

Research on Innovation of Clothing Professional Training Model of "Professional Docking Industry Chain"

Jingyi Liang

School of Guangdong Polytechnic College, Zhaoqing 526100, China

Keywords: Innovation, Training Model, Clothing

Abstract. It is urgent to make suitable adjustment of garment industry structure. With the adjustment of apparel industry structure, the level and hierarchical structure of professional posts are on the rise. The training of higher technology application-oriented talents at the original specialty level can not meet the requirements of the new talent knowledge and ability structure. It is urgent for higher technology application-oriented undergraduate education to intervene in the training of such talents. As an application-oriented undergraduate college, its talent training mode should be oriented to advanced manufacturing, modern service industries, grass-roots level, production and construction, management and consulting services.

1. Introduction

The garment industry is the most traditional and fashionable industry. The world textile and garment sales are the third largest industry in the world, after the tourism industry and the information industry. In recent years, even under the financial crisis, weak external demand, RMB appreciation, rising costs and many other adverse factors, the garment industry has still maintained a steady and healthy development trend, the comprehensive competitiveness of the industry has continued to maintain obvious advantages. However, along with the rapid development, the clothing industry also exposes its weaknesses of "insufficient independent innovation of enterprises, low level of industrial technology and equipment, lagging behind the development of business models, and lack of brand innovation". All development of discipline and professional should oriented industry chain, focusing on the construction of applied disciplines and the development of applied scientific research; improving the status of teaching reform in discipline construction, increasing the proportion of technical education in teaching reform, regarding improving teaching quality as an important content of discipline and professional construction; and paying attention to the cooperation between teachers and enterprises in technological development. Improve the ability to highlight the role of the combination of industry, education and research in the construction of disciplines and specialties.

2. Current Situation Analysis

In recent years, China's education industry has developed rapidly and achieved remarkable results, which has provided a large number of highly skilled talents for economic and social development. However, the training of highly educated and highly skilled garment professionals in Applied Undergraduate Colleges and Universities is facing great challenges and difficulties. There are some problems that need to be solved urgently through innovative personnel training mode, mainly:

2.1 The employment rate of graduates is high, but the quality of employment is poor and the turnover rate is high.

According to the survey on the employment of garment graduates, the employment rate is over 98.5%. However, the quality of employment is very poor, 80% of graduates are mainly engaged in low-end jobs in textile and clothing industry, which is far from the expectations of students. Faced

with the monotonous and boring grass-roots professional work with low technical content, graduates have a strong sense of career change and job-hopping.

2.2 It is difficult for enterprises to find the talents they need.

The overwhelming majority of enterprises in the garment industry are also labor-intensive industries. In the operation of business, they need to do low-tech jobs such as lathe workers and assistants, which requires students to have the spirit of hardship and endurance. Now students are mostly only children, spoiled from childhood, unwilling to engage in such hard and arduous work as enterprises. Some large-scale and powerful enterprises need highly skilled personnel, which is scarce. These enterprises need graduates not only have solid professional knowledge, but also have English, computer, international trade, testing, marketing and other knowledge and skills. Currently, graduates can not meet these requirements.

2.3 Graduates have poor vocational adaptability.

The single ability structure of graduates leads to the phenomenon of low vocational adaptability and insufficient development potential. Some graduates have excellent professional skills, but they are at a disadvantage in foreign languages, computers and intercultural communication. Therefore, it is difficult for such graduates to adapt to the development requirements of enterprises.

2.4 The educational management system needs to be improved.

First, the traditional teaching methods still occupy a dominant position, classroom learning is still the main learning place for students. Second, the docking degree between practical teaching and theoretical teaching is low. Students spend too little time in practice base and too much time in theoretical knowledge learning during school, which is not conducive to self-learning and innovation, and affects the employment effect.

3. Reform contents

Actively respond to the requirements of the transformation and upgrading of China's garment industry for the training of high-skilled talents, promote the joint cultivation of talents by the government, schools, enterprises, industries and associations, innovate teaching operation mechanism, strengthen students' self-learning ability and self-innovation ability, and innovate compound high-skilled talents centered on the direction of compound post group, compound curriculum, compound ability structure and compound qualification certificate. Talents training mode strives to cultivate high-quality and high-skilled innovative garment talents to meet the needs of China's economic and social development and the times.

