Exploration on the Cultivation of Garment Major Talents in Vocational Colleges Based on Digital Background

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Abstract. This article explores the optimization construction of talent cultivation ideas that adapt to the development of the garment industry in the digital era, develops digital talents outputting in the garment industry, and accelerates the transformation, upgrading, and reconstruction of the garment industry development. We focus on the digital talents cultivation and demand for the entire process, carry out digital reform through research on the entire garment industry chain. In the construction of the talent cultivation system, we will establish "digital+fashion" talent cultivation model, optimize the talent cultivation plan, establish digital teaching team, construct digital teaching facilities, and cultivate digital talents suitable for the garment industry.

Keywords: Digital background; Garment major; Talent cultivation; Optimization;

1.   Background and Significance

1.1 Background

Chinese garment companies are facing enormous challenges brought about by digital transformation. In the context of the digital age, enterprises need to constantly adapt and respond to new technological changes in order to maintain competitive advantages and achieve sustainable development. With the implementation of major strategies such as Made in China 2025, Internet plus, digital economy, innovation and entrepreneurship, advanced digital technology is increasingly applied to all aspects of the garment industry development, intelligent garment equipment has replaced many projects that were originally completed manually. With the development of technology, digital design and intelligent manufacturing are the future directions for professionals and industries.

The comprehensive application of digital technology in vocational education and teaching has become the current and future direction. The transnational layout of the "the Belt and Road" is accelerating, and the garment industry is moving towards international high standards. It is urgent for professionals to gather international fashion

elements and cultural elements, export high-quality resources and cultivate technical and skilled talents with international vision.

The garment industry is closely focusing on the three key points of "technology, fashion, and green" to carry out upgrading and transformation. It urgently needs digital design talents, deepen the application of the Internet, big data, artificial intelligence, and 5G technology in the garment industry, create a digital application scenario for the entire industry chain, and create a new industry format that is "high-end, clustered, and intelligent". Garment companies need to constantly innovate and improve quality to build core competitiveness, and digital technology and artificial intelligence have greatly promoted this demand.

1.2 Significance

Explore the optimization and construction of talent cultivation ideas that adapt to the development of the garment industry in the context of the digital era, carry out the cultivation and output of digital talents in the garment industry, and accelerate the transformation, upgrading, and reconstruction of the garment industry development. The cultivation of digital talents urgently requires the establishment of a diversified education quality concept based on the multi-level student structure, the development of digital talent cultivation plans based on school enterprise cooperation, and the enhancement of professional service industry capabilities.

Focusing on new formats in the garment industry, we are committed to creating a highland for cultivating technical and skilled talents in fields such as digital design, garment creative design, and garment intelligent manufacturing, promoting high-quality development of the garment industry, and achieving creative design leading a quality life.

Building a digital and intelligent characteristic curriculum system, highlighting fashion, cutting-edge, and developmental aspects, to cultivate necessary technical application and digital design abilities for students' comprehensive and long-term development, and to adapt to the iterative upgrading of the garment industry brought about by technological changes.

2. The problems on talent cultivation in GARMENT majors of vocational colleges

2.1 Garment talent cultivation cannot meet the needs of digital industry transformation and upgrading

The Chinese garment industry is moving towards becoming a manufacturing and intelligent country, and the garment industry chain is developing towards the high-end, giving rise to new formats and requirements for garment. There is an urgent need for vocational college students to transform into digital, fashionable, and versatile talents.

At present, the training of garment professionals cannot keep up with the rapid development of the fashion industry. The digital, fashionable, and composite talent training models and methods are not perfect, and the talent's fashion creative design ability is insufficient. The shortcomings of talent training are obvious. Vocational colleges in various regions are also exploring and trying to optimize the reform of talent training

models, but it cannot meet the urgent needs of industrial transformation and upgrading for talents. The talent training model urgently needs improvement.

2.2 Inaccurate positioning of digital talent cultivation and industry industry integration

Garment enterprises urgently need a large number of digital talents in the garment industry, but there is still a mismatch between universities and enterprises in the methods and specific positioning of digital talent cultivation. In the process of digital transformation and upgrading of the garment industry, garment enterprises have a clear demand for digital technology services, new product development and transformation, and high skilled talent training. Correspondingly, vocational colleges are constrained by advanced garment technology, advanced garment software and hardware in talent cultivation, and there is still a certain gap between optimization exploration and the actual needs of enterprise positions.

2.3 Insufficient improvement in digital technology for teachers

The teaching staff has insufficient awareness of the digital talent cultivation of vocational education in the process of globalization, and their international vision is not broad enough. With the Chinese garment industry and garment products going to the world, they are moving towards intelligent technology manufacturing. In combination with the vocational education service "the Belt and Road" construction and garment international production capacity cooperation, they share technical services with garment industry enterprises, and develop professional standards, curriculum standards and teaching resources that are in line with international standards, Lack of international competitiveness. The platform construction for teachers to participate in social services is insufficient, and vocational college teachers lack understanding of social service work.

3. Optimization ideas for talent cultivation in GARMENT majors OF vocational colleges

The high-end development of the value chain in the garment industry has given rise to a new industry format that is "high-end, clustered, and intelligent". There is an urgent need for the garment industry to deeply integrate into the fashion industry with garment as the main body, promote the comprehensive integration of talent supply chain and fashion industry chain, and put forward high standards and new requirements for the cultivation of composite talents with "fashion+digital" expertise, in order to improve the quality of talent cultivation.

