

# The Creative Thinking in the Art Design Education

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## Abstract

Art design expresses a kind of culture in people's new life with the combination of art and science, which embodies the humanistic quality of the designer. It is the key accountabilities of education to lay emphasis on the training of students' humanistic qualities. Talents school conveying to the society should know and understand the culture, history, philosophy, religion except grasping necessary professional knowledge and skills. The subtle influence and impact of this knowledge can guide thinking and solving problems from the perspective of science and technology, what's more, it takes overall consideration of human and the value of existence, paying attention to human, the living environment of human and the future of human, which can truly achieve people-oriented design ideas. Meanwhile, the author introduces he International and domestic practices in this aspect, and also expounds his own apperceptions.

## Keywords

Art Design, Humanistic Quality, Design Education.

## 1. Introduction

In 2011, Art was officially established as the thirteenth independent discipline in China. The importance of art talents in national development and construction was established from the national strategic level. Art supports people's purposeful creative activities. In the new era of innovation becoming the core competitiveness of the nation and the country, fully understanding and applying art is conducive to develop cultural industries with Chinese characteristics and realize the 2025 plan for Chinese manufacturing.

Information technology has developed rapidly in the 21st century. Since the industrial revolution, human society has ushered in the information revolution. Technologies such as the Internet and artificial intelligence have greatly boosted productivity. Human will usher in the third wave of revolution. Art design education is also facing the impact of the wave of information technology. The traditional teaching model is no longer applicable to the information age. However, how to reform the traditional teaching methods and form a new method of "Internet plus Art design education" is the key to cultivate the art designing talent under the information age.

## 2. Status of Domestic Art Design Education

China's design education has experienced three different stages from beginning to the present, namely "graphic pattern", "art and craft" and "art design". In the 1980s, China introduced Bauhaus and other Western design education models from abroad, began to promote the "three major components" education concept, [3]and built a related curriculum system about it. For example, sketching, color, and model making were set as the basic courses to cultivate students' ability to shape and aesthetics. After initial familiarity with the modeling language, teachers arranged design tasks according to the course content or theme, and students designed and created accordingly.

In recent years, as the main driving force for the development of manufacturing industry, art design has received more and more attention. The market also needs many art design talents. Therefore, many colleges and universities have opened art design majors. According to statistics, more than 1,000 colleges and universities across the country have opened this maincluding art colleges and many comprehensive colleges. However, in order to quickly solve the problem of insufficient talents, the colleges and universities ignores the essence of design education, only to build cars behind closed doors. They do not want to spend time to improve the quality of faculty, update the teaching content, and combine new technologies with art in a timely manner. They just follow the methods introduced in the last century, which leads to students learn knowledge superficially, stop in textbooks, lack solid theoretical knowledge and practical experience, think rigid, lack sufficient innovation ability, and cannot match individual ability to market demand. Under such circumstances, there is still a shortage of design talents. Colleges and universities ignore the problem at all, and blindly expand the number of enrollment. These form a vicious circle that design students are increasing in number but there is shortage of designers who really fit the market. The information age has arrived. It is necessary to see the nature of the problem and start from solving existing design education problems and improving the quality of education, so as to cultivate talents that meet the requirements of the times

Chinese education and art design education is also undergoing profound changes with the influence of international environment. The previous ignoring of humanistic quality education has draws great attention of the department of education. The ministry of education has make important instructions to higher education to request colleges to attach importance to the construction and development of humanities and social science majors and further improves the recognition of position and important role of humanities and social science in promoting nation development and social progress. In order to effectively promote students' humanistic quality without excessively adding students' schoolwork burden, and carry out humanistic quality education in the education process to impart knowledge and educate people, the ministry of education issued Several Opinions on Strengthening College Students' Cultural Quality Education. The Opinions point out that strengthening cultural quality education embodies a new kind of education thought and ideas, rather than a education mode or classification. So the institutions of higher education should realize the harmonious development of knowledge, capacity and quality to improve the view of talents, recognizing that strengthening cultural quality education is an important part of high-quality talent cultivation. Cultural quality education must be throughout the whole process of college education to realize the education optimization and finally achieve the goal of teaching education, management education, service education and environmental education.

