

## **Reform Paths of Art and Design Education from the Perspective of Creative Industry**

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**Abstract.** Deepening the reform of art and design education to effectively cultivate high-quality creative talents is an urgent task under the background of the vigorous development of China's creative industry economy. This paper discusses the direction of art and design education reform from the perspective of creative industries, including adjust curriculum system, strengthen students' practice and broaden academic exchanges. The reform needs the safeguard measures of project development, talent cultivation and achievements transformation.

### **Introduction**

Creative industry is a new type of industry developed in the current society with the rapid development of economy and the continuous improvement of people's consumption level. It is highly praised for innovation, focusing on personal creativity and the activity of thinking. It requires high-end computer technology in modern society, and active information delivery as the basis. After meeting these needs, the creative industry can produce considerable creativity, leading the rapid development of other industries with its own pioneering spirit. Covers the creative industry is very wide, it is a kind of cultural industry, but also involves various advertising media, architectural design, art design, movie theater, etc., and occupies the leading position in the industry. At present, various types of cultural and creative industries in China are developing vigorously, and the concept of cultural creativity has been constantly strengthened in the process of the operation of traditional art design enterprises and art design, showing a positive development trend. This situation is related to the creative nature of art design activities to be found, strengthened, rising to the strategic height of national economic development to recognize the direct relevance. Two, there is a causal relationship between the acceleration of China's urbanization process, the need for a new engine to promote social and economic transformation, and the support of the original forces that need sustainable development. Three, it is closely related to the stimulation and influence brought by the upgrading of original products in the world to the Chinese art and design industry; four, the direct promotion from the sublimation of the innovation ideals of Chinese generations of designers. These factors lead to a new change in the development environment and development mode of Chinese art and design industry, and put forward new requirements for the quality development of art design talents and the change of art design education. The development of cultural and creative industries to create a situation of artistic talents demand is huge, but at the same time for the College of art and design professional training put forward new demands and challenges of university art design education should be to provide the most powerful supply in the cultural and creative industries, but in the art design education in recent years, especially the emergence of culture some are not optimistic about the teaching mode and talents. It is a win-win result to promote the development of art and design education in colleges and universities and to solve the talent demand of cultural and creative industries through the good combination of cultural creative industry and art innovative talents.

### **Reform Directions of Art and Design Education from the Perspective of Creative Industry**

**Adjust Curriculum System.** Among the five categories of creative industries, comprehensiveness and cross - linking are well-known disciplines and fields involved in creative

industries. The basic course of art design specialty of most colleges and universities are basically the same structure, description, painting and so on, such as when the classroom decoration design changes have taken place in people's consumption concept, value concept, life style, more and more popular. To meet the needs of the development of the industry, creative home, furnishings design, soft decoration and other courses are the art design profession need to master. In this way, the students' learning pressure has been reduced, and the development of the industry has been satisfied. Therefore, an important direction of the reform of art and design education is the needs of the industry as a guide, so that the curriculum system of art and design major is more perfect. Fashion design, multi style design, effect drawing, production process and other courses in the traditional teaching, but because of the clothing brand era, so the demand of garment industry in many storefront display designers, fashion buyers, brand planning and management personnel. Therefore, should be included in the planning, brand display, visual merchandising and marketing psychology courses, the formation of brand clothing design and operation of interaction and mutual promotion of curriculum system, cultivate professional talents of costume design. Therefore, it is an important direction for the reform of art and design education to adjust and perfect the curriculum system of art design with the demand of industry as the guide. Including professional art and design colleges in the most graphic design environmental art design, costume design, basic course of professional design these are almost as like as two peas sketch, structure and color, and then enter the professional segment, set up some specific courses, still follow the traditional mode of education in the new market the environment and design requirements, design professional education should be based on absorbing the original teaching experience, gradually build new teaching contents and teaching methods of the development of creative industries, to achieve diversification of creative talents, professional direction of differentiation.

**Strengthen Students' Practice.** For university art design education now, we need to work out some effective methods to cultivate innovative talents and improve the quality of teaching in art design education reform to encourage the cooperation projects into teaching, strengthen the combination of production and research, is the effective way in addition to adjust and improve the professional curriculum system of outside. The direction of development of art design education is a new strategic planning and design management, so it has been the industry of teachers the hitherto unknown challenge, to completely get rid of the original mode of education, not only focus on theoretical knowledge, but also to the identity management design project manager, let the students realize the teaching goal according to the plan, by this way in the process of practice continue to accumulate experience, stimulate students to improve their subjective initiative, improve creative ability. "One center" is to improve the quality of education, improve the quality, innovation is the breakthrough point of the reform of school enterprise cooperation, so the plan also attaches great importance to cooperation, the cooperation as the entry and breakthrough of reform and innovation in art design teaching in the traditional teaching theory knowledge of teachers, students passively receive and practice no, the application of the design results. It also brings new challenges to the design of professional teachers, teachers must come out from the traditional teaching mode, in addition to teach, but should be a project manager, led the students step by step to achieve the preset plan. To stimulate students' subjective initiative, so that students continue to accumulate experience in practice, in turn, more effectively improve their theoretical level.

