

Study on the Construction of Integrating Regional Characteristics Into the Talent Training Program of Universities

-- Taking the Visual Communication Design Major of Jingdezhen Ceramic University as An Example

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Abstract

Colleges and universities are important towns of cultural creation and dissemination, and are the frontiers that strengthen the cultural self-confidence of college students. Regional cultural characteristics are one of the important carriers of humanistic education for college students. This article takes Jingdezhen's regional ceramic culture characteristics as an example to study the construction of the talent training program integrated into the visual communication design professional. Firstly, it analyzes the role and significance of the integration of regional characteristics into the visual communication design profession, and then studies the specific implementation methods of the integration of Jingdezhen's regional ceramic cultural characteristics into the visual communication design profession, as well as the feasibility of the construction of this scheme system.

Keywords

Regional culture; Talent training program; Visual communication design major.

1. Introduction

In his report to the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping emphasized that cultural self-confidence is a more basic, deeper and more lasting force in the development of a country and a nation. It is necessary to dig deeper into the ideological concepts, humanistic spirit, and moral norms contained in the excellent traditional Chinese culture. Combining with the requirements of the times, inheriting and innovating, let Chinese culture show permanent charm and contemporary style. Regional cultural characteristics are the cornerstone of cultural self-confidence, and distinctive regional cultures are the precious wealth of the Chinese nation. Colleges and universities are important towns for cultural creation and dissemination, as well as forefront positions that strengthen the cultural confidence of college students. Regional cultural characteristics are one of the important carriers of humanistic education for college students.

Regional characteristics are integrated into the talent training plan of local colleges and universities, and the curriculum construction of regional characteristic culture is carried out for a series of courses. The current research mainly includes regional culture and tourism talent training, art design talent training, including: Zhou Xiaoli, Zhang Bixing, He Haibin's "Reflections on Introducing Shanxi Regional Culture into Shanxi Tourism Talent Training-Based on Field Investigation in Wutai Mountain Scenic Area" (2018) from analysis The relationship between regional culture and local tourism talents leads to the introduction of Shanxi regional culture into Shanxi tourism talent training: regional culture is included in the training plan of Shanxi tourism talents, tourism professional curriculum settings, various classroom learning and student practice activities. Liu Xiaolin, Yin Junjie, Gao Jia's "Exploration of the integration of

regional cultural topics into the teaching of design graduates: Taking the School of Art of Northeast Dianli University as an example" (2018) explores the application of topic-based research in the exploration of the Northeast regional talent training model, Through teaching practice, explore the relationship between the design graduate training system and regional economic construction, so as to promote the overall improvement of the quality of graduate training. Sun Yi's "The Application of Regional Traditional Culture in the Construction of Specialty Specialties in Higher Vocational Colleges" (2019) explores how to build characteristic majors in higher vocational colleges in the context of regional traditional culture, and the characteristics of regional traditional culture in higher vocational colleges The application value of professional construction. There are also Chen Guofeng's "Research on the Cultivation Strategy of Creative Talents in Higher Vocational Architectural Decoration Based on Regional Culture" (2018), and Wang Haibin's "Implantation and Exploration of Lingnan Culture in the Construction of Design Disciplines in Private Colleges and Universities-Taking Guangdong Peizheng University as an example Cases" (2018), etc., due to the lack of space, they will be detailed one by one.

In summary, the curriculum reform of integrating regional characteristics into colleges and universities has been in place for many years, and many local colleges and universities are implementing them, so they have more relevant experience. However, the talent training plan for integrating ceramic characteristics into design majors, especially visual communication design majors, involves not much.

The construction research of integrating the ceramic culture of Jingdezhen's regional characteristics into the college visual communication design professional talent training program needs to be deepened and expanded. The in-depth aspects are: ① The construction of the ceramic cultural characteristics integrated into the college visual communication design talent training program. ② Construct the construction of special course group of visual communication design specialty with Jingdezhen ceramic culture characteristics.

2. The Role and Significance of Integrating Regional Characteristics Into the Visual Communication Design Profession

2.1. Enriched the Talent Training Model of Design Majors in Local Colleges and Universities, and Provided Rich Teaching Resources for Design Majors in Local Colleges

Jingdezhen has a profound ceramic culture, strong ceramic skills and atmosphere. As a design major of ceramics university, visual communication design takes the essence of local regional culture in the talent training model and integrates it into the course teaching to form a course group with ceramic cultural characteristics. , Which not only enriches the content of the talent training model of this major, but also enriches the teaching resources of design for this major.