3.1 Reform objectives

Combining theoretical discussion with teaching reform practice, promoting comprehensive implementation with classification step by step, and establishing a set of systematic, scientific and operable training mode of compound high-skilled garment talents.

Can not meet these requirements.

3.2 Key issues to be addressed

(1) To innovate ideas. Taking students as the foundation and social needs as the guidance, we should construct a high-skilled clothing curriculum system and practical teaching system in line with the transformation and upgrading of clothing industry in Guangdong Province.

(2) Innovating the system. We should abandon the traditional training mode of clothing talents, establish and improve the mechanism of school-enterprise cooperation, integration of industry and education, and integration of work and study, and promote the reform of the education system of high-skilled clothing talents.

(3) Resource construction. Scientific and rational allocation, construction of professional courses, teachers and other school resources, make full use of enterprises, industries, associations, networks and other social resources.

3.3 Specific implementation plan

Combining theoretical discussion with teaching reform practice, promoting comprehensive implementation with classification step by step, and establishing a set of systematic, scientific and operable training mode of compound high-skilled garment talents.

(1) Compound position group orientation: clothing aesthetics + image design + marketing, clothing structure design + clothing technology + fabric testing, clothing professional English + international trade + customs declaration, clothing design + dyeing and finishing technology + clothing accessories design

The establishment of compound post group can train compound garment talents with one specialty and multi-abilities and meet the needs of various posts. Under the compound training mode of high-skilled clothing talents, students have a broader employment channel, which is conducive to students adapting to different job requirements and improving students' vocational adaptability.

(2) Compound Curriculum

Professional courses + general courses: not only to cultivate students' strong professional skills, but also to cultivate students' humanistic quality and professional accomplishment, interpersonal communication and coordination ability, public knowledge and understanding ability, expression and communication ability, writing ability, etc.

Liberal arts courses + science and technology courses + art courses: different proportion of liberal arts, science and engineering and technology courses are set up to enable students majoring in clothing to possess general knowledge of natural sciences, humanities and social sciences as well as art literacy, so as to expand students' knowledge.

Elective Course + Network Course: Systematically develop a number of practical and interesting elective courses, so that students can choose according to their interests and hobbies. At the same time, we should vigorously develop rich resources, convenient, practical and effective online courses, and implement new teaching methods such as online teaching, online learning and online question answering.

(3) Compound Ability Structure: Professional Ability + Vocational Adaptability + Innovative Ability

Through the compound curriculum, we can cultivate high-skilled garment talents with compound ability structure, and abandon the talent training mode with single ability structure. The major of clothing is to cultivate students' professional ability; professional title English, computer, elective courses, etc. are to cultivate students' professional adaptability; Clothing skills competition is to cultivate students' innovative ability.

(4) Compound Qualification Certificate: Academic Certificate + Skills Qualification Certificate

Under the compound training mode of high-skilled garment talents, students can obtain many qualification certificates after completing the credits prescribed in the teaching plan and passing relevant examinations: graduation certificate, English Certificate in the workplace, computer grade certificate, garment design customization worker certificate, garment pattern CAD Engineer certificate, garment style CAD Engineer certificate, etc.

4. Summary

In this context, the great significance of the teaching reform of "professional docking industry chain" lies in:

(1) A detailed analysis of the current situation of supply and demand of high-skilled garment talents in the context of the transformation and upgrading of the garment industry is carried out, and the internal links and mechanisms between the transformation and upgrading of the industry and high-skilled talents are explored. An empirical study is carried out in combination with a case study,

which is conducive to the analysis and reflection of the current situation and the causes of the problems of high-skilled garment talents in the context of the transformation and upgrading of the garment industry. The countermeasures and measures for training garment talents in the docking industry chain provide the basis for formulating correct policies and measures for sustainable development of garment industry.

(2) It is conducive to abandoning the traditional talent training mode and improving the quality of high-skilled talent training and employment competitiveness.

