

Exploration and Practice of the Talent Training Mode of "Five Creations and Integration" in Fine Arts Majors from the Perspective of Collaborative Education

Lingyun Cheng, Yongliang Xia

Academy of Fine Arts, Jiangxi Normal University, Nanchang, Jiangxi 330022, China

Abstract

Around the arts professional personnel training objectives, the cooperative education of professional theory knowledge training system, the practice ability training system and employment qualification training system, through the establishment and theory teaching system mutually reinforcing practical teaching system, the government play a leading role, highlight the characteristics of industry cooperative education mechanism research and practice. This article attempts to speciality of the fine arts class specialized "creativity, innovation and a guest, entrepreneurship, create" five training, integrated innovation and entrepreneurship, the combination of project, for important carrier, increase the profound integration of collaborative innovation synergy education mechanism, obtain the strategic alliance of industry, as a platform, focus on cultivating the innovative spirit and practice ability of education concept and teaching model, combining study really cultivate social from all walks of life all need type talents, serve the needs of the development of social economy.

Keywords

Collaborative Education; Innovation; Entrepreneurship.

1. Introduction

As a guiding direction for the development of national innovation strategy, "Collaborative Innovation" focuses on the training of application-oriented talents through the in-depth integration of colleges and universities, administrative enterprises and local governments, serves the social and economic development, and implements the national strategy of "mass entrepreneurship and innovation". In September 2018, the "Opinions of the State Council on Promoting the High-quality Development of Innovation and Entrepreneurship and Creating an Upgrade Version of Mass Entrepreneurship and Innovation" mentioned: "Continue to promote the upgrading of employability driven by entrepreneurship and strengthen the education and training of innovation and entrepreneurship for college students". According to the Fourteenth Five-Year Plan and the 2035 Development Outline, it proposes important goals for China's higher education, to improve the quality of higher education, to transform ordinary colleges and universities into application-oriented ones, and to establish a dynamic discipline adjustment mechanism and guidance for characteristic development. National education modernization 2035 also clear colleges and universities to cultivate applied, complex, technical skills of the proportion. As domestic colleges and universities present an excellent and good energy of higher education, the practice of collaborative education has been innovated and implemented in colleges and universities at all levels. At present, the country is paying increasing attention to the development of culture and art. With the increasingly prominent problem of college students' employment, the universality and effectiveness of innovation and entrepreneurship education have received more and more attention. Developed countries such as Europe and the United States have long paid attention to the way of talent training. They use

the way of "industry-university-research cooperation" mainly to train high-end talents, but have not yet formed the mechanism of "collaborative education". There are also a lot of studies and discussions on the mode and mechanism of high-end talent training. University of art college students entrepreneurship and entrepreneurship education in China has been actively explore effective entrepreneurial education model, according to the domestic third-party authoritative organization Michael's public release of the Chinese college students employment report blue book (employment) show that in recent years, all graduates employment situation of fine arts are uneven and, different arts be included in the undergraduate employment red or green card, in terms of employment, job satisfaction, pay remuneration trend of polarization, Chinese art college students' innovative undertaking ability existing huge obstacle and restriction, to take effective measures to push forward. To promote innovation and development of the university entrepreneurship education, to cultivate more and more art creative talents, this article attempts to the fine arts class specialized "creativity, innovation, and guest, entrepreneurship, create" five integrated training system, to explore a kind of thinking and practice, combination of innovation and entrepreneurship, highlight the characteristics of industry cooperative education mechanism research and practice, and provides a new idea of practical talents for the society.

