

# Construction of Training Mode of Innovative Talents in Art Design From the Perspective of Mass Entrepreneurship and Innovation

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**Abstract:** *Innovation and entrepreneurship education is a combination of advanced educational ideas and scientific education mode. The cultivation of entrepreneurship and innovation ideas and innovative talents are the top priority in contemporary talent cultivation. Therefore, it is imperative to explore the cultivation mode of innovative talents in art design. This paper analyzes the current situation of the cultivation of innovative talents in art design, summarizes the difficulties of the cultivation of innovative talents in art design, tries to start from the new needs of the cultivation of innovative talents in art design, and finally puts forward the strategy of constructing a new mode of the cultivation of innovative talents in art design.*

**Keywords:** *Innovation and entrepreneurship; Art design; Innovative talents; Training mode*

As a subsystem of art education, art design specialty is an important form of contemporary art communication. In essence, art design is an innovative perception on the premise of full material understanding, which is reflected in all aspects of art design. However, under the background of advocating mass entrepreneurship and national innovation, the development of cultural thinking and innovative art of art design specialty is relatively insufficient. Art design major is facing the needs of the times of innovation. Innovative design is to cultivate students' innovative thinking and train students' innovative ability, so that graduates can better adapt to social needs after entering the society.

## **1. The current situation and dilemma of the cultivation of innovative talents in art design from the perspective of mass entrepreneurship and innovation**

In the context of the era of mass entrepreneurship and innovation, talents have become the core of social competition, and the core of talent competition is the competition of innovation ability. Under the background of building an innovative country and the general pattern of domestic talent competition, it is urgent to study the training methods of art and design innovative talents, and the analysis of the current situation and difficulties is the premise to solve the problem.

### **1.1. The present situation of the cultivation of creative talents in art design**

With the proposal of the innovative national strategy, the cultural and creative industry has developed rapidly, which has promoted the development of market orientation. The design industry has attracted more and more attention. Becoming a professional designer is also the goal of art and design students. However, through investigation and research, it is found that not all graduates can get jobs in their own professional direction, and many students join other industries for development. With the continuous increase of employment, the number of art and design talents is also increasing, and the market demand for talents is gradually changing. The traditional design talents can no longer meet the current market demand. In the face of such actual situation, the cultivation of art and design talents should meet the needs of the market. The awareness of mass entrepreneurship and innovation and the ability of innovative practice are the focus of our cultivation of innovative talents.

### **1.2. Difficulties faced by the cultivation of innovative talents in art design**

According to the literature survey and independent search, it can be seen that the difficulties faced by the cultivation of innovative talents in art design specialty are mainly reflected in the uneven distribution of social resources and the lack of innovative consciousness. Enhancing the awareness of

entrepreneurship and innovation and strengthening entrepreneurship and innovation education play an extremely important role in promoting the reform of higher education and the improvement of talent quality. In recent years, due to the employment needs of graduates, colleges and universities continue to strengthen the education of innovation and entrepreneurship, improve students' professional quality, and strengthen the cultivation of practical ability while promoting the all-round development of students' quality. From a social perspective, due to the background of building an innovative country and the general pattern of international talent competition, innovation and entrepreneurship has become the general trend. [1] Although colleges and universities have begun to cultivate mass entrepreneurship and innovation and formed a relatively systematic education model, they also face some problems that need to be solved in their development.

The first is the lack of innovation and entrepreneurship education resources. The lack of education resources leads to the lack of good resource support for the cultivation of innovative talents, and the cultivation of innovative talents encounters difficulties; The second is the backward concept of innovation and entrepreneurship education. At present, many college students have not realized the importance of innovation and entrepreneurship, pay far less attention to innovation and entrepreneurship, and have not formed a relatively formed concept; The third is the flattening of the innovation and entrepreneurship education platform. The school's teaching platform for innovation and entrepreneurship is only limited to the face-to-face teaching of teachers, and there is no practical teaching, which is too single for the innovation and entrepreneurship teaching activities as a whole. Based on the above difficulties, it is also the focus of our attention in constructing the training mode of innovative talents in art and design.