2.2. Improve the Applicability of Design Major Teaching in Local Colleges

Some of our students come from Jiangxi, and a large part of them are employed in Jiangxi after graduation. The integration of ceramic culture into the training of talents in this major can better integrate with the local economy and even the economy of Jiangxi, thereby improving the applicability of the teaching of this major .

2.3. Be Able to Learn Some Knowledge about Traditional Culture and Traditional Crafts Better

Incorporating ceramic culture into the ceramic characteristic course group can cultivate students' love for local culture and traditional history and culture, stimulate their love and

learning of ceramic culture, and stimulate them to integrate traditional culture and design elements into the design curriculum.

3. The Specific Implementation of Regional Features Integrated Into the Professional Subject of Visual Communication Design

3.1. Specific Research Content

The integration of regional cultural characteristics, traditional culture and art design is an important content of current art education, and it is necessary for the times to cultivate professional artistic talents who inherit regional cultural characteristics. Therefore, it is the general trend and the demand of the times to integrate the regional characteristics of Jingdezhen (ceramic cultural elements) into the construction research of the college visual communication design professional talent training program.

1) Build a special course group that integrates Jingdezhen ceramic culture into the visual communication design major. According to the school's plan to create a first-class discipline, relying on school characteristics, teaching resources and regional cultural advantages, the main ones are: Chinese painting (optional), ceramic decoration (optional), Container design, printing process (applique), packaging design, graduation design, ceramic decoration, ceramic container design, ceramic decal design and printing, ceramic packaging are integrated into the curriculum, and ceramic culture is integrated into the teaching.

2) Construct professional talent training program features with local characteristics and regional cultural characteristics, and integrate local characteristics and regional cultural characteristics into the construction of the professional talent training program on the basis of closely following the development law of visual communication design. It is constructed by 6 major professional courses and is filled with specific teaching content of Jingdezhen ceramic culture characteristics. The construction plan is as follows:

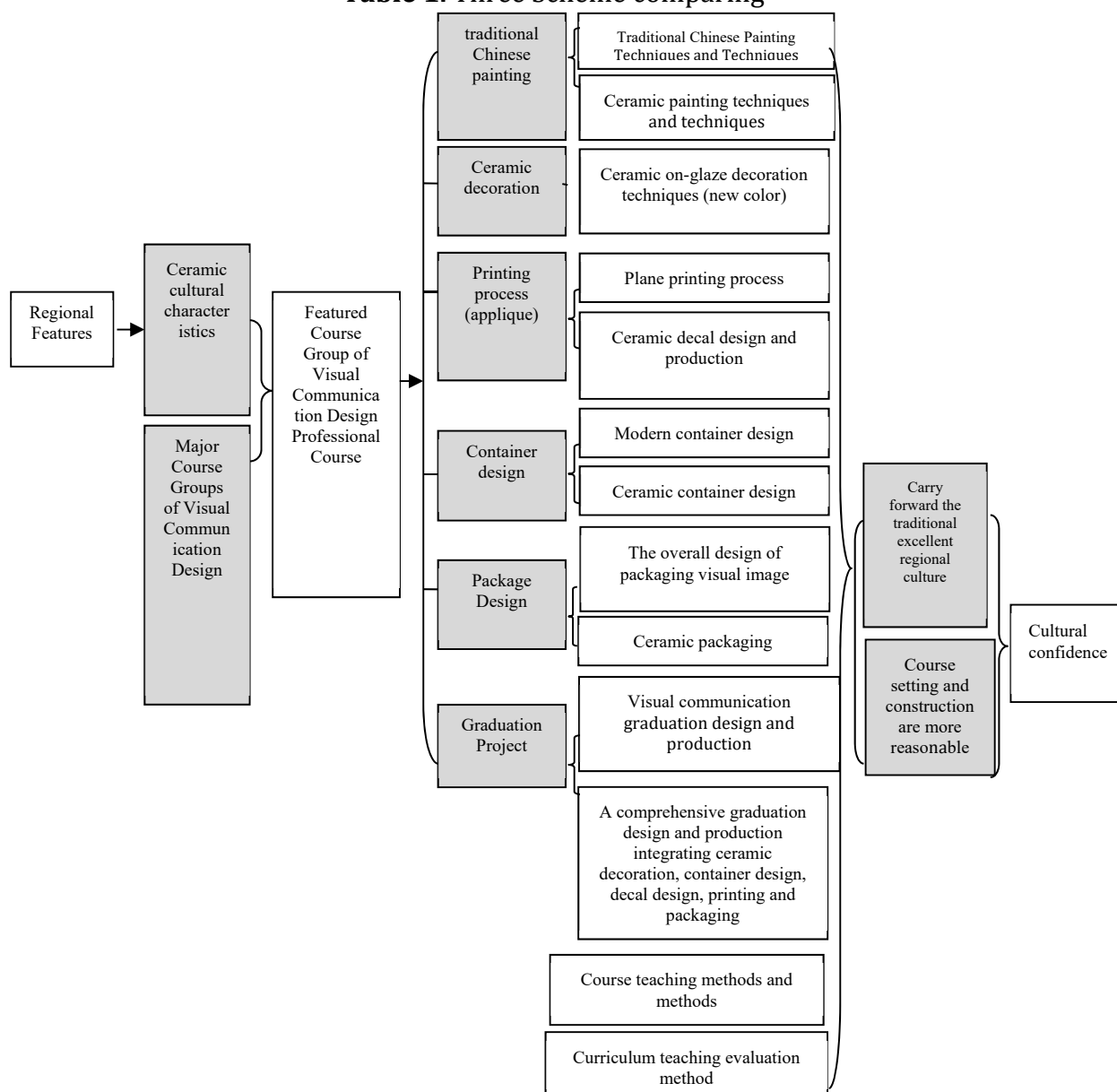
3.2. Integrate Regional Culture Into the Construction of Curriculum Content

