

# Teaching Mechanism Research on Art & Design Education from the Perspective of Industry & Education

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**Keywords:** Industry & Education, Teaching Mechanism, Interdisciplinary Teaching Project Art & Design Education

**Abstract.** In this paper, it designs and implements "interdisciplinary teaching project" to build a applied talents training mode for art and design major, which in the form of three levels-- " Transverse broaden, interdisciplinary integration in basic level; Deepen lengthways, industrial integration teaching project in application level; Elite education, market integration in integrated level". The research is in order to promote the development of art design education in local colleges and universities.

## Introduction

Since 2015, the integration of industry and education has become the focus of teaching reform in universities in China, and has made some meaningful achievements in theory and practice. However, to be honestly, the teaching system of China's higher education research still stays in the education level itself, with regard to the teaching extension in the integration of industry and education research and practice still lacks of successful experience. In particular, industry & education integration in local universities is still in its infancy, or only constructed the "implementation conditions of Industry & Education integration " [1], or made some superficial study of the "path to achieve the industry and education integration " [2]. Majority of local colleges and universities only take the industry and education integration as reform and innovation initiatives and not from the integrated perspective of personnel training in the teaching platform construction, teaching mode construction, teaching process reengineering, improvement of teaching evaluation to examine and study.

In view of this, this study will focus on local colleges and universities teaching practice exploration on industry and education integration mechanism innovation to break the system framework between the majors and courses, teaching and scientific research, disciplines and subjects, schools and industry. Through the design of the system to put the teaching mode, teaching content, teaching methods, teaching evaluation and teaching management elements into the business teaching platform to establish a new way of training system, that is to regard the project as a link, to depend on the subject, to take science and technology as the carrier, to integrate industry and education. And by adopting integration learning, collaborative teaching philosophy and operating system [3], by building compound applications personnel training and local industrial

transformation and upgrading social platform to facilitate interaction between schools and enterprises, to promote mutual benefit and have a win-win, to find an effective solution to the problems of teaching mechanism innovation in industry and education integration.

### **Interdisciplinary Teaching Project Design**

In the depth of industry and education integration practice and exploration process, art and design education is no longer merely to impart knowledge and skills in the general sense of "design", but rather change to participate in the construction, constitute creative work of the entire community lifestyle. Design of interdisciplinary teaching projects should be subject and professional integration, to regard the creation of new design talent cultivation as the goal, to improve and perfect the curriculum structure through the parallel multi-course mode connection [4] to implement interdisciplinary teaching project [5] and to bridge the isolation gap between education and social applications. The development and design of interdisciplinary teaching project includes three levels(basic level, application level and integrated level)as follows.

#### **(1) Basic level—"transverse broaden, interdisciplinary integration" teaching project.**

Basic level of interdisciplinary teaching project, highlighting "the transverse broaden and interdisciplinary integration". Its teaching project design involves multi-disciplinary, multi-class arts. It promotes students to develop a personalized style of self-development through the horizontal broadening of general education. Its teaching characteristics mainly embodied in: First, complementary and related to differences with the professional foundation courses, Taking into account the integrity of knowledge learning and ability training, improving the students' knowledge structure. Second, the projects can be linked to the professional node of subjects so that these projects can be implemented directly in the relevant curriculum. Third, to implement interdisciplinary teaching project, we must make sure the teaching process is in line with guidance of the logic of practice. [6] [7]

#### **(2) Application level ——deepen lengthways, industrial integration teaching project.**

In the application level of teaching project design, which should be deeply combined with local industrial demand from the four dimensions: knowledge, ability, attitude, motivation. With local industry convergence, we should highlight the usage, stress "the Pragmatic Approach", and implement learning by doing, research and innovation by doing. Interdisciplinary teaching team acts on the students own will to form their teacher & student project team, which are they themselves choose project, its specific and members of their group. In the implementation of the project, we interdisciplinary teaching team provide advice and guidance for each student according to their different ideas and programs. We aim to promote their independent learning, self-study, independent design ability. We encourage students to cooperate with people from different subjects, different projects and different groups. We emphasize teamwork to solve problems and overcome difficulties.

