

Research on Teaching Reform of Clothing Display Design Course from the Perspective of New Liberal Arts

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Abstract:

Under the background of the new liberal arts construction era, as an interdisciplinary course, how to break through the traditional teaching mode characterized by knowledge transmission, carry out the reform from the aspects of teaching philosophy, knowledge optimization, talent training mode, etc., pay attention to the interdisciplinary, carry out multi-dimensional thinking from the level of “technology” and “art”, and strengthen the novelty of ideas, structure and knowledge, and explore the theoretical construction and practical reform of the course.

Keywords:

New Liberal Arts, Clothing Display Design, Teaching Reform

1. Introduction

In November 2020, the Ministry of Education issued the “*Declaration on the Construction of New Liberal Arts*” [1], which put forward new requirements for the construction of new liberal arts. Its core lies in breaking through the barriers of disciplines, emphasizing cross-integration, discussing how to cultivate high-quality innovative talents in the new era from the level of realizing value sharing, and responding to the actual needs from the academic level. At present, it is the need of the times to cultivate students’ diverse ways of thinking. Facing the changes in the new era, this paper takes the typical interdisciplinary course “*Clothing Display Design*” as an example to explore its teaching reform path in the new liberal arts perspective.

2. Innovation of the Teaching Concept of Clothing Display Design from the Perspective of New Liberal Arts

The primary task of the new liberal arts construction is to promote discipline integration and interdisciplinary research, and to lay out the construction of discipline research centers. Guided by focusing on interdisciplinary, knowledge integration and innovation, it is a decisive education and teaching reform to cultivate compound talents urgently needed by the country in the future. [1] From the perspective of the

historical process of scientific development, all disciplines were originally included in the category of philosophy in a chaotic and indistinguishable form. Since the beginning of the 19th century, natural sciences, social sciences and several disciplines were separated from philosophy, and in the first half of the 20th century, the independent discipline status of some classic disciplines in natural sciences, social sciences and humanities was finally established in universities. The differentiation of disciplines is the inevitable result of in-depth and detailed academic research, and it also effectively promotes the development of disciplines.

2.1. The Teaching Concept of FOS -Fusion of Subjects

FOS - Fusion of subjects refers to the continuous breaking of disciplinary boundaries on the basis of acknowledging disciplinary differences and promoting mutual penetration and cross-disciplinary activities. FOS is not only the trend of subject development, but also an important way to produce innovative results. However, since the second half of the 20th century, because some complex problems require knowledge of multiple subjects, a new trend has emerged in the development of subjects. The boundaries between traditional and classical subjects have been continuously broken, and the boundaries of subjects have been redrawn. The legitimacy of the subject has gradually been established in China, and it can be seen that the development of the subject has changed from “fusion” to “distinction”, and now it is moving towards a new round of “fusion”. The meanings of the two “fusion” are completely different, and the former is chaotic Meaning, the latter is the meaning of disciplinary integration, that is, on the basis of acknowledging the differences between subjects, the activities of mutual penetration and intersection between subjects are continuously promoted. FOS is not only the trend of subject development, but also one of the ways for academic research to produce major innovative results, which requires scholars to conduct interdisciplinary research at the subject boundary. Scholars with knowledge backgrounds in multi-disciplinary are more likely to combine knowledge and generate innovative ideas.

2.2. From “Knowledge Driven” to “Ability Driven”

In the construction of the knowledge system, the course of clothing display design involves knowledge sections such as “clothing”, “display”, “business” and “culture”. The traditional course teaching often starts from the technical level, focusing on the “learning” that students receive and impart knowledge, analyzing the positioning of clothing business, calculating the size of exhibition space, and further designing the window and store of clothing display. The curriculum reform from the perspective of new liberal arts and new arts should emphasize the transition from “knowledge driven” to “ability driven”, and in the curriculum setting, the focus of education and teaching should be shifted to the ability of teachers to organize students to apply knowledge and help students solve practical problems, to change the traditional practice of focusing on the teaching of knowledge in the past, and realize the transformation of the education and teaching thinking mode of three-point teaching (imparting knowledge) and seven-point training (training to educate, mastering knowledge, applying knowledge and solving practical problems).

3. Reform of Teaching Method of Clothing Display Design Course

“Clothing Display Design” is a typical interdisciplinary course, which can be analyzed and studied as an example in the curriculum reform of new liberal arts and

new arts. The new liberal arts puts forward higher requirements for the art curriculum reform. First of all, it needs to be sorted out from the theoretical level and innovated from the teaching methods, with emphasis on training students to use knowledge to solve practical problems.

3.1. Teaching Thinking: Learning with “Thinking” as the Core

Thinking is the eye of knowledge. We should not only pay attention to the training of basic knowledge and basic ability, but also pay more attention to the cultivation of ability and wisdom. Clothing display design courses include display design, clothing design, window display, consumer research, urban research, clothing culture research, etc. In the classroom, discussion is the main focus, requests are made, knowledge points are explained, and teachers guide students to master knowledge, organize students to use knowledge and help students improve their ability to solve practical problems. Knowledge is available in the library, and valuable class time is used to stimulate students' creative thinking and teach them to apply knowledge to improve practical problem-solving rather than just memorizing it.