Relying on Jingdezhen's ceramic cultural characteristics, ceramic design teaching resources and regional cultural advantages, build a talent training model that integrates ceramic culture into the visual communication design profession, build a special course group, and integrate ceramic decoration, ceramic container design, ceramic decal design and Printing, ceramic packaging, on the basis of closely following the development law of visual communication design, build professional quality training characteristics with regional and cultural characteristics, so as to improve the quality of teaching and promote the economic development of Jingdezhen.

3.2.1. Chinese Painting Class

Traditional Chinese painting is an elective basic course for the major of visual communication design. The purpose of the teaching and training of this course is to enable students to understand and master the traditional Chinese painting flowers and birds-series of techniques, modeling methods, composition rules, etc., to improve students' artistic appreciation and aesthetic awareness, and to enable students to have certain composition creation capabilities And the ability to express in ink and wash will lay a solid foundation for the continued study of professional courses in the future. Ceramic painting is developed on the basis of traditional Chinese painting. Ceramic painting techniques and techniques are also awarded in the course, so that you can master ceramic painting techniques while painting traditional Chinese painting.

Table 1. Three Scheme comparing



3.2.2. Ceramic Decoration Class

This is a special ceramics course offered by visual communication design majors. It is a course to understand Chinese ceramic decoration. Students gradually learn the basics of Jingdezhen pottery art. Through the study of this course, students will understand the origin, development situation and characteristics of arts and crafts of new color decoration. Proficiency in decoration techniques and basic operation methods is conducive to further research and exploration of the multi-dimensional and regional nature of visual design, and at the same time to open up the innovative vision of design, and lay the foundation for future visual communication design and cultural image. Figure 1 below shows the works of "Red China" by the 2020 class of visual communication design students.

3.2.3. Printing Process (Applique) Class

Printing is a process technology applied in visual communication design and the final process of visual communication design. This course is for students to understand the basic concepts of printing,



Figure 1. "Ceramic Decoration" student works

and understand the relationship between printing technology and process and visual communication design, so as to better and comprehensively study visual communication design. Teaching is to let students fully understand the importance of printing technology in this major through theoretical teaching, field inspections and practical operations, and to fully grasp the printing technology and process in order to deepen the understanding of visual communication design, and lay a good foundation for the subsequent professional design courses. The basics. In the printing course practice, it also advocates the design and production of ceramic decals, and indirectly integrates the ceramic decal decoration process into the course practice (Figure 2 below).