## **2. New demand for the cultivation of innovative talents in art design from the perspective of mass entrepreneurship and innovation**

### ***2.1. Balance educational resources***

Teacher resources and environmental resources are the two basic components of education. Environmental resources are the educational model constructed by the school to cultivate students' awareness of entrepreneurship and innovation under the condition of understanding the needs of social applied talents. As far as art and design students are concerned, there are still deficiencies in innovation and entrepreneurship awareness and innovation and entrepreneurship practice ability. For many art and design college students who want to start a business, their professional knowledge has been very abundant, but all aspects of innovation and entrepreneurship knowledge and market practice ability are almost blank. Therefore, the school should provide students with professional entrepreneurial knowledge and various practical opportunities, and build a platform for entrepreneurial practice for students.

The education plan is teacher-oriented. Among the many factors of balancing educational resources, the imbalance of teacher resources is the most critical restrictive factor. Therefore, it is urgent to further optimize the teacher team and provide human support for the balanced development of education. In the teaching process, teachers should improve the teaching links and carry out practical activities to lay a solid professional foundation for students' entrepreneurial goals. Popularize the correct concept of innovation and entrepreneurship, provide students with a strong atmosphere of innovation and entrepreneurship, and give students correct guidance. Strengthening the allocation of teachers, enhancing the practicality of courses and providing students with a good learning environment are the basis for the construction of mass entrepreneurship and innovation.

### ***2.2. Strengthen professional ability***

With the improvement of the socialist market economy and the continuous expansion of the pattern of opening to the outside world, the market competition at home and abroad will become increasingly fierce, and the demand for talents in the market is changing obviously. This change is from paying attention to academic qualifications to professional practice. In reality, people who lack practical experience are not popular in the market. People realize that high education can not replace professional practice ability. Professional practical talents are in short supply, which is worth pondering.

Taking the art school of Anhui University of Finance and economics as an example, it pays attention to the comprehensive cultivation of professional theory and professional skills. Art design is a highly practical major. With the development of science and technology, there are new requirements for art design professionals to have scientific development thinking and art science skills. First of all, teach

students the basic theory of specialty, and enhance students' ability and skill training after having a certain basic theoretical basis. Secondly, the goal is to build a new art design major with distinctive characteristics, first-class in the province, certain influence outside the province, and scientific, technological and artistic ideas and characteristics.

### **3. Strategies for constructing a new training mode of innovative talents in art design**

Under the background of building an innovative country and the general pattern of international talent competition, innovation is the first driving force to lead development, and cultivating innovative talents is particularly important. Therefore, we focus on cultivating and bringing up a group of art design talents with Entrepreneurship and innovation awareness, entrepreneurship and innovation spirit and entrepreneurship and innovation ability. Guided by this goal, we formulate the planning ideas of curriculum construction, and form a scheme to improve the quality of curriculum teaching by revising the teaching plan and updating the practical teaching content. Anhui University of Finance and economics has been encouraging to cultivate excellent financial talents. After the University launched the strategic goal of cultivating talents of "new economic management, cloud computing and big data", the school of Arts positioned the development type in the direction that can effectively assist the contemporary financial cause, economic life and social development. In terms of professional characteristics, it highlights the comprehensive intersection in the setting of visual communication knowledge system, pays attention to "promoting learning through competition", and emphasizes the development of students' potential and personalized training.