2. Cooperative Training Mechanism of Creative Talents Training in Fine Arts Majors

The theoretical knowledge training system, practical ability training system and employment and entrepreneurship quality training system of collaborative education should be organically combined and mutually promoted to cultivate outstanding talents with outstanding innovation and entrepreneurship ability, and the path of innovation-led entrepreneurship should be implemented by "Collaborative Innovation Base" and "Collaborative Education Platform". Fine arts majors can adopt collaborative innovation and collaborative education mechanism of deep integration, and cooperate with leading enterprises to run schools on the platform of university-enterprise industry-university-research strategic alliance. Invite industry, enterprise senior experts and technical backbone to participate in the talent training; Continuously deepen and strengthen the cooperation with the government, enterprises, industries, universities and scientific research institutions, after years of practice and multi-integration. Five "synergies" have been realized, that is, jointly formulating talent training programs; Cooperate to develop the teaching content; Cooperate to formulate practical teaching projects; Cooperate and guide students to design comprehensive practice; Cooperate with students on career and entrepreneurship guidance. Taking the College of Science and Technology of Jiangxi Normal University as an example, at present, the fine arts majors and enterprises have jointly established four "production, education and research centers of art majors". They are the garment product development center jointly built with Jiangxi Gongqing City Leshang Science and Technology Creative Co., Ltd., the animation research and development center jointly built with Jiangxi Second Advertising Department Company, and the design and research institute jointly built with AVIC Yangtze River Construction Engineering Co., Ltd. These centers can be not only teachers and students to contact society and understand the important position of the enterprise, the school also through the use of the conditions of the base, establish a mentor face-to-face communication platform, to cultivate the students' professional quality, practical ability and innovative spirit, team reversed transmission campus, to solve the deviation of teachers in applied research and industry, let more closely the theory and practice, let the innovative thinking is more effective.

3. The Reform and Characteristics of the Talent Training Mode of "Five Innovations and Integration"

Entrepreneurial consciousness refers to the strong internal driving force for people to engage in entrepreneurial activities, is the personality factor that plays a driving role in entrepreneurial activities, and is the first subsystem of the entrepreneurial quality system, namely the driving system. Art class college students entrepreneurship to build three-dimensional "double gen" publicity atmosphere, strengthen propaganda, innovative undertaking on the fine arts class specialized talents of talent training objective need, to project as the important carrier, operating in the company way, set up with theory teaching system mutually reinforcing practical teaching system, emphasize on innovation spirit and practice ability of education ideas and teaching mode.

3.1. Build a "Learning Factory" Platform to Guide Students from Passive Acceptance to Active Exploration

The "Learning Factory" platform takes the college teaching as its main body, mainly relies on the existing practice teaching independent studio group, and designs the course practice, the creation practice, the project practice, the industry practice, the social reality five links; Namely "course teaching" (curriculum structure and content as the main body, revolve around the course of knowledge absorption, skill training and thinking to guide practical teaching), "creative practice teaching" (creation as the core, in the context of practice the train design consciousness, stimulate the creative potential, to cultivate creative thinking), "project practice teaching" (through the actual project, comprehensive training, exercise from practical research, target planning, creative design, production to marketing and management analysis, etc. The quality and ability of the entire process, Improve the overall quality), "industry practice teaching" (in the real industry or business operation directly exercise and test of professional quality, professional ability), and "social practice teaching" (in the broader social space comprehensive training including design self-discipline consciousness, social responsibility and ethics and values) and in accordance with the principle of gradual cultivation, of the five links nested each other, realize the resource sharing, complementary advantages.

Focusing on the talent training mode of fine arts majors, this paper analyzes the course overlap -- project integration -- combination of exhibitions and competitions -- integration of industry and education -- ability synthesis from five aspects of course practice, creation practice, project practice, industry practice and social practice. "Learning Factory" is project-driven, regularly publishing studio positions and topic selection, and exploring a model innovation in teacher integration, member selection, teaching evaluation, teaching content setting and organizational form. The curriculum system runs through the four years of comprehensive design courses, practical courses, vacation internship and graduation project. Here, more than 40 students are recruited to join the contracted enterprise (studio) team every year to participate in the practical links of enterprise design, market development, operation and so on. Students can enjoy the support of "one-to-one innovation tutor and one-to-many project manager". For example, technology, patent application, product positioning analysis, market risk, and other guidance of a full range of services.

