

Effective Education Measures of College Art Gallery Based on Aesthetic Education Advocation

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Abstract

As the important component in the service system of higher education, art gallery plays the function of art works collection, art exchange and enhancing the aesthetic capability of the students. Based on this and grounded on the aesthetic function of the college art gallery, the article analyses concrete implementation strategies from 4 aspects: promotion enhancement, engagement of interaction, volunteering and diversified activities. It is expected that the analysis can provide for references for the college art gallery to improve the service quality and meet the diversified demand of the students.

Keywords

College art gallery; Intensity of advocation; Volunteering mechanism; Engagement of interactions; Activities.

1. Introduction

Art gallery plays a unique and powerful propelling role of spreading art and culture, carrying out education and practice, advocating art aesthetic spirit, improving people's cultural perception on a national level and pushing the legacy of good culture ahead. The art gallery in the college, in particular, faces the wide audience of teachers and students. To study the measures that the college art gallery uses for education has an important facilitating effect of fastening the aesthetics development and enhancing the nation's aesthetic capability. With the nation heading into the new era, the art educators of higher education institutions should have been aware of the heavy weights assumed on their shoulder. They should carry out a variety of art education activities centered around the art gallery so that its effect can be played effectively and becomes the important base camp for enhancing artistic education.

2. The Advantages of College Art Gallery in The Artistic Education Development

2.1. An Important Carrier of Artistic Education

The development of art education can't be realized without the carrier. Education is largely dependent on the carrier and without an important carrier, the effect of education will be bound to decrease. This is also the case with artistic education and college art gallery is an important carrier for colleges to carry out artistic education and relevant activities. First of all, it can provide rich collections for the artistic activities. The college art gallery has raked in a rich bulk of classic collections after years of evolution, which can be used as "visual materials" for artistic education. The students will get the essence and truth of "beauty" and learn how to make beauty after studying the collections. This is very beneficial to them in terms of raising their level of aesthetics[1].

2.2. A Important Supplement of Societal Art Gallery

Compared with the public art gallery, college gallery possesses the following advantages. First of all, there are many scholars in the field of art. They can carry out detailed study on the

collections and form effective curriculum based on the college students' psychological characteristics and hobbies and interests. This will increase the artistic education effect to a large extent. Besides, the collections increase the authority of the college art gallery, which makes a powerful supplement of resources of societal art gallery.

Second of all, the study resources of college art gallery are characterized with diversified content and rich varieties. In the age of information, college art gallery can form a deep interaction with the societal art gallery and share academic resources and study results by leveraging all sorts of tools. In the meantime, the societal art gallery can give feedbacks and provide help to the college art gallery and form a good mode where they help and support each other. This mode is very beneficial to a better effect of artistic education. The staff of college art gallery should be fully aware of their duty and make proper use of the collections and resources in actual activities via all sorts of measures and carry out different education activities to raise the time-effectiveness of the art gallery, to ensure that the students' artistic capability is enhanced and aesthetic capability get improved so that they can be the high-quality people the society needs.

3. Current Status of Art Gallery Artistic Education of Higher Education Institutions

3.1. Not Enough Marketing

To fully use the education function of the college art gallery and push the artistic education steadily forward, the staff should make advantage of all kinds of measures to solve the problems of low acknowledgement to the art gallery among the college students and little understanding so that more students can be attracted to the gallery and take part in the activities held by the gallery in a positive attitude and finally achieve the continuous improvement of artistic capability. In the current stage, the problems most colleges and universities have are boring advocacy and marketing content, which is incapable to attract the students so the artistic education has been delayed. In the context of new education, the management staff of the college art gallery should be fully aware that their work is not enough, and work on the insufficiencies and improve on that. They should adjust new effective promotional methods to improve the education effect of the gallery and to make it the important power to make students develop healthily.

