

Construction of Innovative and Entrepreneurial Talents Training Mode for Art Design Major in the New Era

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Abstract: With the rapid development of science and technology, the new era has put forward new requirements for China's design industry, and also put forward new challenges to the training mode of art design major professionals in colleges and universities. Art design major is a highly applied and innovative discipline, so when cultivating art design talents, colleges and universities should conform to the design needs of the new era, establish a more effective innovation and entrepreneurship training model, and deliver high-quality talents for the society. Based on this, this paper first introduces the characteristics of art design major and its advantages of innovation and entrepreneurship, and then analyzes the existing problems in the teaching of art design major in colleges and universities. Finally, this paper discusses the construction measures of innovative talents training mode of art design major from two aspects: establishing diversified entrepreneurial practice platform and forming excellent innovative and entrepreneurial teachers.

Keywords: new era; art design major; innovation and entrepreneurship

1. Introduction

Under the background of innovation-driven development strategy, China attaches great importance to the development of cultural and creative industries. By improving the layout of cultural industries, China gradually guides the development of cultural industries in the direction of intensification and specialization, making cultural industries a pillar industry of China's economy. The focus of innovation and entrepreneurship lies in talents, and the implementation of innovation-driven strategy must rely on talents. Therefore, as an important platform for cultivating innovative and entrepreneurial talents, colleges and universities have become the key to promote the development of mass entrepreneurship in China. Therefore, in the new era, how to build a distinctive innovation and entrepreneurship training mode for art design majors in order to cultivate more outstanding innovative and entrepreneurial talents has become a hot spot of concern in Chinese universities.

2. Characteristics and advantages of innovation and entrepreneurship in art design major

2.1. Characteristics of the art and design major

From the students' point of view, there are obvious differences between art design majors and ordinary majors. First, art design majors have higher requirements for students' innovative ability, and students must have certain innovative ability to design more excellent works. Therefore, art design students themselves have the characteristics of active thinking and independent innovation. During their professional study and personal development, most students tend to think creatively and are unwilling to be subject to too many constraints. Second, compared with other special students, art design students have excellent observation and social practice ability, which is their advantage for starting a business. In addition, students have a strong intention of innovation and entrepreneurship. ^[1]The intention of starting a business is the driving force of starting a business. Entrepreneurs must have a certain passion and courage. Many graduates majoring in art and design have diverse thinking, distinctive personality and strong creativity and innovation, which have laid a good foundation for their entrepreneurial activities. Some design students have the intention to start a business after graduation when they are sophomores. Third, students majoring in art design also have the characteristics of lacking management experience.

Although most students can master the skills and knowledge of this major, they lack the understanding of market and enterprise management, which leads to many difficulties and risks in the process of starting a business. It can also be proved that there are still obvious deficiencies in innovation and entrepreneurship education in colleges and universities in China. Entrepreneurship requires not only professional knowledge, but also management knowledge and market experience, which requires colleges and universities to actively provide practical platforms for students in the teaching stage to help them deepen their understanding and understanding of company management.

2.2. Advantages of the art and design major

First of all, professional characteristics have strong advantages. Innovation is the basic requirement of starting a business, and art design is a comprehensive subject with strong application, which requires students to design the design object in a unique way from different perspectives. Innovation and creativity are the key to the design object to stand out. Nowadays, with the rapid development of society and the richness of new media types, the development speed of creative industries has obviously accelerated, and people have gradually paid attention to the design of different types of digital media and the planning of brand promotion schemes, and provided more choices and opportunities for art design students. Therefore, only by cultivating innovative artistic design talents and cultivating a group of outstanding design talents with innovative knowledge structure and entrepreneurial spirit for the society can colleges and universities meet the social needs of highly intelligent development. In addition, the entrepreneurial mode of art design industry is generally small and medium-sized design enterprises or studios. This type of enterprise has the characteristics of low investment, low risk and quick return of funds, and does not need to invest too much assets, nor rely on large-scale venues or expensive equipment. It is precisely because of its broad development space that it lays a good entrepreneurial advantage for art design students in colleges and universities.