3.2. Constructed a Topic System Integrating Creativity, Innovation, Maker, Entrepreneurship and Creation

In today's society, everyone's career planning and development, pay attention to knowledge imparting to pay attention to innovative spirit and practical ability to change, professional knowledge and literacy training and social practice combined. Students will apply the knowledge and skills they have learned in school to the diversified and multi-level practical

working environment, enlightening their thoughts and training their skills in practice, so as to comprehensively improve their comprehensive quality and professional competitiveness.

Emphasis should be given to learner-centered reform practices that integrate creativity, innovation, makers, entrepreneurship and creation. An idea is a new and good idea; Innovation is inventing something new; Makers are those who have innovative ideas and start their own businesses. Entrepreneurship is to do their own business through their own efforts; To create is to think of something that has never been done before. Through the mutual integration of curriculum practice, creation practice, project practice, industry practice and social practice, the comprehensive practice curriculum system of fine arts majors is closely linked to these five "creations", and none of them is indispensable. "Learning such as Jiangxi Normal University Institute of Science and Technology Factory" Catic Yangtze River Designers Joint Industrial Park, to promote the integration of high quality resources sharing, lets the student to project (including products, the design process systems, etc.) from R&D to run life cycle as the carrier, in the form of organic connection between active practice, course learning, explore a new way to fine arts class talent practice teaching, cultivating the guest culture, carry forward the spirit and innovative lifestyle "source", form a demonstration effect.

4. Effective Measures to Cultivate Talents with the Integration of Five Creativity in Fine Arts Majors

4.1. Integrate Innovation and Entrepreneurship Courses into the Professional Talent Training System, and Set up Innovation Credits

College student's innovation and entrepreneurship training as a part of personalized talent training. Innovation is a compulsory course, and students who participate in innovation and entrepreneurship training program will be given corresponding credits. According to personal development needs and preferences, students can choose compulsory courses or elective courses of other majors as elective courses of their own major, or they can replace the credits of elective courses of their major by obtaining innovation credits through innovation and entrepreneurship competitions, discipline competitions, etc. Entrepreneurship course and professional elective credits can be exchanged, and professional elective credits can be replaced with innovation credits. The setting of general courses, basic professional courses and main professional courses is adjusted. Innovation and entrepreneurship courses are spread over four academic years, and basic professional courses and main professional courses are moved forward so that students can have early access to professional knowledge.

4.2. Create a Teaching Platform of "Competition Instead of Training", and Strengthen the Ability of Innovation Performance

Adhere to the domestic and foreign art professional competition as the breakthrough point, with national, provincial, municipal and other levels of competition as the starting point, "competition" as the coordinate of teaching reform, as a platform to improve students' professional ability, as a means to test the quality of teaching. Through the integration of courses, the relationship between teaching time and teaching progress and high-end events should be well coordinated, the meeting point between professional events and course practice should be found, and some important events should be flexibly embedded into daily teaching. For example, the National College Students Innovation and Entrepreneurship Competition and all kinds of scientific and technological innovation, creative design, business plans and other thematic competitions. Through competition the latest guide to contest theme and requirements as the topic of homework and practice, or will the competition directly into students' graduation design part of the specification, the pattern of competition, combining with the relevant project and the enterprise training course content, formed by competition, bo,

virtual topic to drive innovation, the virtuous cycle of innovation into practice, improve the openness of specialized courses and practical, and promote the achievements of patent. The teaching platform of "competition instead of training" is built into a window for students to understand the trend of industrial design and an important communication platform for creative thinking training.