3.2. Little Information Technology Application

Most college art galleries don't advance with the times and apply the new information technology in the development of artistic education. They either don't pay attention to the new technology and choose the corresponding technology that will cater to the students' diversified needs; or they lack the right capability to use the new technology and fail to combine the technology with the management of art gallery. In such circumstance, most students don't regard the art gallery as the important carrier for them to improve their artistic ability. Even the students who are very interested in the art study have to bend under limited time and inconvenient appointment. From a long-term point of view, this does them bad to their development. What's more, this restricts the development of the college art gallery, and is bad for the education effect to take effect.

4. The Effective Measures Facilitating the Artistic Education To Be Taken By the College Art Gallery

4.1. Intensified Advocation of College Art Gallery

In the new era, people should update concepts and expand promotional measures. They should think for the students and enrich the carrier of advocation. For example, make good use of campus broadcast and promote the newest collections to draw students' attention. Considering most students have been using new media platforms as an important tool to expand their horizon, people should make more use of them. For example, they can push the news of exhibition to be held and they can set up a "interaction" function to let students talk about their expectations of the exhibition and propose suggestions, etc. to form nice dialogues. After the exhibition starts, the staff can send messages to the students about the opening ceremony and attendees, making them know how the exhibition is going to expand the influence and reputation of the art gallery. They can also incorporate different promotional methods to create a large promotional synergy. They should choose the methods based on the gallery's condition, students' needs and the data of the backend. In the meantime, they should adjust and optimize the promotional scheme based on the feedbacks of the students, to attract more students and make them feel the charm of art and form a good aesthetic awareness [3].

4.2. Introduce Audience Engagement

Non-art major students have a weaker aesthetic capability due to the restricted thinking method and unsolid art basics. When they attend the exhibitions held by college art gallery, they will have a feeling of self-rejection and self-doubt because they can't emphasize with the emotions and motifs of the art works and they will further lose interest on the exhibition. Besides, when appreciating the art works that have a strong narrative and history background, such as the western classis, the audience will not be able to have a deeper understanding of them because they lack the knowledge of them. To solve these problems, the art galley can introduce engagement with the audience, like survey, messaging, to know more about the students' opinions and needs of the art gallery exhibitions. And hence, they can form effective schemes based on the results they get and the effectiveness will be raised. Students will have more understanding of the art works and they will be able to appreciate the art works from a more angles and therefore, their artistic capability will be enhanced. Besides, the art gallery of college should also apply more technologies.

1. To create a real interactive experience with help of the right information technology. The continuous upgrade of the internet technology has brought disruptive changes to all industries. In the context like that, most art works of the college art gallery should turn to "welcome for engagement" from "please do not touch", so that the distance between art and audience will be closer and the audience will have a more novel and richer attending experience. Interactive experience will mainly focus on the spiritual feeling of the audience, in light of multi media technology, such as sound and light, to render a matching ambience for experience. This mode will mobilize the acoustic, tasting and touching sensual organs to provide them a more real and comprehensive experience and make sure that the audience will get the emotional and aesthetic characteristics of the exhibits while also know the background information and knowledge. And their aesthetic capability will be enhanced, as well as their experience, which give them the necessary aid for future forming of the aesthetic capability [4].

2. Do a good job of digital guide at the mobile end. Currently, the digital guide has lots of methods, but for the college art gallery, smart mobile device is the most accessible and easiest application. Hence, people should value the application of such devices. In the actual work, people should make proper arrangement of the contents and steps of digital guide leveraging the right information technology, and make sure that students can get the texts, videos and

other digital information through the laptop, cell phone or other mobile devices within the realm of their home, and that they can get a deep interpretation on the art works, for them to get the nutrition for growth and form a good aesthetic awareness [5].