Secondly, the cultivation of artistic design and entrepreneurial talents in colleges and universities has obvious advantages. The education of art design major in colleges and universities should not only cultivate students' innovative and creative thinking, but also provide sufficient conditions to give students a lot of practical opportunities, such as school-enterprise cooperation and competition to promote learning, so as to strengthen students' practical ability by completing real design projects. With the increasingly fierce market competition, college students' practical ability and practical experience play an increasingly important role in market operation. It can be seen that the education of art design major in colleges and universities has strong applicability and substantive skills in cultivating innovative and entrepreneurial talents. This also symbolizes the continuous expansion of the entrepreneurial scope of art design professionals in colleges and universities. Whether it is product design or environmental design, they can apply what they have learned in art design to serve the society. [2]

3. Problems existing in the innovation and entrepreneurship teaching of art and design major in colleges and universities

3.1. The entrepreneurship education model is backward

In recent years, colleges and universities have continued to expand enrollment, and the employment situation of college students has become more and more severe. In order to effectively solve this problem, the employment center of colleges and universities has put forward the way of "starting a business to promote employment" to let students implement their work as soon as possible. Encouraged by national policies, various regions have actively promulgated some preferential policies to provide some help and support for college students to start their own businesses. Based on this background, colleges and universities also actively carry out innovation and entrepreneurship education. However, although many colleges and universities have set up courses related to entrepreneurship, such as entrepreneurship education and practice, career development and planning, they really help students master some theoretical knowledge of entrepreneurship and make them have a certain understanding of entrepreneurship. However, as far as the teaching content is concerned, the content of innovation and entrepreneurship education is not systematic, and the way of education is too simple. The traditional teaching method of teachers is widely used, which leads to the lack of enthusiasm of most students to participate in learning, and it is difficult to concentrate on the classroom. Even if they master the relevant knowledge, they cannot be effectively applied in practice. In addition, there is a problem that innovation and entrepreneurship education is out of touch with professional reality and practical needs, and the help provided to entrepreneurs is not obvious. In particular, the guidance in practical entrepreneurial

experience, basic psychological quality and necessary fund raising is not in place, which leads to students' inability to apply what they have learned to solve problems in the actual entrepreneurial process. [3]

3.2. Lack of awareness of cultivating entrepreneurial talents

In the current social environment, many students are eager for the "public examination compilation", and the cultivation of entrepreneurial talents in most colleges and universities is still in the initial stage, resulting in a relatively small number of students who are willing to start their own businesses after graduation. Take the major of environmental design as an example, it is difficult for graduates of this major to find jobs, and many students tend to find jobs rather than start businesses after graduation. However, many colleges and universities lack the training of entrepreneurial talents and have not invested too much energy and resources in entrepreneurial work, so the number of college art design students participating in entrepreneurship after graduation is not large. On the one hand, from the perspective of teachers majoring in art and design, colleges and universities have not set up a professional entrepreneurial talent training team. In carrying out innovation and entrepreneurship education, teachers are generally part-time teachers. Although they have mastered the relevant knowledge of their major, they are very lacking in entrepreneurial knowledge and practical experience, which has little positive effect on students' entrepreneurship. On the other hand, the resources and opportunities for colleges and universities to provide students with entrepreneurial practice are limited, and only some art design students with good software skills can be competent for real practical work, which leads to the fact that even if most students have entrepreneurial enthusiasm, they cannot obtain corresponding learning resources and practical platforms on campus, which makes students' entrepreneurial enthusiasm frustrated.