3.2. Method Change: From “Value Space” to “Emotional Space”

With the advent of the 5G era, in addition to the function of product display, the store design of the clothing display space needs to have more social functions in the future, that is, it must be able to do salons, parties, and publicity activities. The transformation of consumption scenarios from operating stores to operating members, the existence of stores is more of a link for social experience, and display designers should pay more attention to the creation of the atmosphere of space exhibition, to the diversification and personalized emotions of consumers' need. In the teaching process, it is necessary not only to be satisfied with the students' observation, thinking and spatial creativity, but also to think more about the new display methods of “online sales and offline experience”. At the same time, the virtual display design should be included in the research scope. In an era when products are infinitely approaching zero profit, what stores need is to provide consumers and customers with personalized value-added services. In today's society, the rapid development of the economy, the acceleration of the work rhythm, people's work pressure, life pressure, physical and mental fatigue are the living conditions of most people, pay attention to the user's emotional experience, and convert the attention into the details of the display space design, so as to realize the transformation from the value space of clothing display design to the emotional space.

4. The Optimization of Teaching Content of Clothing Display Design Course

4.1. Deconstruction: from “Scheme Space” to “Experience Space”

The teaching link of fashion design is often gradually developed from the process of solution design. The teaching difficulty of clothing display design from the perspective of new liberal arts is the generation and cultivation of interdisciplinary knowledge and socialized thinking. From the perspective of tacit knowledge, the expression of design problems is discussed. After receiving the design task book, it is necessary to read the clothing brand, and then think about the design contents such as clothing single product display, clothing display space design, display function area division and space moving line, space color and material, and atmosphere creation of

clothing display space. Teaching requirements generally focus on the performance of drawings, paying attention to the creativity and specification of design schemes and the selection of materials and processes. Pay attention to the creation of space experience, change from “scheme space” to “experience space”, realize the change from “people to scheme” to “people to people”, and enrich the teaching content with a broader knowledge system. (Figure 1)

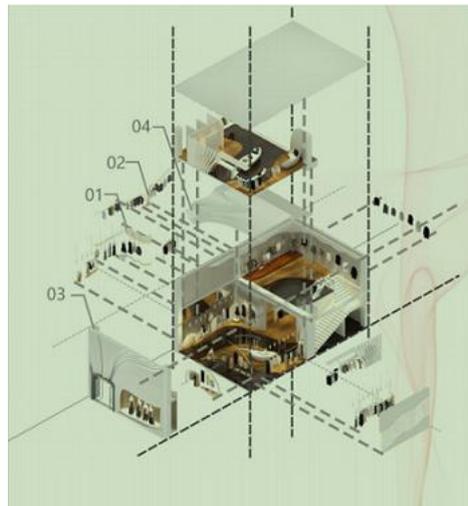


Figure 1. *The Decomposition of Clothing Display Design Space. (01. structure; 02. kleinartikel; 03. store; 04. Ceiling construction)*

4.2. Reconstruction: the Combination of Offline and Online Exhibition Construction

In the traditional design concept, the main body of clothing display is the commodity. Within a given time and space, using the language of artistic design, through the careful creation of space and plane, it produces a unique space range, which not only contains the intention of explaining the theme of the exhibits, but also enables the audience to participate in it and achieve the purpose of communication. The competition of the future is a competition of creativity and imagination. Among the three technological revolutions of mankind, the first technological revolution liberated people's physical strength, and the second technological revolution released people's distance. The third technological revolution will free the human brain. New retail, new manufacturing, new finance, new technology and new energy will have a more profound impact on the present and future of clothing display design. In teaching, we should pay attention to the cultivation of students' practical and innovative abilities, positive self-experience and self-regulation abilities, reshape the experience of exhibition space, pay attention to the exhibition mode combining offline and online, and build the “creativity” of teaching content with a more open vision. Through systematic study of clothing display space design and model making learning, instruct students to control the overall creativity, color matching, layout of clothing exhibition, optimize materials and create the overall sense of space atmosphere, combine teaching, production and research deeply, to cultivate clothing display design talents facing the future social culture, economic development and industry needs.

5. Conclusions

“Science seeks truth, humanities seek goodness, and art seeks beauty”. From the perspective of the new liberal arts, the reform of the clothing display design major

specialty needs to be innovated in terms of teaching concepts, teaching methods, and teaching content, and the traditional display design teaching should be transformed, reformed and upgraded to seek a new breakthrough in the field of humanities and social sciences. Education should serve the economy. Under the macro background of economic integration and world trade globalization, clothing display design has rapidly developed into an industry. According to the school-running characteristics of fashion design major, the new perspective and concept of fashion display design research are reconstructed. Unleash the method with creativity. On the premise of cultural consciousness and self-confidence, we will serve the Chinese clothing industry, design space works that serve the people's better life, and better realize the value regeneration of clothing display design.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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