3.1 Building and improving a talent cultivation model of "school enterprise cooperation, integration of virtual and real, and progressive ability"

Adhere to the dual subject collaborative education, deepen the reform of the talent training model of "school enterprise cooperation, integration of virtual and real, and

progressive ability". Following the transformation and upgrading of the garment industry in Shandong Province to meet the demand for digital technology talents, we will establish a virtuous cycle operation mechanism for the integration of garment majors and industries, and collaborate with industry and enterprise experts to carry out research and reform on digital garment professional teaching.

Build a talent cultivation system that combines the five aspects of education, adhere to the fundamental task of cultivating virtue and talent, fully explore and grasp the regular connections between moral education, intellectual education, sports, aesthetic education, and labor education, strive to maximize the synergistic effect of the five aspects of education, and cultivate excellent digital technology talents with comprehensive development. Based on the goal of cultivating high-quality technical and skilled talents with exquisite craftsmanship, design proficiency, and innovation who are capable of working in high-end garment industry positions such as digital fashion garment design and intelligent manufacturing, we will deepen the reform of the talent training model of "school enterprise cooperation, virtual and real integration, and ability progression", and achieve the sharing of talent, resources, technology, and achievements between schools and enterprises.

3.2 Building a digital curriculum system and creating high-quality teaching resources

Enhance the content of the course. Implement the integration of course certificates and deepen the implementation of the "1+X" certificate system; Carry out diversified evaluation and construct a three-dimensional evaluation system; Gradually enhance students' humanistic literacy, professional literacy, and comprehensive literacy.

Constructing professional direction module courses for professional technical skills, cultivating digital skills in different professional directions for students; A comprehensive expansion module course is formed to cultivate students' sustainable career abilities.

Relying on the construction of professional groups to reconstruct the professional digital curriculum system, we will build a curriculum architecture of "basic sharing, integration of expertise and innovation, and ability advancement", and gather teaching resources around the "digital+fashion" in the garment industry. Connect with industrial transformation and upgrading, update teaching content in a timely manner based on technology, fashion, green concepts, and high-end needs of the garment digital industry, and develop new teaching materials.

Popularize information technology and digital teaching methods, carry out modular and integrated theory and practice teaching, adopt teaching methods such as project teaching and case teaching, and improve the quality of classroom teaching.

3.3 Building a digital teaching platform and constructing a new practical system

Build a teaching platform that combines functions such as talent cultivation, think tank consulting, technology services, innovation and entrepreneurship, and training services. Relying on the platform to build a teacher teaching innovation team with strong technological research and development capabilities, leading the transformation and upgrading of garment enterprises, outputting professional standards for garment, expanding the international influence of excellent traditional Chinese culture and craftsmanship, and creating a "fashionable and creative" vocational education brand.

Building a "progressive ability" practical teaching system to enhance teachers' information and digital teaching abilities; Implement team building between part-time and full-time teachers in enterprises. Build a practical teaching base that combines online digitization and offline practicality, and build an online digital virtual simulation platform for the entire garment industry chain, as well as an offline training system that integrates student practical experience. Strengthen the construction of vocational education alliances, promote the integration and development of garment and fashion industries, and carry out digital talent training activities.

3.4 Building a high-level structured teaching team and improving teachers' digital teaching abilities

Hire experts and renowned teachers to build a high-level structured new digital teaching innovation team, cultivate master level professional leaders, and implement a "dual leader" system for professional construction and team building. Hire renowned professors, skill masters, skilled craftsmen, and other industry elites from home and abroad as guidance consultants, and cultivate professional group leaders with an international perspective. Actively carry out digital teaching ability training and improvement work, cultivate a team of "digital+fashion" new technology teachers with both morality and technology, build a team of craftsman teachers, rely on cooperative enterprises, research institutes, etc., establish a "teacher enterprise workstation", and establish and optimize a new skill talent pool for industry enterprises.

3.5 Deepen international cooperation and exchange, and build a digital talent evaluation system

Carry out international academic exchanges, expand international cooperation and services, and cultivate international and digital technology skilled talents. Introduce internationally advanced talent cultivation concepts, digital new technologies, professional textbooks, and other high-quality educational resources into professional teaching, integrate them into garment professional teaching, and improve the level of professional construction. Strengthen international cultural exchanges, promote international academic visits and exchanges, and improve safeguard measures. Building an international brand for vocational education and closely aligning with China's garment "going global" strategy. The garment industry urgently needs to gather international digital elements, fashion elements, and cultural elements to meet high international standards, output high-quality professional resources, and cultivate digital technology skilled talents with an international perspective.

4. Conclusion

The rapid rise of digital technology has put forward new requirements and tasks for vocational colleges to cultivate talents in the garment industry in the new era. This article relies on the construction of a high-level professional group in garment and garment design at Shandong Light Industry Vocational College to study the future demand for digital talents in garment, analyze the development direction of the garment industry and the core competitiveness of enterprises. Taking advantage of the

new opportunities brought by the internationalization of China's garment industry, we will analyze and build a technical service platform, improve the social service mechanism, implement dual subject collaborative education, and deepen the reform of the talent training model of "school enterprise cooperation, virtual and real integration, and ability advancement".

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