

## An Exploration About Practical Teaching of Design Courses of Colleges

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**Abstract.** Recently, with the rapid development of cultural creative industry, there is an expanded size of recruitment of students in design professions in colleges. And there arises a fashion of studying art design. But the employment situation is severe, resulting from the teaching system putting less emphasis on practice and causing the disconnection between talent cultivation and industrial demand. In our country, the higher education laws provide that the basic mission of higher education is to cultivate senior specialized and creative talents with practice ability. Innovation comes from practice, the most direct and efficient method to cultivate creative students. So, practice teaching is important to achieve the basic mission. With the transformation and development of education and teaching reforms in colleges, it's a responsibility for every design teacher to adjust practice teaching systems. On the base of clearing the goal of practice teaching, the essay took the practice teaching experience on graphic information processing courses as an example, and explained how to establish a practice teaching system orienting towards industrial demand and cultivate students with innovative spirit and practice ability.

### **The importance and necessity of practice teaching on art design courses in colleges.**

After the Reform and Open up, our economy made great progress. But there still exists a long-term accumulation of contradiction of unreasonable economic structure, a large development cost causing an unbalanced structure of demand and supply, a large damage to the environment. For China's economy, to keep a sustainable development and avoid "a hard landing", it should transfer the traditional economic development pattern relying on the investment of natural resources, guide the economic development to depend more on improving efficiency of resource allocation and various high-technology innovation activities, get more people to share the dividend brought by economic development and realize a transformation from traditional economic development pattern to a modern one, which will bring a combination of economic development and public happiness, and a coordinated economic development, society and environment.. Under the premise, the cultural creative industry developed at a high speed and there arises an increasingly large size of recruitment of professions in art design in colleges and a fashion of majoring in art design.

Meanwhile, the problems arise. There is a larger number of graduates facing a severe employment situation. In fact, it is not because the society's demand of students majoring in art falls behind the number of people hunting jobs, but because the sound quality of graduates cannot catch up with the requirement of industrial development. A recent report concerning China's talent development demonstrated that in the future three years, the total number of talents demanded by large multinational companies, foreign capital enterprises and excellent domestic enterprises is almost 2,000,000 to 3,000,000. But only 10 percent of the graduates can be employed now. In fact, there is still a phenomenon in the talent cultivation in our colleges that we focus on mastering known knowledge, attach less importance to exploring unknown knowledge, pay attention to imparting theory and neglect the practice ability. The students cultivated under such systems commonly have disadvantages of aiming high but acting a little, and they are lack of creative awareness. They are short of abilities to operate the equipment, analyze and solve the

problems in the actual work sites. But while employing, the enterprises always request the applicants to have working experience and once they are employed, they can start work as soon as possible. And now, the liquidity of enterprise staff is strong, so it's terrible for an enterprise to make efforts to train the employees but they leave in the final. The requirement of the enterprises is real. So, students had better own these skills on the point of graduation. And then, from the students' level, on the issues of hunting jobs after graduation, they also have doubts: How and where shall we own working experience on the point of graduation. The issue requires the education system to offer students chances to practice

### **The current situation of practice of the art design courses in colleges**

From the 21th century on, it has become a focus of cultivating creative talents. German's higher education follows the tradition that internship is paid attention to by the science and engineering, the same is true of their normal education. Besides the teaching practice arrangements in the first period, they also arrange a two-year internship. In practice, they focus on both fundamental knowledge and ability cultivation. The courses of French higher education fix on professional education. The schools are required to impart systematic science and culture knowledge, and to do various training for students. The goal is to cultivate students with stronger professional ability helping them adjust to the demand of the society better

China has realized the talents with high quality must have innovative ability, adjust better to the demand of economy and the society and possess practice experience. 《National Medium and Long-term Development Planning Outline(2010~2020)》 emphasizes the importance of improving students' innovative ability again. 《Several suggestions about further deepening the reform of bachelor education and improving the quality of teaching comprehensively》 by the ministry of education made it clear to adhere to the coordinated development of knowledge, ability and quality, the further reforms of cultivation pattern of talents ,systems of courses, teaching contents and teaching methods and to realize the transformation from attaching great importance to imparting knowledge traditionally to paying more attention to cultivating talents with high ability and quality. We can see that with the development of the technology, there is a growing number of colleges which realize the importance of practice teaching. Take Shanghai University of Engineering and Science for an example. In the last few years, they have been adhering to the development pattern of connection of production, learning and research and requiring the students to work as an intern in the enterprise on summer holidays every year. The students cannot graduate from the school without relevant credits of cooperation between production and learning, so that the students will obtain opportunities to know the requirements of enterprises' employment before graduation, participate in the actual projects, accumulate practice experience and exercise the independent ability to discover and solve the problems. Meanwhile, they establish cooperation bases of production and learning with some famous enterprises such as Shanghai Textile Holding Group and Shanghai Zhang Jiang Chao Yi Multimedia Systems Co.,LTD, the leading enterprise in multimedia industry. Every year, these enterprises let teachers and students fit in the internships. Meanwhile, the practice projects in the enterprises are also introduced into the teaching . And the graduation design works will be trained in practice. All above bring a great effect and a win-win situation—The enterprises can find talents and there is an obvious improvement in students' practice ability. After graduation, they can write these practice experience in their resumes, conducive for improvement of rate of successful job hunting. And the colleges will get a higher rate of employment. But there is difficulty. If the schools hope to arrange students to participate in the internships, they will go to the factories and companies. But there will be some problems to them such as delaying the construction period, investing money on human resource training, etc. If something serious happened to the students, the enterprises will assure the responsibility. In fact, it is a problem of systems. The situation abroad may be different. German's enterprises have these obligations ensured by a relevant system and measures of labor protection. Consequently, while the schools guide the development of professions, they also have obligations to help students find