#### ***3.1. Optimize the training program, highlight the professional characteristics, and make the thought of innovative talent training run through the teaching from beginning to end***

Since its establishment, the major of art design, based on the brand advantages of Anhui University of Finance and economics, has always attracted high attention in Anhui Province. Relying on the advantages of economics and management of Anhui University of Finance and economics, and giving full play to the achievements and teaching experience of the major in advertising design for more than ten years, the major has obvious characteristics and popularity of advertising design in the province and even in the country. In the future, the major of art design will continue to develop. We will continue our efforts to provide a large number of excellent and high-level design talents for the national economy and financial industry. We will conduct more in-depth exploration and research in the visualization of financial data and the packaging of the company's brand image. A clear talent training goal is one of the key points in the reform of the talent training mode of art design majors in various colleges and universities in China, and closely link the market demand with the cultivation of innovative talents of art design. Close combination, Focusing on improving students' innovative consciousness and entrepreneurial ability, training innovative and entrepreneurial high-quality talents is regarded as the ultimate goal of educational reform. The traditional curriculum arrangement of art design specialty is mainly a curriculum arrangement mode dominated by design specialty courses and supplemented by various humanities and natural disciplines. [2] In the traditional sense, this model meets the needs of students for professional knowledge and improving personal quality. However, as a training system for the cultivation of innovative talents, it is far from enough. These basic curriculum arrangements are not enough to meet the employment needs of students after graduation. Therefore, to complete the cultivation of innovative talents, it is necessary to make corresponding adjustments to the existing curriculum arrangements. More innovative design courses will be formed, dominated by innovation, creativity and entrepreneurship courses, supplemented by humanities and nature courses.

In the arrangement of curriculum structure, based on the concept of chain structure, we emphasize practicality, professionalism and innovation. First, we objectively analyze the professional quality required by innovative talents, objectively analyze the actual needs of students from a practical point of view, and then make the corresponding phased goal setting; then, according to the chain structure, we make the curriculum safe. In the relationship between curriculum arrangement, the arrangement of each curriculum should focus on the "cultivation of innovative talents". This main policy puts innovation training in the first place, defines innovation as the goal of education and training, and becomes the first link of the whole chain structure. As the main line, we should integrate professional education and practical education, so as to make some reasonable additions and changes to the curriculum. In the arrangement of the whole curriculum system, we should not only consider the leading of innovative courses, but also consider practicality and professionalism. We should not ignore one thing and lose the other. We should not despise any link in the chain structure, but also strengthen pertinence.

### ***3.2. Reform teaching methods and contents, and follow the new needs of innovative talent training***

The educational concept determines the educational mode and the quality of the trained talents. The cultivation of innovative talents must reflect the essence and purpose of education, that is, students are required to become the unity of professional knowledge and practical ability. Its essence is to adapt to the background of innovative countries and the general pattern of international talent competition. No matter which discipline to start from, practice is reasonable. Only practice can get the corresponding theory, and art design is no exception. Therefore, in the process of cultivating innovative talents in art design, we should lay a good foundation for professional theory. Since its establishment, art design has been highly concerned in Anhui Province. Based on the brand advantages of Anhui University of Finance and Economics. This major relies on the advantages of Economics and Management of Anhui University of Finance and Economics. By giving full play to the achievements and teaching experience of the major in advertising design for more than ten years, the major has obvious characteristics and popularity of advertising design in the province and even in the whole country. In the future, the major of art design will continue to make efforts to transport a large number of excellent and high-level design talents for the national economic and financial industries. It will conduct more in-depth exploration in the aspects of financial data visualization, company brand image packaging, etc. Cable and research.

The Department of art and design of our college has actively reformed teaching methods and explored some more scientific and effective teaching methods and teaching modes according to the educational principles of teaching students according to their aptitude and reflecting personality development, including "integrating social projects into classroom teaching method". It is a major teaching feature of our specialty. First, we can transfer the teaching classroom to the project base, turn the traditional rigid classroom taught by teachers and attended by students into the practical activities of the project leader and members, let students participate in the project more, understand the composition and implementation of the project, infiltrate and cultivate students' professional ability and innovation consciousness, and accumulate rich experience for future employment. Practical experience. Secondly, during the implementation of the project, middle school students can learn the cultivation of teamwork awareness, communication skills and personal organizational ability, which has laid a solid practical foundation for art and design college students to go out of campus and connect with the market. After years of practice, good teaching results have been achieved, and students' innovation ability and professional skills have been significantly improved. Since 2012, our students have won more than 100 national awards and more than 400 provincial first, second and third prizes in the design discipline competitions such as the national college student advertising art competition, the college award of China college student Advertising Art Festival and the times golden calf award. From the teaching effect and students' feedback, the discipline competition has made the classroom teaching form vivid, the vision more open and practical teaching. Formed a better supplement.

