

Research on New Ways to Cultivate Creativity Among Art And Design Students In Private Universities In China

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Abstract:

The essence of art design is innovation, and creativity will inevitably become the most critical professional ability for art and design students to cultivate. This article attempts to analyze the dilemma of innovative education in contemporary art and design education in China through the authors' more than ten years of teaching experience and the achievements of teaching reforms we carried out during teaching. Starting from the comprehensive research methods of qualitative and quantitative, through teaching practice activities, we will cultivate students' creative thinking and promote the shaping of creative personalities to help students cultivate creativity. This article puts forward a new reference with the reference value in exploring new ideas for developing art and design majors in private universities in China.

Keywords:

Art Design, Private Universities, Creativity, Cultivate

1. Introduction

As a discipline closely related to innovation, design art needs innovation more than any other discipline, and cultivating students' creativity has naturally become one of the essential training goals for art and design students. Chinese private university education has risen in the past two decades. They cultivate a lot of art and design talents for the country. Unlike China's public universities, such schools are more flexible, and teaching methods are more diverse, often in the front line of teaching reform. Integrating education and society and combining art design and market are the keys to developing art design majors in contemporary private universities. However, based on the feedback of the current talent market, the lack of creativity of graduated students often becomes an obstacle to their career development. [1] So the current teaching reform needs to start to cultivate the creativity of art and design students and should start from the cultivation of students' creative thinking and students' creative personality, both pronged and directly directed at teaching. [2]

2. Reach Background

Zhou Ji, Minister of Education of China, said: “China’s intellectual education is first-class in the world, but our students lack the spirit of innovation and the vitality of innovation, and we must comprehensively improve quality education and cultivate students’ creative ability.” we saw that the cultivation of students’ creativity is imminent, and the progress and innovation of any existing discipline are all based on the play of human creativity. [3] As the new force of our future, we were cultivating students’ creativity has become a top priority in the education industry.

Art design education has its particularity; that is, design should constantly meet the needs of contemporary people and play a role in people’s lives, expressing and guiding the public’s aesthetics. Art design is the combination of art and technology, the change of art style, and the progress of production technology, all of which push art design to the forefront of innovation. [4] The purpose of the design is to destroy nature simultaneously, establish a highly consummate set of natural philosophies, penetrate the mysterious heavenly machine, penetrate the universe virtually, and clarify the eternity of life. It shows that art design is also the art of time, with pragmatic timeliness, so the strength of creativity is the root of the survival or death of design forms. [5] In summary, it is not difficult to conclude that one of the purposes of training qualified art and design students points to how to cultivate students’ creativity.

3. Way to Cultivate Creativity Through the Experience of Teaching Reform

For how to cultivate the creativity of art and design students, we believe that we should start by cultivating students’ creative thinking and students’ creative personality and take a two-pronged approach directly to teaching.

3.1. Take cultivating students’ creative thinking ability is the main aim of art, and design education is based on the student’s general knowledge of art

Mr. Tao Xingzhi, a famous Chinese educator, believes that the ability of creative thinking students refers to breaking through conventional thinking, having different problem-solving methods and learning methods, or using knowledge and experience. Creative thinking and innovation ability are not innate, although it has a particular relationship with human talent; the most important thing is the result of acquired education and training. [6] That has been obtained by discovering new things, solving new problems, and having novelty and unique insights through original thinking activities and flexible thinking.

3.1.1. Develop students’ creative thinking in the Design Foundation Training Curriculum

3.1.1.1. Use practical courses such as design sketching, color, sculpture, and other practical courses to train and cultivate students’ creative thinking

Drawing, color, and sculpture are the introductory courses of design creativity and the shared experience points of figuration and abstraction, sensibility, and rationality. In addition to solving fundamental modeling problems, teaching drawing and color in the lower grades of the university to strengthen the foundation of design is more important to cultivate students’ creative thinking in training. These introductory courses are for the cultivation of design creativity and image thinking system training; teaching aims to improve students’ modeling quality through modeling training and

develop their creative potential. In teaching basic sketching, color, sculpture, and other courses at the end of the year, students could use a freer and broader learning space, and digital art, virtual reality technology, and surrealist painting are encouraged to appear in the new primary curriculum classroom. Based on the different characteristics of students, the practice theme and topics could be specified. According to the characteristics of students in different stages of university, their subjective initiative should mobilize in a targeted manner. The more exciting and effective founding practice would guide their nature of learning and cultivate their consciousness of creation. More free topic practice enables students to integrate the techniques, concepts, and rules of drawing, color, and sculptural plastic arts.

3.1.1.2. Cultivate students' creative thinking in the composition training

The plane, color, and three-dimensional composition constitute the “three major compositions” of the same name as art design. In composition training, the creative theme, expression method, color, and many other elements directly affect the work's effectiveness, and one is indispensable, as the designer, the most.