3. Build a service platform where equal dialogues can happen. Equal dialogue is not the negation on the traditional art gallery; but rather, it is a place where students can have equal conversations with artists and college art gallery based on the transparency of information. College art gallery can search and collect data on the students' hobbies and interests, promote information of collections on this platform and break the one-way and passive work mode and turn to two-way and active mode to increase the effectiveness of the exhibitions, to make them attractive to the students and grow themselves as a strong element of enhancing the artistic competence. The audience can share their opinions about the art exhibition, ask questions to the experts, exchange ideas with the other attendees and break the old pattern where they can accept passively and let them become the advocators and judges of the art exhibitions [6].

3. During the development of exhibition held by the art gallery, there is going to need a lot of people, from the theme of exhibition and site display to site order maintenance. To make the students closer with the art and make them get more nutrition for growth and long-term healthy development, the people can use different methods to invite the students to join the daily work of the college art gallery based on the needs of different exhibitions. On the one hand, to decrease the preparations needed for the exhibition and promotion and so that the possibility of a failed exhibition can be lowered; on the other hand, to enrich the students' in-field experience, and strengthen their attending experience.

For example, the college can let the students from optics and physics majors responsible for the decoration and display of the exhibition and let the students from literature and history majors take charge of the writing tasks relevant with the activities and works. The students will use what they have learnt into practice and expand on the knowledge when necessary. Take the students from the history major as an example, to introduce in details of the background of an art work, they have to know the living status of the people then and the creation process of the author. This will supplement their existing knowledge on history to a large extent for them to know more about the history and form a scientific view of history [7].

Besides, the college art gallery can nurture the excellent volunteers the narrators for their exhibitions. This can be done through a lot of ways. On the one hand, the college should deepen their understanding of the art knowledge and push them to interpret the works from a more novel perspective and form the right aesthetic opinion eventually; on the other hand, the distance between the audience and the works can be shortened. Different from the artists, the college students are better at using a straightforward language to introduce the works to make the audience have a deeper understanding of the works. They can have a good grasp of the intention of the creator, and thus form a good response with the audience. In such a way, the audience feel closer with the works exhibited and have more pleasure during the appreciation of the works, to finally increase their personal aesthetic capability and facilitate them to become good contributors of high quality [8].

4. Hold a variety of activities in collaboration with the art gallery

The people can work with the art gallery to hold all sorts of field activities and invite the students to take part in them, experience the charm of the art, and thus want to become a beauty creator willingly. For example, they can have calligraphy and painting contest. The college art gallery can incorporate the festival elements and hold contests in such field. For example, with the coming of National holiday, they can have painting contests themed in "I love my country" or "My blessing for the country. The award winners can get their works exhibited in the bulletin board other than receiving the prize. The students will explore the painting contest themes and study hard on the painting skill to win the prizes. This is very helpful for them to improve their

aesthetic capability. Another example will be to have a calligraphy contest of the theme of “let me build our beautiful country” where the students get to write their dream and blessings for the country.

And also, to have regular artistic speeches. The speech topics should correspond with the art gallery’s characteristics and the themes of the other activities so that the influence and reputation of the gallery will be expanded and the audience will know more about the orientation of the gallery; on the other hand, more art knowledge can be handed down to the students. In the meantime, to invite famous scholars for lectures, which provide an opportunity for the students to communicate with the artists face to face. Their questions of art knowledge will be answered in a more profound and specific way. This will strengthen their aesthetic experience for the convenience to look at the art works in a more objective angle and to achieve the final improvement of the individual aesthetic ability [9].

5. Conclusions

All in all, as the important service department, the college art gallery owns rich and special art resources. With the deepening of aesthetic education, the college art gallery should assume the heavy duty of “spreading the knowledge of aesthetics and strengthening the students’ aesthetic ability”. In the actual work, to combine the artistic education and aesthetic education and create better effects of education, to contribute more high-quality people to the society by introducing more advanced technology and form a volunteer mechanism which caters to the organization’s case. This will be a long and enduring task, and so the gallery staff should maintain their patience and analyze their insufficiencies in their work and look for corresponding solutions.

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