting dyeing method, students can easily grasp the dyeing effect, and the finished work can also present interesting details and rich color effect. In technique practice, teachers should encourage students to freely explore tie-dye techniques suitable for themselves, be bold and innovative, dare to try, only in this way students can more easily appear some visual effects in the practice of tie-dye course exploration.

## **4. Multi - dimensional rich tie-dye teaching content**

### **4.1 Fabric selection**

Traditional tie-dye common patterns for flowers and plants, birds, animals, insects and fish, natural landscape, text graphics and various geometric graphics. Limited by the production process, tie-dye pattern design cannot be as refined as printing or jacquard, and for manual production, time and labor[1]. For this reason, tie-dye course in the short course of normal university is more impossible to achieve the exquisite pattern style. In the past we often learn from yunnan, guizhou minority areas such as the butterfly pattern such as grain, fish, birds, lines for the teaching content,

but the student for this kind of pattern is commonplace, imitating from lack of novelty, at the same time, because the student curriculum practice time is short, again not familiar with the pattern design, it took time but the effect is not satisfied and let the students lose confidence and interest. Therefore, in teaching, we try to make students master traditional tie-dye techniques, combine modern design thinking, such as point, line, surface and other modern elements to inspire students' tie-dye thinking, and then use comprehensive materials to assist the tying method. Began in such a bold vision of classroom practice, students enthusiasm improved, can find different materials such as pipes, air bubble plastic, plastic block with the texture or wood texture, thickness of different rope auxiliary, such as to whether abstract or representational design style is rich and colorful, let a person find everything new and fresh look. The creative design combines the traditional technology of tie-dye art with the modern composition and decorative art, so that tie-dye art not only has the traditional technology, but also reflects the aesthetic characteristics of concrete or abstract beauty, texture beauty and other aspects. The application of multiple techniques and the intervention of modern materials make tie-dye art break through the traditional limitations, improve the artistic expression and skill level of tie-dye, and there are many innovative works. Teachers should encourage students to give play to their imagination as much as possible, make bold designs, and make new tie-dye works that come out of tradition and are popular among modern people.

#### **4.2 Tie-dye color matching**

The traditional tie-dye fabric with blue, brown, peach and other monochrome mostly, in the classroom teaching can add multi-color dyeing content. Multi-color tie-dye not only needs to master techniques, but also needs to be linked to the color composition, pattern design and other courses of knowledge to guide the overall color of tie-dye. Minority tie-dye color is mostly strong, thick color, students can do this kind of color system in copying study, but in the creation practice should adapt to the current pattern and color trend, and to be simple, plain, meet the requirements of tie-dye craft, not too complex[2]. The transformation from monochromatic color to multiple colors can be aided by a variety of binding techniques and dyeing techniques. For example, the dyeing method not only gives the fabric a full and unpredictable color form, but also creates a rich texture aesthetic feeling by using the changes of thick, light, dry and wet handling brush[3]. In addition, the fabric can be dyed gradually at different levels. According to the length of each dyeing time, more gradients can be controlled. This kind of layered beauty is just like the ink rendering effect in traditional Chinese painting , which can present the artistic conception of fresh and elegant poetry and painting.

#### **4.2 The development of work forms**

In the fast-paced modern living environment, influenced by diversified aesthetics and artistic trends of "returning to nature" and "nostalgia", more and more people have paid attention to and favored traditional tie-dye, and the handmade finished products with cultural significance and unique tie-dye are more and more popular among people. Teachers should consciously introduce students' thinking into market product design and production, cultivate students' innovation consciousness and hands-on ability, and deepen their understanding of creative industries and products. Tie-dye art can be applied to clothing and accessories, such as silk scarves, squares, headscarves, bags, hair accessories, etc., according to the temperament of different people design different styles of patterns and colors; It can also be used in soft furnishings at home, such as cushions, table cloth, curtains, pillows, bed sheets, patchwork dolls or decorative paintings, etc. According to modern people's pursuit of relaxation and slow life psychology, rich emotional colors and fresh romantic or simple patterns are designed to create a comfortable and warm home environment. It can also be used in living products, such as coasters, cup bags, environment-friendly shopping bags, book binding covers, pen bags, cloth paper tubes, etc. The patterns produced are unique, kind and full of human interest. The application of tie-dye art covers a wide range of fields. In the course, we require students to choose a variety of works or a group of works. Every time we see a variety of finished works, students are full of a sense of accomplishment,

which greatly enhances their enthusiasm and interest in learning. Teachers should actively organize students to exhibit their works or sell them together with students through online e-commerce, flea markets, on-campus markets and other platforms, which will help students integrate into the society more easily after graduation, meet the needs of the market, and reflect the purpose of vocational education.

## 5. Innovative teaching thinking mode

### 5.1 Innovation + applied talent thinking training

Strive to cultivate students' innovative thinking mode, at any time with the social and economic development of dynamic and innovative development. Dyeing and weaving art involves a wide range of fields, not only art design and its technology, but also its later product processing and marketing are relatively important. By integrating with the advantages of science, technology, industry and education in developed urban areas, it can strengthen the connection between schools and various social resources, share resources and broaden horizons. So that students do not break away from the economic development trend of the developing market, combined with the new trend, innovative design, divergent thinking, learning and even use (figure 1).

