

Analysis on the Construction and Talent Training of Character Image Design in Higher Vocational Colleges

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Abstract—Character image design is a newly-developing art major in universities and vocational colleges. It has been established as a key major in some colleges and universities, and has developed rapidly in recent years. In the process of implementing National Plan for the Implementation of Vocational Education Reform, Guiding Opinions of the Ministry of Education on the Formulation and Implementation of Programs for Training Professional Talents in Vocational Colleges, and other specific work, this major takes employment as the orientation, centers on quality, and seeks development through innovation. It continuously deepens the reform of education mode, brings forth the innovation of education mechanism, highlights the specialty features and accelerates the cultivation of compound technical talents.

Character design major has better market advantages and development prospects. The investigation and analysis can ensure the accurate orientation of the major. It constantly connects with enterprises, optimizes course setting, enhances students' practical ability, and provides students with internship opportunities and a wide range of employment channels, in order to train image designers who adapt to the development of domestic character image design industry and have high professional quality.

Keywords—character; image; major construction; talent training

I. INTRODUCTION

Character image design was originated in the United States in the 1950s. China's image design started later than foreign countries. Since the late 1980s, people who have been engaged in image design have emerged in China, but they are usually separated from beauty, hairdressing, cosmetic and clothing (ornaments) industries. These people have grown from amateur to professional, from being good at one skill to focusing on the overall image of the character. There is still a certain gap between it and the true image design, and image design has become an independent industry in the last decade.

Along with the development of economy and the improvement of living standard and aesthetic consciousness, people attach increasing importance to their appearance. Under the influence of people's consumption behavior,

image designers emerge at the right moment. In the past, image design was a simple skill operation of facial makeup and hair styling. Now, it has developed into the overall dressing style and modeling of characters, design and collocation of clothing accessories, skin color and facial features shaping, hairstyle and color matching, etc.

In today's society, apart from the shaping of personal image, there is an increasing demand for film and television makeup artists, stage makeup artists and studio makeup artists with the development of film, television, advertising, photographic studio and stage art. In particular, image designers who graduate from colleges and universities and have solid theoretical basis, strong practical ability, high self-cultivation, and a certain aesthetic consciousness and popular fashion feeling are bound to be popular in the market.

II. THE NECESSITY OF OPENING THE CHARACTER IMAGE DESIGN MAJOR

From the perspective of the current situation of image design talents, the image design major requires the professional form based on practical skills and professional mode based on theory and practical operations. This mode of "art plus technology" is not only the strength of higher vocational colleges, but also their orientation of training objectives. Strong practical ability is one of its school-running characteristics and strengths. Therefore, it is very necessary to open image design major in higher vocational colleges.

Character image design major adheres to the cultivation of character and civic virtue. It aims to cultivate socialist successors who love the leadership of the Communist Party of China, love the socialist system, consciously practice socialist values, and possess an all-round development in moral, intellectual, physical, aesthetics and labor education, as well as compound technical talents with good professional ethics and professionalism, high cultural accomplishment, basic knowledge and professional skills necessary for image design, and ability to engage in hairdressing, makeup modeling, and various design or marketing work.

In order to better cultivate senior technical talents in the hairdressing and beauty and cosmetic industries and make training programs for character image design prospective and

feasible, the major has conducted several in-depth investigations in various forms to understand the post setting, post competency requirements and future development planning of enterprises. Through the analysis of typical work tasks, the major has been aware of requirements of post setting of the industry and requirements of professional posts (groups) on the quality and professional ability of employees, and further determined training objectives and talent positioning standards of the talent training mode, to lay a foundation for the construction and development of character image major in vocational colleges.

III. ADVANTAGES OF OPENING THE CHARACTER IMAGE DESIGN MAJOR IN HIGHER VOCATIONAL COLLEGES

Students in higher vocational colleges systematically learn all kinds of knowledge of image design, and then choose a job according to the market demand and can get more employment opportunities.

