

Exploration on the Path of Promoting the Quality Improvement of Art Talent Training through the Integration between Industry and Education

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ABSTRACT

The integration between industry and education is an effective educational philosophy and approach based on the actual teaching situation in China, and is an important model adopted by various professional talents in current universities; This has a positive promoting effect on social development. On the basis of in-depth analysis of the advantages and key points of the integration between industry and education in building a talent cultivation model for art majors, this paper proposes a practical path to promote the improvement of the quality of talent cultivation in art majors through the integration between industry and education. The paper points out that the cultivation of art majors in universities should be reformed from four aspects: emphasizing teaching objectives, innovating teaching methods, building practical platforms, and improving the structure of teaching staff. This can meet the needs of social development and contribute to the improvement of the quality of modern art talent cultivation.

KEYWORDS

Integration between industry and education; Art major; Quality of talent cultivation

1 Introduction

Industry education integration refers to a school enterprise cooperation model that combines industry and education to achieve resource sharing and complementary advantages, thereby achieving a win-win situation for schools and enterprises. This educational model is a new educational approach proposed based on China's national conditions, provincial conditions, school conditions, and market trends; Compared to the traditional teaching model based on a single school entity, it places more emphasis on the comprehensiveness, versatility, and creativity of talents in talent cultivation, and pays more attention to the cultivation of students' practical abilities. In addition, this concept denies that schools are the sole subject of talent cultivation and advocates promoting cooperation among schools, society, enterprises, governments, and other parties to jointly cultivate social talents.

In recent years, China's economy has flourished, and industry upgrading has become the trend. At the same time, the standards for talent in various industries are gradually improving, especially under the influence of the cultural power strategy, the demand for art talents in cultural and artistic industries is constantly increasing. For example, many fields such as product design, environmental design, commercial painting, and craft production require a large number of applied art talents. However, in recent years, the enrollment of art majors in universities has decreased instead of

increasing, resulting in a gradual imbalance between the supply and demand of art talents in universities and society. The main reason for this problem is that the traditional talent training model for art majors is inconsistent with the contemporary society's demand for art talents. Based on this, universities should promote the improvement of the quality of art talent cultivation through the concept of integrating industry and education, and construct an applied art talent cultivation model in the new era, thereby enhancing the adaptability of talent supply in universities to the demand for social positions.

2 The Advantages of Building a Talent Cultivation Model for Art Majors Through the Integration Between Industry and Education

The integration between industry and education is a relatively macro concept, which advocates the integration of industry and education. It is not a simple combination, but rather an inclusive form of mutual integration between them, which is a deep integration in all aspects. This is an important measure to address the supply side structural reform of human resources in the current art related industries. The principle it upholds is to rearrange the resources of art education in universities based on the talent needed for the development of related industries in the field of art. So strictly speaking, the integration between industry and education is a one-way convergence of educational resources towards industrial demand.

Currently, for art students, the range of professional knowledge they acquire in the classroom is no longer sufficient to meet the employment needs of social enterprises. As a result, students' competitiveness decreases when they first enter society, and they inevitably find themselves in a disadvantaged position when seeking job opportunities; Building a talent cultivation model for art majors based on the concept of integrating industry and education can greatly enhance the adaptability between talents and positions, strengthen the pertinence of teaching, and enable students to not only solidify their professional theoretical foundation, but also possess the basic vocational skills required for practical work positions. This in turn enables students to become proficient and adapt to the work environment more quickly when entering actual job positions.

^[1]For enterprises, the precise delivery of high-quality applied art talents can not only effectively solve the employment problems of modern enterprises, but also improve the overall quality of the enterprise's employment team, thereby promoting the maximization of the enterprise's own advantages. In addition, the joint establishment of talent training bases by enterprises and universities can help fully utilize their own advantages to meet the training needs of modern art talents, and enable students to acquire the professional skills required by enterprises during their school years. In this way, a virtuous cycle has been formed between the supply of talents in universities and the demand for employment in enterprises, which is beneficial to the development of the art industry without any harm. For universities, the continuous deepening of the integration between industry and education provides channels and tools for enriching the teaching content of art majors, strengthening practical teaching in art majors, and innovating teaching methods in art majors; Its guiding role is particularly reflected in optimizing the current curriculum system of art majors. The alignment between course design and enterprise needs has greatly improved, and course design has become more precise; Students can better master core skills that meet industry needs during the learning process, greatly improving the quality of art education and teaching in universities. Under the integration between industry and education, universities can better fulfill the fundamental task of cultivating virtue and talent, and output art talents with comprehensive literacy, innovation ability, and practical ability to society, ultimately benefiting the art related industries in society.

3 The Path of Promoting the Quality Improvement of Art Talent Cultivation Through the Integration between Industry and Education

Currently, the integration between industry and education has become an important measure to improve the quality of talent cultivation. However, China's successful experience in the integration between industry and education is very limited, which has led to a series of problems in the integration process. For example, the setting of teaching objectives deviates from actual needs; the practicality of teaching methods is not strong; there is a lack of platform in practical teaching, and the quality and ability of the teaching staff are insufficient. This paper will propose ways to improve the quality of talent cultivation in the field of art from the following aspects.