Strengthening cultural quality education basically has the following several ways and methods: combining the first class with the second class; make cultural quality education throughout professional education; strengthening the construction of campus cultural environment and improving campus cultural atmosphere; carrying out various forms of social practices activities etc. It emphatically point out that "there are rich humanistic spirit and scientific spirit included in professional course and practice course. Teachers should consciously make the humanistic spirit and scientific spirit throughout professional education when teaching professional class, fully tapping and develop the subtle role of professional class to cultural quality cultivation, to truly realize teaching education. Meanwhile, cultural quality related contents should be mixed into professional course teaching, which can learn professional courses, and at the same time improve their own cultural quality. "Famous universities like Beijing University, Tsinghua University and Huazhong University of Science and Technology have made some beneficial attempt in this aspect in the first place. They have opened special lecture and forum with rich humanities contents; added cultural and historical courses; recommending culture and history

related extracurricular reading books; strengthening the construction of campus cultural environment, through which they rich the students' humanistic knowledge to some degree, improve their humanistic quality and construct the campus humanity atmosphere. All of these play an important role in improving integrated quality of students. In the atmosphere of whole country paying attention to humanities education, art design education must lay emphasis on the cultivation of humanistic quality.

### **3. Enlightments of Advance Experience at Home and Abroad**

Advanced international and domestic experience gives us a lot of enlightments.

#### **3.1. Reposition Art Design Education**

In the current education system, art design education is conducted according to two models. One is in comprehensive university, professional art academy and m=normal colleges and schools, and the other is in sorts of engineering schools. The former lays particular stress on aesthetics and basic training of art while the latter stresses on training of technology in different majors and professional skills. We can see this from their different courses. Art design disciplines are artificially separated because of the enrollment system of separating art from science. Thus, students enrolling in Fine Art College by liberal art examination can't achieve well technology and technical training, while students enrolling in engineering college by science and engineering examination can't achieve well training of art theory and foundation. Facing this problem, we should change the way of thinking, break the academic boundaries and unify art design education. No matter in engineering school or art school, the education objects and teaching methods should be judged by the same standard. This can avoid the deviation in students accepting knowledge as well as measure the teachers and teaching level of various schools, meanwhile, the students can get rational allocation. In the settings of specific curriculum, we should break the current restricting method that art academy should set technology and professional skill related courses in art academy, and more fine art foundation course in the design major of engineering colleges.

#### **3.2. Increase the Teaching Contents of Traditional Chinese Culture, Classical Literature and Art**

Historical traditional culture, classical culture and art are the important part of humanistic knowledge. It is the essential skill to ensure the creativity of designers in a sense in both east and west. We should add course on this aspect to modern design education and increase the teaching effort on this aspect. In specific teaching method, we can adopt the way of lecture, group research and traditional teaching. We should attach skills and pay more attention to the ideology and the embodied artistic conception. Guide the students to lay effort on extensive and profound, digest and master when studying Chinese traditional culture and classic literature

#### **3.3. Actively Learning New Science and Technology**

The ultimate implement of humanistic curriculum can never ignore science and technology. In the developed countries like United States, basic art education is given high attention to not fall behind the development of times, for example, environmental science, building materials and construction, and physics, biology and chemistry. The students should learn and master new science and technology and express the work by high-tech materials and tools when studying and realizing traditional arts and humanities knowledge. Take the architectural design for example. We should be familiar with new material, especially the ecological material to design excellent works integrating art, environment protection and science.

### 3.4. Increase the Contents and Patterns of Practice

Now, we emphasize on academical teaching too much. But, we trend to formalize practice. Halfhearted teaching and careless learning can neither improve students' practical ability nor enhancing theoretical knowledge. In fact, the necessary practical course is essential to art design that is with strong application properties. The teacher can make the student do targeted work and make it product in the market. This is initiative practice teaching mode, and can fundamentally change the bad effect caused by past passive practice teaching. Design colleges should cultivate and train students with superior teaching quality, design philosophy and teaching attachments to reflect the superior cultural attainment from their design work and satisfy challenges and demands of market and society development. This is the true success of design education.

## 4. Art Design Education in the Digital Age

Art design is an important component of human civilization. With computer aided design technology being used universally in art designs, educators are facing challenges as well as opportunities. Computer based technology has profoundly impacted art design education and has greatly stimulated

designers' creative thinking. Traditional art design education must accommodate this digitalized approach. Educators must help students to become proficient in computer skills, and most importantly to obtain extensive professional knowledge and to enhance aesthetic skills. The development of computer technology is revolutionary and is a milestone in science. The social development relies on human productive forces, of which scientific technology is the most active element. Scientific technology is the driving force behind human productive forces.

## 5. Summary

The information age has arrived and changed people's lifestyles in every way. One of the tasks of art design education is to cultivate design talents and enhance national innovation strength. Art design education must accelerate the transformation model and combine education and technology to form a method that is more suitable for China's national conditions and conducive to output educational achievements. The establishment of national design consulting information database, online courses, network conferences, university alliance platform, industry-university-research combination are all factors that promote the efficient, equal and convenient development of art design education. Only by following the trend of information networks, having courage to explore and innovate, can we make design talents meet the needs of social development and serve the country and the people.

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