In the reform of teaching content, we have changed the single knowledge transfer to the integration of knowledge transfer, innovative ability practice, innovative thinking training and entrepreneurship guidance. While teaching students' professional knowledge, we have continuously improved students' innovative thinking ability, market-oriented judgment ability, scientific and cultural quality, etc. We have changed the teaching method from the original injection teaching to heuristic teaching. Change. Stimulate students' desire for innovation and entrepreneurship, combine the innovation, application-oriented and market-oriented of art design, and explore teaching programs in line with students' development direction.

### ***3.3. The open management mode combines theory with practice to build a new platform for the cultivation of innovative talents***

As a basic platform for talent training, the school should not only cultivate students' professional ability, but also pay attention to students' innovation and practice ability, and actively build a more solid innovation and entrepreneurship education and practice platform for students, which is an important way to cultivate students' innovation ability and entrepreneurial thinking. The art design major should actively build a "school enterprise society". The integrated talent training mode enables students to be exposed to the working mechanism of the enterprise and understand the development trend of the market during their study in school, so as not to be divorced from the society and form a bad mode of "dead reading and dead reading". [3] Therefore, we have built an innovative practice platform, created a good practice environment for students, and achieved the ultimate goal of art and design students to consolidate professional skills, strengthen innovation ability and improve practical ability. In terms of the cultivation of innovative talents in art and design, we actively explore a new teaching mode combining classroom education with enterprise industry, which is a new teaching mode between the college and one inside and

outside the province Some reputable enterprises have established a "school enterprise cooperation" model (taking enterprises as teaching practice bases) , moving some classrooms to the practice base is no longer a single knowledge transfer, which realizes the unity of classroom teaching and enterprise practice, and makes the teaching methods more flexible and vivid. The college and enterprises jointly organize design special competitions, and students, teachers and enterprise designers cooperate to complete the projects and benefit together.

In addition, we continue to improve the teaching quality monitoring system, improve and standardize the three-stage inspection system for teaching at the beginning, mid-term and end of the term. We give full play to the role of the school's supervision leading group, institutionalize daily inspection, lectures and feedback. We clarify the responsibilities and authorities of Posts at all levels, give full play to the role of teaching and research offices and teaching supervision groups, and systematically ensure the development of teaching activities, establish a multi-level real-time decision-making and control mechanism to timely solve the problems in the teaching process. Formulate a systematic acceptance standard for teaching archive materials, accept all kinds of teaching achievements and keep them as teaching archives. Art design needs a scientific, reasonable, advancing with the times and effective talent training scheme and training mode.

#### 4. Conclusion

Innovation is the direct driving force of social development. Colleges and universities strengthen students' awareness of "entrepreneurship and innovation" through a series of measures, including optimizing and improving professional training programs, reforming teaching methods, opening management mode and so on. When constructing the training program for art and design students, we should pay attention to the combination of professional and practical, innovative and entrepreneurial, market-oriented and other courses, so as to cultivate students' innovative thinking ability and adapt to the current situation of "mass entrepreneurship and innovation" society. At the same time, the cross-border cooperation between art and design disciplines and different fields has become a new trend of future social development. This "cross-border" ability is also a new ability that art and design students should master. By studying cross-border design between different fields, students can not only expand their knowledge, but also look at problems from multiple angles, carry out research and design from a new perspective, create works with unique innovative thinking of art design, show personalized and market-oriented innovative ideas, and cultivate a number of high-quality innovative talents of Art Design Specialty for the society.

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