appropriate patterns to operate in practice teaching. One of them is to cooperate with the enterprises and hold some competitions, by which the schools will help facilitate attention to cultivating practice ability. For enterprises, the students are their future users, they can also delivery talents to the enterprises and obtain a platform to select talents. It is a win-win activity strengthening cooperation between schools and enterprises and connection between production and learning. Cultivating many art talents with high quality and ability to practice and innovate is the first proposition to every art college. Now, the teachers have higher diplomas. In many schools, you will be refused to be a teacher without a postdoctoral diploma. But these post-doctors didn't have working experience in the actual sites before. Some research-oriented schools will not mind. But most of the schools are teaching-oriented, so they should combine student cultivation with working practice. Young teachers always have solid fundamental theoretical knowledge, but they are lack of this link that they should complement later on.

In a whole, the schools should take actions from following aspects: diversification of pattern of talent cultivation, the course structure system, the practice teaching system, assessment mechanism of graduation link, the introduction of credits of quality development to explore the reform path of talent cultivation and facilitate the formality of students' innovative and practice ability.

### **Establish a comprehensive system of practice teaching**

#### **A. Build a new market-oriented strategic system of connection among production, learning and research**

In this system, the enterprises and colleges foster their strengths and circumvent their weaknesses, complement each other and win-win. Take Sino-Korean Multimedia Design College of Shanghai University of Engineering and Science as an example. They try to construct the base of cooperation of production and learning, and require students to participate in the internship projects in the enterprises on summer vacations. The students cannot graduate without relevant credits from education of cooperation between production and learning. They also establish the scholarship called "the talent of computer games" according to the practice ability and works, provoke them to think and act as much as possible and produce more creative computer game works

#### **B. Optimize the Course Contents , of Which The Core is to Put More Emphasis on Practice and Ability( Take Graphic Information Processing Courses as an Example)**

Design teaching should meet the demand of the talents, introduce cases of enterprises' projects, and take project-oriented practice training methods. Meanwhile, they establish various learning patterns, encourage students to study independently and improve the ability to discover and solve the problems in practice. For example, they can cooperate with the enterprises and establish project factories and implant the enterprises' working environment to the cultivation system , offer students personal training, make students familiar with the enterprises, avoid unemployment after graduation, and meet the demands of the talents of the enterprises. Take the graphic information processing courses in Sino-Korean Multimedia Design College of Shanghai University of Engineering and Science as an example. The chief professors take measures combining theory and practice teaching and improve students' ability to apply their knowledge .

(1) Project-driven teaching: introduce the cases of enterprises' projects into the classes by which they train and improve students' ability to discover and solve the problems independently.

(2) Hold professional competitions which combine theory ,practice and innovation. On the classes, they let students publish their works, vote, and select excellent works and give appropriate awards in public. They stimulate students' enthusiasm of learning and facilitate to form a positive atmosphere of competition.

(3) Combine the basic knowledge teaching and the frontier lectures: invite the senior designers to open lectures, review students' works in present and let students know the differences between the mastered skills and the demands of the enterprises to behave better in the future job-hunting.

(4) Establish an open and professional laboratory, including the functions such as access to

books, small meeting discussions, access to the Internet, the sketch drawing and physical project.

(5) Reform the assessment system of talent quality. Assess the students' achievements based on the practice results. Judge the students' the course study by their ability to operate the actual project. The ordinary grades are based on the behavior on assignments and enthusiasm in classes. The final assignments are creative works and will be put up in the teaching buildings. All will help achieve the goals to improve students' ability to innovate.

(6) Establish a double-qualified teacher group. It is crucial to establish a great teacher group to improve the quality of talent cultivation. Teachers are required to have a high level of theoretical knowledge and practice experience. Build and perfect relevant systems and encourage the chief professors to participate in the actual projects to accumulate practice experience.

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