4. The construction measures of the innovation and entrepreneurship education mode of the art and design major in colleges and universities

4.1. Establish a diversified entrepreneurship practice platform

Colleges and universities should take the cultivation of design talents with innovative and entrepreneurial abilities as the teaching goal, focus on cultivating students' innovative spirit and ability, always implement the integration of art disciplines and scientific engineering, promote students' interdisciplinary learning, promote the organic integration of theoretical knowledge of social science and natural science, and improve the success rate of students' entrepreneurship. In terms of school-running ideas, colleges and universities should attach importance to innovation, formulate a brand-new curriculum system, ensure that basic courses are optimized, professional courses are diversified and practical activities are strengthened. In this regard, colleges and universities can establish a diversified entrepreneurial practice platform in the following ways:

First, create an innovation and entrepreneurship platform on the official website of the school, and hand over the platform to teachers for daily management and maintenance. The platform regularly announces the application of the platform equipment for entrepreneurship to students, and organizes innovation and entrepreneurship training activities. In addition, colleges and universities can set up an experimental teaching center for resource optimization, collect a large number of innovative and entrepreneurial platforms for equipment resources, and at the same time formulate corresponding management systems and business models, so as to lay a good foundation for design professionals on campus to participate in innovative and entrepreneurial training activities. [4]

Second, colleges and universities need to build innovation and entrepreneurship education space and set up students' innovation and entrepreneurship training societies. Teachers select a group of students with strong intention of innovation and entrepreneurship from their majors to participate in the community. On the one hand, through the publicity of this student group, more students can be guided to form the consciousness of innovation and entrepreneurship, and the scope of radiation can be further expanded until all students actively participate in innovation and entrepreneurship training activities, and various entrepreneurial experiences and entrepreneurial experience sharing activities are held in the form of community activities. On the other hand, for some "preconceived" students, we will carry out training on the rules and regulations of innovation and entrepreneurship platform, so that students can actively participate in the management activities of innovation and entrepreneurship platform, so as to increase the total number of innovative and entrepreneurial talents. In addition, colleges and universities can adopt the "studio teaching mode", undertake some projects appropriately, introduce the real projects of enterprises into the classroom, and hand them over to the community group for responsibility, so that students can get in touch with the basic process of business development as soon as possible. Under this

teaching mode, many talents with active thinking and skilled professional skills can be produced, and the success rate of their future entrepreneurship can be improved. [5] At the same time, colleges and universities should hold "artistic and creative fairs" regularly, invite students to display and sell their design works in the fairs, and invite relevant enterprises to visit and comment, so as to strengthen the enthusiasm and professionalism of students' entrepreneurship. Colleges and universities can also publish students' works for sale online, enriching sales channels. If students' works can be successfully sold, it can increase their sense of accomplishment and improve their self-confidence in starting a business.

Third, strengthen school-enterprise cooperation. The teaching mode of "school-enterprise cooperation" is an important measure to promote the benign development of innovation and entrepreneurship education. Only when enterprises fully participate in the teaching work can we ensure that the talents trained by colleges and universities meet the needs of society and enable students to adapt to society as soon as possible after graduation. Therefore, school-enterprise cooperation is an effective mode to cultivate innovation and entrepreneurship ability of design professionals in colleges and universities. (1) The cultivation of entrepreneurial talents under the background of school-enterprise cooperation can help students master the core technologies of enterprises in the industry field, break the barrier of confidentiality of enterprise-specific resources, and continuously deepen students' mastery of their own professional knowledge. (2) Many art and design enterprises have some concerns about talent training, and they are worried about the strong competitors of the trained talents in the future. School-enterprise cooperation can dispel enterprises' concerns about the decrease of the market share of art and design. (3) The training mode of school-enterprise cooperation enables students to experience the daily operation, work management, customer source and operation mode of the enterprise, so that students can accumulate rich entrepreneurial experience and have a basic understanding of legal knowledge, management knowledge and marketing knowledge involved in the entrepreneurial process, laying a good foundation for subsequent entrepreneurial work and making up for the lack of other professional knowledge of art and design students. (4) School-enterprise cooperation realizes resource sharing on behalf of schools and enterprises, and provides more practical opportunities for students to start their own businesses.