3.1 To Develop Teaching Objectives for Art Majors Based on Industry Demand

The fundamental goal of art education in universities should be to enhance students' application abilities and improve their employment quality, and to develop teaching syllabi. That is market-oriented and employment oriented, in order to cultivate art talents who can adapt to the job demands of the industry in the field of social art. In addition, universities should fully tap into the local resource advantages in carrying out art characteristic education and reflect them in teaching objectives. It aims to cultivate composite art talents who can adapt to the development needs of local art related industries.

3.2 To Introduce Project-Based Teaching Methods into Art Classroom Teaching

The project-based teaching method is a new teaching approach derived from the integration between industry and education, which takes the needs of enterprises as a guide, introduces some practical projects from enterprises into teaching practice, with teachers as the guiding subject and students as the implementing subject, allowing students to handle a relatively independent project in enterprise practice in small groups. The project includes the collection of project information resources, the design and planning of project proposals, project implementation, and final evaluation.^[2] For example, the project will include "specific theme art exhibition planning", "selection, creation, placement, and design of art exhibition exhibits", "specific exhibition implementation of art exhibitions", and "feedback and reflection on art exhibition effects" as important contents of art major teaching. This enables students to understand the basic processes and requirements of art related enterprises in the project execution process through project implementation, in order to broaden their horizons, enhance their practical abilities, and improve their adaptability to entering the workforce, helping them better achieve employment. In the early stage of applying project-based teaching method, communication between schools and enterprises should be done well to promote the integration of projects from easy to difficult and from shallow to deep into the curriculum teaching content. At the same time, this can enable students to understand the gap between their own abilities and the demands of social positions during project practice, thereby mobilizing their learning enthusiasm and initiative, and continuously improving the quality of art education and teaching in universities.

3.3 To Build a Cultural and Creative Platform System for Art Majors Based on the Internet

Building a cultural and creative platform for art majors within universities can establish a channel for mutual output and growth between art education and the cultural and creative industry. From a macro perspective, this helps to consolidate the resources of industry education integration in

universities and society, and leverage the joint efforts of multiple parties to build a talent training system for art majors that meets the needs of the social cultural and creative industry; From a micro perspective, this helps to strengthen the weak links in college art majors, enhance the breadth and breadth of skill mastery and creative vision, thereby enabling college art education to be taught according to needs and carried out in a targeted manner. In this regard, colleges and universities should seize the opportunity of the era of "Internet plus" and build a cultural and creative platform for art majors in colleges and universities.^[3] For example, colleges and universities build a platform for cultural and creative product information promotion and business flow through the Internet, focusing on creative fairs and creative performances, and conduct all-round online promotion on major social media platforms; Furthermore, taking this as an opportunity, universities should establish an online and offline cultural and creative activity operation system through school enterprise cooperation to achieve multidimensional development of cultural and creative IP in universities. The successful construction of this platform system can not only attract more resources for the integration of industry and education in universities, but also provide more opportunities for cooperation in different industries for the integration of industry and education in art majors. It can also help promote the talent cultivation mode of industry education integration in art majors in universities to adapt to the development of the times.

3.4 To Establish a Sound Development System for Double-Position Teachers in the Art Major

In terms of faculty construction, art majors in universities should change their inherent thinking, improve the development system of dual qualified faculty, and fundamentally get rid of the problem of a single structure in faculty construction. The so-called dual teacher teacher structure requires teachers to possess the dual abilities of theoretical lecturers and professional technicians, theoretical literacy and practical skills, as well as teacher qualifications and professional professional qualifications. To this end, art majors in universities should expand their recruitment scope and raise the recruitment threshold, including both highly educated theoretical art talents and teachers with rich practical experience in the art industry, in order to strengthen the faculty of art majors on campus. At the same time, it is necessary to promote communication and exchange between art teachers in schools and outstanding management talents in the art industry through the integration between industry and education, school enterprise cooperation, and the implementation of dual employment and dual hanging, in order to encourage social enterprise talents to gather on the front line of teaching and ensure the efficient integration of industry and education in the art profession. In addition, double-position teachers are valuable resources for conducting professional education and play a key role in improving teaching quality. To this end, universities can raise funds for the construction of their art teaching staff by establishing an art teacher development foundation, and improve the salary system for teachers, attaching importance to the basic guarantees of promotion, housing, medical care, and education for such teachers. This can solve teachers' worries and enable them to devote themselves wholeheartedly to the education industry.^[4]

4 Conclusion

The rapid development of various industries in society cannot be separated from talent cultivation, and applied talents are also an important direction for the talents needed in various industries in China. The integration between industry and education can promote the improvement

of the quality of talent cultivation in art majors. Firstly, it can provide talent guarantee for the transformation and upgrading of China's art related industries. Secondly, it has positive significance for the reform of talent cultivation mode in art majors in universities. Thirdly, it can further enhance the comprehensive quality of art talents. Therefore, the application of the concept of industry education integration in the training process of art professionals should be emphasized.

Funding

Higher Vocational Education and Sports Professional Education Teaching Reform Project in 2023, Exploration and Practice of Talent Cultivation Mode for Fine Arts Education in Western Guangdong under the Background of Industry Education Integration (2023G060)

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