A. *Clearing Training Objectives and Jobs with Good Prospects*

Higher vocational colleges set more targeted courses in terms of social needs, dock enterprises to provide students with internship opportunities, and make career planning in advance according to students' characteristics. Employment direction mainly includes cultural media company and image design company, makeup school lecturers, cosmetics marketing trainers, clothing presenters, as well as technological posts and managerial posts in photographic studios, film crew, beauty salons, hair salon, television station, and film and television company.

B. *School-Enterprise Cooperative Education Model*

Higher vocational colleges make full use of the link function of the industry, strive to create opportunities for cooperation with enterprises and the society, and adopt the teaching method of school-enterprise cooperation and combination of specific projects. Moreover, they also employ excellent technical personnel in the industry to participate in practical training and teaching, and timely convey the latest skills, ideas and employment needs to students, so that students can learn with a purpose. Besides, colleges select and send outstanding students to practice in cooperative enterprises, and participate in industry-related competitions and social activities, so as to improve students' practical operation ability and employment opportunities. Colleges exchange with other peer colleges with excellent school-running experience, introduce advanced school-running resources, school-running ideas and management methods, enhance school-running vitality, and continuously improve the school-running environment, teaching quality and management level of the character image major.

C. *Providing Quality Education Resources*

Character image design includes makeup modeling, hairdressing and clothing. The college has established a mature image design studio, hairdressing training room, clothing training room, and photography room, which can

meet the site need of student course practice and school-enterprise cooperation projects. In terms of teachers, excellent teachers can provide students with good training and guidance, and lead students to complete professional topics and projects. Students can get involved in various fields related to character image design in the college to achieve seamless connection between study and employment.

D. *Building a Training Base Integrating Teaching, Training, Professional Skill Appraisal and Technical Services*

According to the current talent demand required by image design industry, the college should build a shared, comprehensive and open professional training base which has advanced concept, leading technology, first-class environment and innovative management, combines scale and diversity in market mechanism operation, and integrates teaching, training, professional skill identification and technical services.

IV. REVISING COURSES OF THIS MAJOR AS REQUIRED BY INDUSTRY ENTERPRISES

China's hairdressing and beauty industry enterprises have a great demand for character image design professionals, especially high-quality and high-level practitioners who have received professional education. For this reason, it is required to speed up the construction of character image design major, adapt to the needs of social development, start with the reform of course system, attach importance to the combination of theoretical teaching and practical teaching, optimize the allocation of educational resources, and build a stable framework system for professional talent training. Meanwhile, it is required to constantly keep pace with the times, and adjust and revise professional courses.

In terms of teaching courses, it is required to focus on talent training goal, cultivate students' comprehensive ability, and reform courses of character image design major. For example, sketch color and other professional basic skills focus on the local painting teaching of character and facial features; photography course mainly teaches portrait photography; computer graphics course pays attention to the teaching of image post-processing. Furthermore, it is required to adapt to the development of the industry, increase the proportion of practical training courses, strengthen the practical ability, and replace the traditional teaching mode with information and integrated teaching, which has achieved good results.

Education and teaching reform is the core of vocational education reform and the key link to realize the sound and rapid development of vocational education. With the deepening of higher vocational education teaching reform in China, rich experience has been explored and accumulated. However, on the whole, higher vocational education cannot completely meet the requirements of economic and social development on the cultivation of high-quality workers and skilled talents in terms of teaching ideology, talent training mode, teaching content and methods, pertinence and effectiveness of moral education. It is an important and

urgent task for vocational education to deepen the reform of vocational education teaching and improve the quality of education teaching and the training level of skilled talents in the current and future period.

V. MAKING A WELL-CONCEIVED PLAN FOR TRAINING OF PROFESSIONAL TALENTS

A. Talent Training Objectives

Higher vocational colleges have high requirements on the training of professional talents. In terms of character image design major, it requires to cultivate students' quality, knowledge and ability.