**Broaden Academic Exchanges.** Academic and creative should be an important precursor of higher art and design education, through creative pull design, and then stimulate the consumer market, so that creative industries and design education become the leader of creativity. The arrival of the new creative era, each school and various industries, as well as between schools and industries should actively exchange, let the creative thinking of teachers and students to develop, and constantly emerge innovative ideas. In the process of art design teaching, the main direction of education reform should also pay attention to the continuous exploration and training of innovative thinking, students' creativity will be better play. The academic and economic development of the most advanced information as the focus, so that academic exchanges and interaction to broaden the development, in content and form have new experience and innovation, thinking should conform to the characteristics

of the development of the times. Creative design contest to lead industry association hosted the award-winning tour in colleges, hire professional judges during the tour contest makes comments on the works, industry association researchers interpret the projections for the next years design trends, design director of the enterprises employ the industry trends report and a series of exhibitions, seminars and activity. It not only let the students understand the present domestic industry design level, and get the latest industry information, the academic exchange interaction will undoubtedly give the teaching of art design colleges to pour into the fresh blood, broaden the students' creative thinking and vision, stimulate students' creative enthusiasm. The continuous development of this academic exchange and thinking should be continued and developed in the new content and form in the next step of reform. To make creative thinking keep up with the development of the times, it is necessary to make a breakthrough in the content and form of academic and economic development to broaden the academic exchange. We should avoid mechanization, past lectures hollowing out, not only actively invited famous experts and professors in the industry, also let the excellent teachers of the college to go out, to strengthen the academic interactive art design education.

### **Safeguard Measures of the Reform of Art and Design Education from the Perspective of Creative Industry**

**Project Development.** To improve the design quality of personnel training must be carried out in cooperation: the school should be exchanged with enterprise, understand business needs, in support of the government to go the road of development with the combination of transverse joint projects and other forms of promotion of school enterprise cooperation, realize enterprise resource sharing and mutual promoting integration of research into the real form of teaching, development and production based on the improvement of research level and design level, advanced system to achieve a virtuous cycle, thus forming a project driven teaching mode of cooperation. The school enterprise cooperation in the form of project is a very important practice mode to promote the reform of art and design education. Through this form of cooperation will make art design teaching from the traditional "spoon feeding" teaching come out, with the needs of enterprises and project requirements to design, has more practical significance. In the project design process will be some design tasks and details of the classroom, let the students and teachers are involved in the formation of collective creative storm, not only can stimulate students' learning interest and enthusiasm, but also strengthen the creative thinking training, but also on the project design to collective wisdom, refining the role of benign interaction and circulation to form and project teaching. This form of cooperation is generally based on the needs of the project, the establishment of project studio or product development center, the project leader team of teachers and students to establish the design team, according to the project plan to carry on the concrete design and implementation.

**Talent Cultivation.** Creative industry is a kind of creative economic growth mode based on human, and talent strategy is an important pillar to ensure the smooth development of creative industry. At present, the creative talents in the quantity and quality of the gap is still serious, and the booming creative industries do not adapt. At the same time, the talent structure of art design in different directions is also unbalanced. The development of creative industry is to process creative and innovative cultural works to spread and spread, and those who rely entirely on creative ability to complete the talent. With the development of creative industries talents, is refers to the characteristics of independent intellectual property rights as the core, to the mind, with professional service or special skills as a means of elite talent, they have a deep understanding of the creative industry, combining with practical and innovation. At present, in the field of art and design, many knowledge integration, ability synthesis, quality integration of innovative art design talents. Therefore, it is a new subject for the cultivation of art and design talents to cultivate comprehensive talents who both know creative design and understand the market operation. Cultural and creative industries require synchronous development of creative design and economic development, and organic combination of technology, products and market realization. In this way, art design education must establish market awareness, through research and adapt to the market, service market, constantly change with the

market, art design education pays too much attention to the sense of self and personality concept, pay attention to guiding students to study the psychological needs of consumers, aesthetic taste, will be linked to the market demand and the artistic expression, and expression in the creative work, continue to meet consumer demand, the formation of resonance in the wider audience, occupy the cultural market, generate economic benefits. At the same time, through market information feedback, update teaching content, carding, integration and reconstruction of art design education curriculum, so that students creative design has a strong ability to adapt to the market.

**Achievements Transformation.** The art and design education in cultural and creative industries should deepen the teaching reform, take the cultivation of talents' innovative consciousness and innovative ability as the core of education, and speed up the transformation from skill education to creative education. This type of knowledge and education is a new direction for the development of design education system, it is a kind of development way of learning ability, students are required to master the ability of self-decision and independent analysis in learning; innovative design education system more emphasis on the application of the system of student's innovative design methods and ideas of the master, guide the students from the overall system and the perspective of design and creation. However, the conversion rate of these patents is very low, and most of the achievements have no chance to be industrialized. On the artistic design education in universities and the one hand to encourage scientific research of teachers into the classroom, scientific research to promote teaching; on the other hand to encourage creative enterprises to research achievements into productivity, optimize the management system of scientific research and evaluation system, to encourage teachers to participate in social economic activities, the research of industrialization as an important reference for the level of teaching and scientific research assessment the teacher.

## Conclusion

In short, with the advent of the current cultural consumption, experiential consumption and the development of creative industries in the country, the demand for creative talents has become increasingly prominent. In this situation, the art design education should also adjust the direction of reform, accelerate the pace of reform, through the design of systematic teaching, combined with the product development process of the project led to the teaching of school enterprise cooperation, the market from design to the terminal market reform practice mode to promote the education of Art design to enhance the quality of training, design of composite type talent, in order to meet the needs of continuous development of creative industries.

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