#### **(3) Integrated level——"Elite Education, Market Integration" teaching program**

In the integrated teaching project design, we should center on elite education, market integration , the design personnel training should not only emphasize humanistic quality, design innovation, team coordination, business insight and analytical skills , but also should set up a platform for students to enhance their application ability, employment ability and Individual independent choice ability. The design personnel training should put more efforts to nurture students who can convert the creative ideas in design to design project and even continue to perfect their design project. Art and design education should follow the job requirements to guide students training, so that students can have an in-depth understanding of industry dynamics, market demand and the latest value

orientation in the design world. By doing the project, students can master the course contents well. Also the combination of theory and practice can form a benign environment for art and design education, which can enhance students' practical experience and employment ability.

### **Construction of industry and education integrated mechanism model**

The integration of industry and education reveal the regional and applicable of local colleges is the upgraded personnel training mode. The key elements of this mode is platform, project and team, and it is directly related to this colleges should design and refactoring teaching mode in the teaching mode, teaching methods, teaching evaluation, in order to outstanding the status and function of teaching mechanism innovation in this integrated mode. Generally, the integration of industry and education should do the following:

#### **(1) Teaching Platform Construction**

By setting up a system of organization, relying on the system to ensure that the college students have a good platform support to practice, research, and develop design creative achievements into productivity. Scientific teaching platform construction will be conducive to improving students' ability to become comprehensive talents.

#### **(2) Teaching Mode Construction**

Implementation of the teaching mode of "integration of learning and team teaching", relying on interdisciplinary teaching project to promote integration study, taking decomposition process of project to guide the student to cooperate, making each process node independent as decision makers, so that students can make a variety of creative and solutions decision in the whole process of design, creativity, implementation and service, which can fully reflect the diversity of innovative design; Collaborative teaching is an important method to break the system restriction from disciplines and specialties, courses and extracurricular teachers. An interdisciplinary teaching team of teaching can make students fully enjoy the studying process. The ultimate goal of it is to cultivate comprehensive talents.

#### **(3) Teaching Evaluation Improvement**

"Result oriented" talent cultivation in teaching evaluation Contains as the following: First, it is according to the requirements of "employment" to guide students to plan career and prepare the knowledge and skills, to activate the students' learning motivation and interesting; Second, the social evaluation can motivate students' accomplishment, will and action in learning; Third, design diversified teaching evaluation mechanism can guide the project team to evaluate each other from the "attitudes, skills, cooperation" three dimensions, at the same time, bring in achievements transformation and enterprise evaluation mechanism can stimulate the students' wisdom and power.

#### **(4) Teaching Mechanism Innovation**

The integration of industry and education in local universities' art design education, need school with might and main, to raise the platform, project, team, formation of these three interdependent, mutual supports and has a certain logic system and function with each other. When promote integration of industry and education reform, if there is no solid industrial alliance, it will be lack of cooperation between school and industry; If without a functional relationship between good practice base, it will be lack of foundation and the guarantee for the college students' practice education. The teaching mechanism innovation, which in integration of industry and education, make local colleges, discipline construction and enterprises' innovation resources effectively together. on the one hand, it will make students have a site to study theory, have a place to practice, a platform to research and innovate, a growth space to mutual support; On the other hand, it will provide intellectual support and technology support for the transformation of enterprises and technological innovation.

## Conclusion

The integration of industry and education is a beneficial exploration and try to solve the present problems of applied talents cultivation in the local university. According to teaching platform construction, is a matter of idea, namely how to meet the needs of enterprises, students and schools; According to constructing the teaching mode, is a matter of innovation, how to implement the integration of learning and teaching; According to teaching process reengineering, is a technical problem, namely how to segment, strengthening the teaching; According to teaching evaluation improvement, is a motivation problem, how to start from "result", strengthen the "employment and evaluation" of education. The "teaching mechanism innovation" in integration of industry and education, is a question of how to realize the collaborative innovation. Therefore, industry and education integration need local colleges and enterprises link to each other seamlessly, so that it can play its utility effectively.

**This research was supported by the teaching reform project of higher education in Zhejiang in 2015 (number: jg2015129).**

**This research was supported by off-campus practice base construction project for college students in Zhejiang in 2014 (number: 16). The project name is art education practice base offered by Jinxing university - Zhejiang Huacheng industrial investment group co., Ltd.,**

**This research was supported by Jiaying University' s Scientific Research and Innovation Team Project.**

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