1) Quality requirements

Students should firmly support the leadership of the Communist Party of China, China's socialist system, practice core socialist values under the guidance of Xi Jinping thought on socialism with Chinese characteristics for a new era, and have a deep sense of patriotism and pride in the Chinese nation. Students also should advocate the constitution, abide by laws and disciplines, advocate moral and goodness, be honest and trustworthy, respect for life and have a passion for labor, fulfill moral standards and codes of conduct, and have sense of social responsibility and social participation.

Students should have quality awareness, environmental awareness, safety awareness, information literacy, artisan spirit, innovative thinking. They also should be bold in struggling and optimistic, have self-management ability, good communication and coordination ability, awareness of career planning and strong collective consciousness and team spirit.

Students should also have healthy physique and psychology and sound personality, master basic sports knowledge and one or two sports skills, develop good fitness, health and behavior habits. Students should have a certain aesthetic and humanistic quality, and can form one or two art specialties or hobbies.

2) Knowledge requirements

Students should master necessary ideological and political theories, basic knowledge of science and culture and knowledge of excellent traditional Chinese culture, and be familiar with relevant laws and regulations of this major as well as knowledge of environmental protection, safety and fire protection.

Students should grasp the basic knowledge of character image design and know the connotation and characteristics of clothing, cosmetics and other common brands. They also should acquire certain basic knowledge of cosmetic medicine, basic principles and usage of professional instruments and equipment, and have an intimate knowledge of service process and standards of industry-related posts, and new knowledge and new technology of industry development.

3) Ability requirements

Students should have a strong professional foundation theory and vocational skills. Students should have a good

command of principles of character image design and possess certain modeling ability and performance ability.

Students should have the ability of inquiry learning, lifelong learning, problem analysis and problem solving, as well as good language and verbal expression skills and communication skills, and be capable of using a variety of media to collect, refine and sort out information.

Students should be able to apply principles and techniques of makeup and hair styling design in character image design, test and analyze personal color style, and make plans according to customer characteristics; have good ability of dress collocation and dress image design; be capable of developing skin care programs and implementing standardized practices based on customer characteristics; design hair style and fashionable hair and dress customers based on their needs. Students should have certain ability to design and operate manicure and eyelash, as well as ability to market, operate and manage cosmetics and beauty products.

In addition, students should also possess basic computer operation ability, and can complete the work of character image design with the help of computer software.

B. Talent Training Programs

Based on the analysis of the demands of character image design major and its employment posts and the vocational ability factors of post groups, it is required to define the goal for major training, and highlight its industry and application, serve the society, determine the talent training program of school-enterprise cooperation and industry-university participation. In terms of talent training requirements, students of this major are required to master the basic professional knowledge, basic theories and skills required for this position. They are required to possess strong analytical judgment and practical ability and skillfully apply the professional skills of this position.

In the specific training program, teachers should follow the principle of "strong ability, high quality, and employment-assisted", combine with the actual needs of domestic character image design and development and the variation trend of industrial structure and post structure changes in the demand for higher vocational talents, construct the curriculum system and professional teaching plan which takes post and occupational ability of the post group as the main line. In the course of curriculum development and teaching arrangement, according to the job requirements of character image design major, teachers organize the course content, take school teaching and off-campus internship as the main training methods to highlight students' professional ability and provide a good guarantee for the students to quickly adapt to the position.

The talent training goals and specifications of the school determine the construction of the professional curriculum system, and also determine the core curriculum development. In order to connect the core curriculum and the talent demands of the positions, it is necessary to modify and

improve the existing talent training objectives and specifications of the school.

It is required to dock the curriculum provision with the post, combine with the employer's post design, and design the course and develop course content. The traditional curriculum focuses on theory, but the character image design major should pay attention to the practicality and the development of vocational skills, closely combine the theory with practice. In that way, the employment of graduates can be well applied to the requirements of enterprise's positions.