It is mainly oriented to life, so creativity comes from life and is higher than life, and the practicality of creativity and the aesthetics of art are integrated. We can try to use different ideas and methods to develop students' thinking creativity, expand the breadth of students' thinking, and cultivate students' interest in learning. Observing the things around students allows them to use various abstract or figurative shapes to create ideas.

Therefore, the composition of the course can improve students' thinking and imagination abilities, enlighten students' design inspiration, and also cultivate students' creativity, modeling ability, and analysis ability.

3.1.2. Guide students to find a balance between tradition and modernity

3.1.2.1. Learn from traditional culture

Cultural tradition is the most precious culture that a nation has condensed in the customs of nature and life for thousands of years, and is the source of great artistic inspiration for modern art design, from the form of design to the spiritual connotation, cultural tradition has given us endless help and enlightenment.

3.1.2.2. Learn from life

Nature is the teacher of our lives, the blueprint of artistic expression, and the source of design innovation. Nature makes our pen and ink shine, and the expression language is more prosperous, vivid, and vivid. Therefore, in teaching art and design, students should be encouraged to use all possible time to sketch. A good habit is sketching the book without leaving the body, painting every day, painting all the time, engraving and paying attention to life, and recording the things of interest with heart, intention, and choice. Of course, recording is not the purpose. However, a fundamental experience process, triggering associations, imagination tempering, and performance is the real purpose, but also the only way to the future designer of society.

Creative Thinking Teaching is to teach students to develop their creative thinking skills. [7] Teachers should use creative thinking strategies in a supportive environment to stimulate students' motivation to create to cultivate students' creative ability. Teaching creative thinking has the following characteristics: a. Encourage

students to apply their imagination and enhance their creative thinking ability; b. Learning activities are mainly for students, and teachers do not monopolize the entire teaching activity time; c. Pay special attention to providing a free, safe, and harmonious situation and atmosphere; d. Teaching methods stimulate students' interest, encouraging students to express and tolerate different opinions and not rush to make judgments. [8] According to the above characteristics, the following methods can be used in science teaching to cultivate students' creative thinking. First, arrange the adapted environment, prepare rich teaching materials and teaching aids, and provide various materials, instruments, and equipment to stimulate students' creativity and imagination. Second, students are encouraged to ask questions and experience a sense of responsibility and accomplishment by solving them independently. Third, teachers should often use open or divergent questions to guide students to think about problems and put forward opinions or ideas through "brain turbulence." At the same time, it should be pointed out that the evaluation of students' creativity directly affects the formation of students' creativity. In this process, teachers must be lenient and tolerant of the mistakes made by students in the creation process, not prohibit students' creative activities because they have mistakes, and kill the germ of their creativity.

3.2. Relying on the cultivation of students' creative personality

"Creative personality" refers to the personality possessed by the creator, which mainly involves creative motivation and Creative enthusiasm. The creative will and personality are the sum of the psychological characteristics that trigger the maintenance, reinforcement, and regulation of creative activities. [9] Among them, "independence and autonomy" are the primary characteristics of the creative personality. Thinking that art is the expression of personality, artistic thinking is very different from people, and the forms of expression of design thinking are also different, even far apart.

Can students' creative personalities be cultivated through teaching activities? The answer is yes. Because personality is not with Many countries' education and research today have shifted from the development of historical "intelligence" to "personality cultivation." Innate natural attributes are gradually formed by people under the influence of various education and the environment or in certain activities. The cultivation of students' creative personalities is a need of today's social development, and it is also the common trend and primary trend of education reform in today's world.

Especially in the teaching of art and design, students' collaborative practice is essential, but students are encouraged to complete the design independently.

Forming a set of their design thinking in design exercises, and expressing themselves independently under the guidance of this design thinking, will inevitably make the art design work different from others to stand out from many works of art.

4. Conclusions

In the era of Industry 2.0, all industries are under the banner of innovation and development, and college students should become a vital force in innovation and entrepreneurship. Therefore, as an essential part of China's higher education, private universities should use their flexible school-running characteristics and the characteristics of close connection with the market to contribute more technologically prosperous talents to China's economy. [10] We should cultivate students' creative

thinking when it comes to art and design teaching. In the introductory design course, guide students to take traditional culture as the foundation, close to life, as a source of inspiration for art design creation, and cultivate students' motivation, imagination, and creative thinking in learning tradition and life. Contemporary Chinese art and design higher education is also the demand of the times to cultivate students' creative thinking. For art and design majors, the ability to create is the driving force for students' career development and the internal driving force for the discipline to move forward. It is the core concept and fundamental purpose of art and design education, and it is also the key to maintaining the vitality of art design majors in private universities.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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