Fourth, cultivate students' awareness of innovation and entrepreneurship through the operation mode of "competition instead of teaching". The so-called competition instead of teaching refers to holding a variety of art competitions for students, and taking innovation as one of the main assessment indicators of the competition, so as to cultivate students' innovative thinking and make them gradually develop innovative and entrepreneurial thinking. Moreover, if students win prizes in the competition, it will not only help to increase their entrepreneurial confidence, but also provide some financial help for them. [6]

4.2. Establish an excellent team of innovation and entrepreneurship teachers

Colleges and universities need to take Scientific Outlook on Development as a guide, speed up the construction of teaching staff, aim at improving the quality of teaching and talent cultivation in an all-round way, and take the continuous promotion of innovation and entrepreneurship education and college students' self-employment as the core tasks. Moreover, colleges and universities need to formulate corresponding systems, including formulating a perfect training plan for innovation and entrepreneurship education teachers, constructing a perfect teacher teaching evaluation system and constructing a corresponding incentive system for entrepreneurship education, so as to attract more outstanding innovation and entrepreneurship teachers, expand the teaching staff of art design majors and improve the overall teaching quality of teachers. In addition, colleges and universities need to actively set up a team of teachers in charge of innovation and entrepreneurship education to improve teachers' teaching ability of innovation and entrepreneurship. When cultivating students' innovative spirit and entrepreneurial ability, teachers not only need to master the corresponding theoretical knowledge as support, but also need to accumulate rich practical experience in innovation and entrepreneurship. [7] Innovation and entrepreneurship education is an educational activity that emphasizes practicality, and it has higher requirements for teachers' personal teaching ability. Colleges and universities should take innovation and entrepreneurship professors and young and middle-aged teachers as the main training objectives, and form a team of teachers on this basis, select outstanding young and middle-aged teachers to receive relevant studies, so as to improve teachers' teaching level, and encourage them to actively participate in social practice and experience the operation mode and development of enterprises. At the same time, teachers should put forward practical suggestions for enterprise management, and in this way, help teachers better master relevant theoretical knowledge and accumulate teaching experience.

In addition, colleges and universities also need to build a part-time teacher team through enterprise cooperation. Innovation and entrepreneurship education is an open teaching method, and its development cannot be separated from the participation and help of society and enterprises. Therefore, colleges and universities should make full use of social resources to expand the teaching staff and enrich the types of teachers in the teaching staff. (1) Teachers can strengthen cooperation with entrepreneurs, for example,

inviting managers of design enterprises, successful entrepreneurs or those who have experienced entrepreneurial failure to give lectures, or inviting some experts and scholars from all walks of life and government entrepreneurial departments (business administration departments, legal departments, etc.) to serve as part-time teachers, completing the high integration of school and social resources, and forming a high-quality entrepreneurship education team with diverse levels and types. (2) The school should establish a perfect employment system for part-time teachers, and clearly stipulate the appointment conditions, salary level, appointment process, teaching content and evaluation indicators of part-time teachers. Part-time teachers focus on teaching professional activities, including entrepreneurial planning, entrepreneurial psychology, financing methods and legal knowledge, and are responsible for the teaching of entrepreneurial practice courses to enrich students' theoretical knowledge and practical experience. [8] The employment of teachers should be dynamic and open, and relevant work must be carried out under the strict management and overall arrangement of the school entrepreneurship education management department in order to achieve benign development.

5. Conclusions

In the new era, in the process of cultivating talents, colleges and universities not only need to pay attention to the teaching of theoretical knowledge and practical skills, but also need to combine the professional characteristics of design majors with the characteristics of students, change the traditional teaching methods and teaching concepts, and pay attention to the cultivation of students' innovative and entrepreneurial thinking. Colleges and universities can strengthen the cultivation of students' innovative and entrepreneurial ability by establishing a diversified entrepreneurial practice platform and forming an excellent team of innovative and entrepreneurial teachers, and deliver high-quality design talents who dare to innovate and start businesses for the society, so as to meet the social demand for art and design professionals in the new era and promote the continuous development of China's cultural and creative industries.

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