Some traditional professional teaching methods and teaching forms are single and are not suitable for the development of new disciplines. The focus of teaching reform is the reform of teaching content, which changes the situation in which students can't keep up with the needs of enterprises after employment. The major set by the school should adjust the teaching plan and teaching content in a timely manner, and teachers should continuously carry out teaching reforms and keep pace with the times. The school should be closely connected with the company, and occasionally invite outstanding designers, craftsmen, technicians, brand investors, and skilled craftsmen from the society to communicate with the leadership and jointly develop courses to truly realize the "seamless connection" between courses and positions. The different courses and professional directions will have different degrees of intersection in the corresponding multiple positions of a post group, which requires the vocational schools to closely match the post group of the enterprise when determining the professional direction, and to realize the "zero distance connection" between the post group and the professional direction.

The training content of the teaching should be closely related to the enterprise post. Whether it is the school training or working practice, it is the appraisal of the students' technical level and the evaluation of the teacher's teaching effect. The advanced equipment and the top technology of the enterprise require the students to master the broad theoretical knowledge and superb skills. Only in this way can the school achieve true cooperation with the enterprise and the alternation of working and learning in the teaching mode.

C. Implementation Guarantee

1) Establishing a reasonable teaching staff

The title and age of full-time teachers should be arranged in a rational orderly system. The part-time teachers represented by professionals and skillful craftsmen in this industry should be enlarged and some full-time teachers are encouraged to get an internship in the enterprises, so as to improve the vocational education ability of full-time and part-time teachers.

2) Strengthening the construction of training base

In accordance with construction principles of practical, productive and imitative training base and school construction plan, the training base will be constructed in a scientific way. The number of training venues and instruments and equipment can ensure that each student has a

training operation station. There are training rooms for image design, hairdressing/make-up, beauty and body care, manicure, photography, etc., which can support the teaching needs of "integration of theory and practice" of skill courses of this major.

The off-campus training base can provide image design consultant, makeup design and hairstyle design service, beauty and body care and manicure technology service and other related internship positions, which can cover the mainstream technology of the current development of related industries and accept a certain scale of students for internship. It is equipped with a corresponding number of instructors to guide and manage students' internship. There are rules and regulations to ensure the daily work, study and life of interns, as well as safety and insurance guarantees, which fully meet the needs of practical teaching.

3) Using modern teaching means

Modern teaching means are actively introduced into teaching, and modern information technologies such as multimedia assistance and network learning are adopted to optimize the teaching process through multi-channel system, so as to enhance the practicality, pertinence and effectiveness of teaching.

The construction and allocation of audio and video materials, teaching courseware, digital teaching case database, virtual simulation software, digital teaching materials and other professional teaching resource databases related to the major should be rich in types, diverse in forms and convenient in use and updated in dynamic state to satisfy the teaching requirements. Teachers are encouraged to develop and utilize information-based teaching resources and teaching platforms, make innovation in teaching methods, and guide students to use information-based teaching conditions to learn independently and improve teaching effect.

VI. CONCLUSION

It is suggested to deepen the reform of teaching and improve the quality of teaching. To improve the quality and specification of talent training, it is necessary to reform teaching materials, course teaching modes, examination means and evaluation standards, and keep abreast of the times. It is recommended to compile practical teaching materials of this major by reference to teaching materials that accord with characteristics of higher vocational education at home and abroad, adopt advanced teaching means, employ experts and technicians to teach and give lecture, cultivate students' innovation consciousness and practice ability. Next, it is required to introduce the competitive mechanism in the field of vocational education, utilize the existing teaching resources to serve local economic development, and train large quantities of compound technical talents with high quality. Besides, it is required to draw lessons from experience and management mechanism of excellent higher vocational colleges, strengthen the horizontal connection with relevant colleges, conduct more exchanges and cooperation, facilitate the construction and teaching reform of character design, so that vocational education can adapt to

the demand of socialist market economy and go with the development trend of higher vocational education.

In conclusion, strengthening the construction of character image design major and cultivating a large number of "practical" technical talents with high quality not only meet the needs of orderly and rapid development of the industry, but also are the goal of higher vocational education and teaching.

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