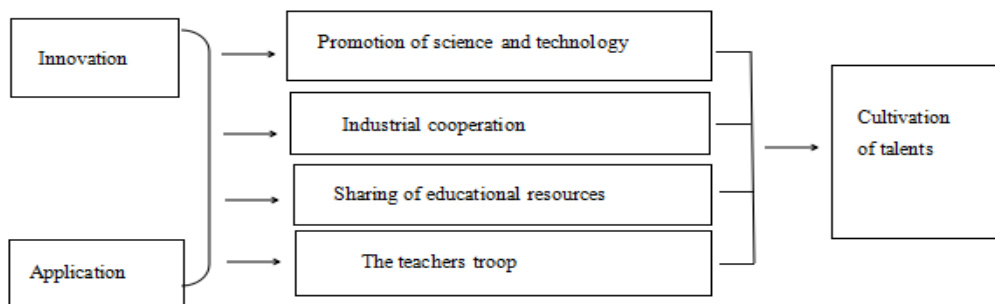


Figure 1. Talent cultivation mind mapping

### 5.2 Improve the working ability of application-oriented talents

Traditional college professional class to academic research (figure 2), professional artistic teaching train of thought, this kind of pattern to cultivate professional design talent, but lack the ability to work to adapt to the job after graduation, is only suitable for computer design, not good at communicate with social communication, thus enhancing university-enterprise cooperation way of common culture, cultivate students on social actual post to specialized is engaged in professional skills training, make have professional knowledge, skills, methods, and the sense of responsibility, also improved the ability to work.

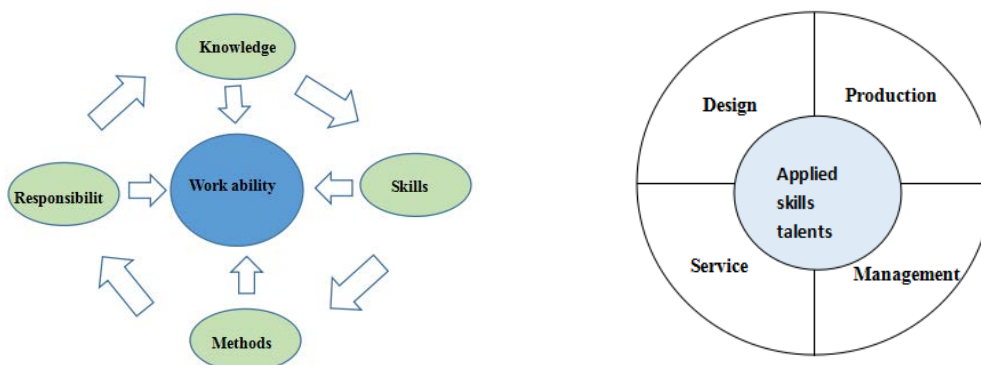


Figure 2. The working ability of application-oriented talents improves their thinking mode

### 5.3 Model ensemble and training

Fit closely the development of social and economic change and the actual needs of enterprises, production integration of teaching, cultivate a line of production, management and service of the applied skills talents as the goal, the graduate already have a certain professional theory knowledge, but also with the application of knowledge ability, at any time to meet the needs of the development of market economy, to improve their competitive ability of the market, diversified development.

### 5.4 Project and competition jointly promote the teaching model of learning

Through the close combination of theory and practice, project teaching is promoted, and the dyeing and weaving course is taught in the form of project practice research, so as to improve the scientific research ability. Actively encourage students to participate in various competitions with dyeing and weaving art, such as home textile competition, ocean culture creative competition, clothing fabric competition, etc., and promote creative ability through targeted teaching, which effectively consolidates students' theoretical knowledge and improves their competition ability (figure 3).

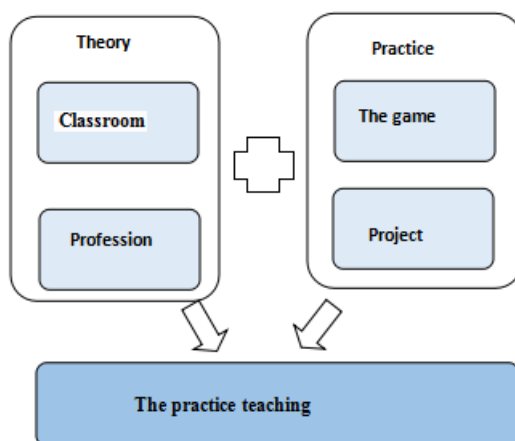


Figure 3. Practice promotes teaching

## 6. Conclusion

Teaching reform to try in this way, tie-dye has effectively improved the teaching quality, reduce the number of failed students making process, improve the students to explore the ability of practice, has inspired the students to tie-dye course learning interest, cultivate the ability of students to independent thinking innovation, more important is to make students well to dye inherit and carry forward this old traditional process, but also to broaden the students' employment opportunities and adapt to the social practice to lay the foundation for the future, improve the knowledge and practice, comprehensive ability to work.

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