Figure 2. "Printing Technology" student work: ceramic decals

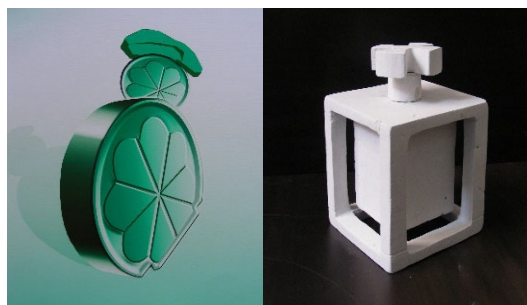


Figure 3. "Container Design" student work

3.2.4. Container Design Course

Containers are closely related to our lives and have become an important part of product packaging design. The purpose of container design is not only to adapt to the practicality of the society, but also to meet the needs of human society for beauty. The teaching purpose of this course is to let students understand the products and containers. Relations, master the methods, skills, and material properties of container design, and cultivate students' container design abilities to meet the needs of society. In the course, the design and production of ceramic containers are advocated (as shown in Figure 3 above), and Jingdezhen ceramic elements are infiltrated into the course teaching.

3.2.5. Packaging Design Course

Packaging visual design has a very practical application, it involves the overall design of trademarks, text, graphics, colors, layouts and other content. Through teaching, students can integrate theory with practice, and grasp the overall planning of packaging visual design and practical design ability and problem-solving ability. Can use the knowledge learned to create an overall packaging that meets market requirements. In this course, students are encouraged to adopt ceramic packaging design and production to reflect the characteristics of regional culture.

3.2.6. Graduation Design Course

The graduation design is to allow students to use the four years of university knowledge to make a summary, rationally use the knowledge learned for graduation creation, and use professional theories and professional knowledge to comprehensively test the students' learning situation and social practice abilities in the past few years. Teaching emphasizes the cultivation of design creativity, basic theory and professional exploration, as well as the combination of teaching research and practice, and the training of creative thinking as a means. In this course, students are encouraged to incorporate the regional culture of Jingdezhen into the design, not only ceramic elements, but also visual elements related to ceramics in other industries, such as ceramic traditional figure painting image design, local traditions Visual image design of handicrafts, brand image design, etc.

4. The Feasibility of Constructing A System of Talent Training Program for Visual Communication Design Professionals in Colleges and Universities That Integrates Ceramic Culture Into Jingdezhen

4.1. Closely Follow the Development Law of Visual Communication Design Profession

Relying on Jingdezhen's regional cultural advantages, school characteristics and teaching resources, build a special course group that integrates Jingdezhen's ceramic culture into the visual communication design major, including: Chinese painting (optional), ceramic decoration (optional), container design, printing technology (applique), Packaging design and graduation design, integrating ceramic decoration, ceramic container design, ceramic applique design and printing, and ceramic packaging into the course group. These courses are optional and compulsory courses for the major, and some are core courses, which are basically visual Conveying the development law of design professional curriculum construction on the basis of conscious expansion and extension, so it is in line with the development law and needs of the major.

4.2. Judging the Rationality and Applicability of the Program By Teaching Evaluation

The cultural characteristics of Jingdezhen ceramics are mainly manifested in painting techniques, container modeling, decoration, decals, packaging, etc. from the material level. These elements overlap with a large part of the visual communication design professional course, which provides the material for the construction of the subject. Feasibility of the level. Therefore, starting from this level, it is a key issue to construct a syllabus, curriculum design, teaching method, and evaluation system that is suitable for talent training programs and characteristic curriculum groups under this major. Among them, the rationality and applicability of the curriculum should be judged and measured in the way of teaching evaluation and evaluation, so as to form a complete teaching system.

5. Summary

In short, the regional characteristics are integrated into the construction of the university talent training program-the curriculum reform program taking the visual communication design major of Jingdezhen Ceramic University as an example is feasible from the macro policy and the micro specific implementation, and is suitable for contemporary design For college students, the use of courses to effectively spread regional culture, traditional culture, and traditional handicrafts has a positive effect.

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