The specific requirements of the transformation and upgrading of the garment industry should take the transformation and upgrading of the mode of economic development as the main line, take the transformation and upgrading as the direction, take the promotion, optimization and strengthening as the goal, take independent innovation as the driving force, and take information technology as the means, through technological transformation, R&D design, brand promotion, channel expansion and industrial chain integration, speed up the development of traditional industries from resource consumption as the main way. Change from low-value-added general processing to high-value-added R&D and marketing, change from traditional agglomeration to modern industrial cluster and headquarters economy, change from extensive management to intensive management, and promote traditional industries to innovative, benefit-oriented and intensive management. Eco-development model. To realize the transformation from "Made in China" to "Created in China".

The transformation and upgrading of apparel industry has put forward new requirements for apparel high-skilled talents in Applied Undergraduate Colleges in terms of training program, curriculum, knowledge system, ability structure and comprehensive quality. Successful transformation and upgrading of the garment industry will help to solve a series of problems in the training and development of high-skilled garment talents, and then provide a reference basis for improving the quality of training high-skilled garment talents, improving the competitiveness of garment talents, and providing a new way to solve the problem of training high-skilled garment talents in China. How to innovate the training mode of high-skilled talents in Colleges and universities, cultivate high-quality and high-skilled clothing compound skilled talents, enhance the employment competitiveness of high-skilled clothing talents, and provide strong talent support for the transformation and upgrading of the clothing industry is an important choice for clothing majors in Colleges and universities.

(3) It is conducive to promoting the innovation of high-skilled personnel training mode in Colleges and universities, and guarantee enough talents for the transformation, upgrading and optimization of the garment industry.

At present, the fundamental driving force of the transformation and upgrading of the garment industry lies in innovation. After all, the strength of independent innovation ability depends on the quality of human resources. In the high-tech field of garment industry, a large number of highly skilled talents with college or higher education are needed. These high-skilled talents are mainly trained by technical Application-oriented Undergraduate Colleges and Universities. Therefore, the cultivation of high-skilled talents in Colleges and universities provides a practical and reliable guarantee for the industry transformation and upgrading in Garment Technical Application-oriented Undergraduate Colleges and Universities should aim at cultivating high-quality technical application-oriented undergraduate talents for production, construction, management and service. They should take undergraduate teaching and students' basic qualities and engineering technology application ability training as the main objectives, emphasize the combination of learning and practice, learning and creation, and take cooperative education of production, learning and research as the main mode of personnel training.

To sum up, it is of great value to carry out the research on the teaching reform of "professional docking industry chain". The research results provide practical reference for the administrative department of education to formulate the decision-making of training high-skilled talents. It has important reference value for the Application-oriented Undergraduate Colleges and universities to innovate the training mode of high-skilled talents, improve the quality of high-skilled talents,

optimize professional education and teaching resources, enhance the innovative ability of high-skilled talents and social service level, and so on. Providing practical reference for skilled personnel is of great significance for improving the quality of running a university.

References

- [1] Gu Jinshan. A Brief Analysis of the Teaching Reform Path of Garment Major in Secondary Vocational Schools from the Perspective of Skills Competition [J]. China Extracurricular Education, 2019 No. 05, p 151+155.
- [2] Yang Can, Chen Juanfen, Cui Linlin, et al. Exploration on the Teaching Reform of Clothing Human Factor Engineering under the Background of Applied Undergraduate Production, Study and Research [J]. Textile and Clothing Education, 2018, 33 (06), p. 491-493+507.
- [3] Kuang Qian. Project-based Teaching Reform of Brand Fashion Design Based on Practical Ability Training [J]. Journal of Inner Mongolia Normal University (Educational Science Edition), 2018, 31 (11), p. 109-112.
- [4] Gong Zhenyu. Teaching Reform of Fashion Design Major in Higher Vocational Colleges under Market Orientation [J]. Guangdong Sericulture, 2018, 52 (10), p. 112+114.
- [5] Jiang Tao. Research on the Problems and Reforms in the Teaching of Fashion Design Major in Colleges and Universities [J]. Research on Fine Arts Education, 2018 (18), p. 85.
- [6] Liu Xueting. A Preliminary Study on Market-oriented Teaching Reform of Fashion Design Major in Higher Vocational Colleges [J]. Art Education Research, 2018 (17), p. 132.
- [7] Wang Xing. A Brief Analysis of the Reform and Development Direction of the Teaching of Fashion Design Major in Colleges and Universities [J]. Journal of Harbin Vocational and Technical College, 2018 (05), p. 53-55.