4.3. Highlight Quality Projects and Create a Good Art Cultural Atmosphere

According to the interests of students, each major will make full use of the exhibition hall of the campus to create "Culture Salon" and other high-quality projects, hold the exhibition of practical course works and fine art exhibits of teachers and students, display and release the latest knowledge research results, scientific research results and technological innovation results in this field, so as to form a good art cultural atmosphere. Exhibition period to hire senior industry experts and the teachers and students, and at the same time open to open at home and abroad, a line of designer, part of the course at home and abroad of high level teachers and has a large art design of actual combat experience of the industry experts to lecture, interaction in the form of art project, spread Chinese excellent culture history, and then into the creative, shaping the brand, to achieve resource sharing, complementary advantages, in the brand project in under the guidance of professional teachers, as a "brain storm" type communication window. Collaborative education of production, such as jiangxi normal university institute of science and technology by collecting cloud platform, integrate all kinds of colleges and universities and research institutes of scientific research, project, patents, subject, experts, money, and many other resources, use of online intelligent matching function precision docking guidance to the enterprises, universities and research institutes, each participation main body on the cloud platform with independent pages and space, in order to timely and every cloud users may also directly results in the cloud platform release art practice.

4.4. Build a Whole Chain Incubation Platform to Promote the Practical Value Transformation of Students' Creative Products

In the development path of collaborative innovation, cutting-edge scientific research achievements are transformed into teaching content, maker Spaces (workshops) are set up to establish a collaborative innovation mechanism between government, industry, education and research, a full-chain incubation platform is set up, and maker business incubators are built to promote the practical value transformation of students' creative products. Government related functional department mouth will build in policy, capital, platform, promoting cultural creativity and design services such as new, high-end service industry development, promote the depth and the real economy, will be of high quality resources feedback process of personnel training, to realize the emerging creative talents of fine arts from the "creative" to "innovation" to "entrepreneurship" metamorphosis, speed up the implementation from the "made in China" to "created in China" the inherent requirement of transformation. College tightly depends on the development of social economy and the creative industry of jiangxi province, startup hubs with the government, enterprise and college students' entrepreneurial base, the fine arts class specialized university scientific research advantage into full play, promote university-enterprise between production, study and research, with the close combination, such as our designer industrial park by our hospital, the Yangtse River in avic catic Yangtze river construction engineering co., LTD and nanchang qingyun spectrum district people's government, is the collection practice, exhibitions, business communication, marketing in a body's comprehensive employment service platform, talents match the demand and solve the achievements conversion rate is low, the laboratory research and enterprise market leading technical problems such as the separation.

5. Conclusion

Innovation has become the consensus of the whole society, while innovation entrepreneurship education has become a world of higher education to adapt to the development of common choice, the fine arts class college students' innovative undertaking education as a long-term systematic project, also need to constantly practice, combining with the characteristics of art college students and characteristics of professional education, creativity, innovation, and guest, entrepreneurship, create "the unity of the" five and exploration practice, highlight the practical course system of practical ability. Keep up the pace, from the visual Angle of theory of cooperative education, actively build innovation entrepreneurship and professional education system of coupling and resonance, is conducive to more scientific, more comprehensive in the fine arts class college students' innovative undertaking education, promote the fine arts class university students career growth and sustainable development, to enhance the output of innovation and pioneering talents, speed up the construction of an innovative country, promote the transformation and upgrading of industry play a more important role.

Acknowledgments

Project source: Staged achievement of the teaching reform research project of Jiangxi Higher Education Institute "Exploration and Practice of the" Five Creativity in One "Talent Training Mode for Fine Arts Majors from the Perspective of Collaborative Education" (JXJG-18-32-1).

References

- [1] Li Xiaomei, Research and Construction of Industry, Universities and Research Platforms in China [D]. Huazhong University of Science and Technology, 2011.
- [2] Jian-guo xia. Innovation and exploration of university-enterprise joint training of talents [J]. Science, Technology and Industrialization of Chinese Universities 2010 (12) 10-12.
- [3] Xu Ping, Sun Yujie. Research on the Mode and Path of Collaborative Cultivation of Complex Innovative Talents by Industry, University and Research [J]. Theory, 2019 (11) : 138-140.
- [4] Song Dongjia. Classification and Comparative Study of Engineering Education Models in Foreign Universities [D]. Jilin: Jilin University, 2019.
- [5] Zie Peng. Innovation, Creativity, Creativity and Entrepreneurship as Teaching Models to Promote the Education Reform of Design Arts [J]. Art and Design: Theoretical Edition 2011 (5).