

Research on Cultivating Students' Creativity in Fashion Design Teaching

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Abstract: *With the change of the times, people's living standards are getting higher and higher, so more people have their own aesthetic and requirements in clothing, which means that today's clothing design needs more innovation and fashion. In recent years, China-Chic is also a new trend of the development of the times. More and more Chinese brands have begun to rise, which constantly reminds fashion designers of the need to explore Chinese traditional culture, and the need to integrate traditional culture and fashion design. Under such a background, if you want to cultivate more excellent talents in fashion design, when teaching fashion design, you should also pay more attention to the cultivation of students' creativity, so that students can integrate traditional culture in fashion design, so as to improve the originality, epochal and trendiness of the works they have designed, and better meet the requirements of contemporary people for fashion aesthetics and fashion design.*

Keywords: *Fashion Design; Creative Ability; Ability Cultivation; China-Chic Design*

1. Introduction

Fashion design is an art form of expression that combines practicality and artistry. In the process of fashion design, as an excellent fashion designer, you not only need to reflect your aesthetic understanding, but also need to integrate into the trend of the times. Therefore, it is not easy to design a fashion design work that is recognized by the public, which means that fashion designers need to have strong creativity innovative thinking and professional clothing design theory knowledge. Therefore, when cultivating students of fashion design, teachers need to pay attention to the strengthening of students' personal abilities, and develop students' creativity in a targeted way, so that students can be prepared to enter the society for fashion design in the future through school education.

2. Analysis of the background of the times

In recent years, China style and China-Chic style can be seen everywhere. Both new faces of Chinese brands and old brands with high popularity are manufacturing products related to China style and China-Chic style in succession, with the purpose of getting a share in the rising China-Chic. So what is "China-Chic"? From the research results of big data memory market, "China-Chic" mainly contains two layers of connotation. The first layer of connotation is the factor of Chinese traditional culture, and the second layer of connotation is the ability to combine traditional culture with the current trend of the times. Therefore, a simple understanding of "China-Chic" means that Chinese designers, standing on the basis of Chinese traditional culture, design and innovate products to make consumers feel the collision between tradition and modernity.

In fact, as early as 2019, "China-Chic Rising" has been the annual marketing keyword in 2019, which proves that China-Chic has always been the content that has attracted more attention from the public in recent years. Therefore, whether it is fashion industries such as beauty and clothing, or technology industries such as mobile phones and automobiles, China-Chic has been set off. In fact, after being influenced by "European American style", "Japanese style" and "Korean style" in turn, China has been able to obtain the rise of "China-Chic style" with local style in recent years. In fact, the reason is that China's national strength and economic strength continue to improve, which has led to cultural self-confidence and cultural return. In addition, there is a very important driving force, which is new young consumer groups. On this point, in the New Knowledge of the Lifestyle of Generation Z released by Xinhuanet and Xiaohongshu, it is mentioned that the consumption outlook of contemporary young people is: "No longer infatuated with international brands, think that good goods are the king, and more pursue the high cost performance of Chinese goods." At the same time, Alibaba Research

Institute's 2020 Report on the Development of Chinese Consumer Brands, the report shows that: "When shopping, consumers no longer only buy imported brands, but their trust in domestic brands has increased significantly." [1]

Therefore, in such an era, "China-Chic Wind" will become more and more popular. Considering that the essence of fashion design is that designers combine their own aesthetic awareness, contemporary trend elements, and professional clothing design knowledge to design appropriate clothing. As one of the fashion elements in recent years, "China-Chic", as a fashion design teacher, is necessary to consider cultivating students' creativity, so that students can integrate China-Chic elements into their own fashion design to design clothes that are more in line with modern trends and modern aesthetics. [2]

3. The main characteristics of creativity in fashion design

3.1 Agility

The so-called sensitivity refers to the unique ability of fashion designers to observe the inspiration source of design, the elements used in the design process and their own aesthetic appreciation of fashion design in the process of fashion design. With the help of sharpness, fashion designers can catch and judge the trend of the current era through their own unique vision, and can design specific clothing programs according to the trend. They can integrate their own clothing design theory into the current popular elements and colors in the process of clothing design, and have visualized the current fashion trend in the actual clothing, design clothes with fashionable flu. Therefore, sensitivity is one of the most significant characteristics when students cultivate their creativity in the process of learning fashion design.

3.2 Uniqueness

Whether any kind of high-quality clothing design scheme, or the clothing design products finally presented, can achieve the effect of striking a blockbuster and make people remember, depends on the uniqueness of clothing itself, which is a manifestation of creativity in the design process. For example, in the Spring and Summer 2020 series, the designers of the national style brand "Gaia Legend" used ink elements in the clothing design, and used ink accumulation techniques to make the patterns on the clothing show a layered color effect. The models wear this kind of clothing like walking ink paintings, and the uniqueness of this clothing has had an important international impact. [3] Therefore, when cultivating students' creativity in fashion design, we should also focus on cultivating students' unique cognition of fashion design, so that students can reflect their uniqueness in aesthetic appreciation of clothing in the process of fashion design.

4. Measures to cultivate students' creativity in fashion design

4.1 Innovating the teaching mode of fashion design by combining production with education

In the traditional fashion design teaching in the past, no matter outside the classroom or in the classroom, teachers are the absolute evaluators of students' fashion design. The main performance is that students are difficult to have their own understanding of fashion design through the fashion design class, and only have the unilateral instillation of the concept of fashion design from teachers. Obviously, this teaching mode cannot effectively cultivate students' creativity and innovation ability, and even lead to the rigidity of students' design thinking, which inhibits their ability and thinking development in fashion design. Therefore, we need to innovate the teaching mode of fashion design, and we can develop a different teaching mode of fashion design through the form of "integration of production and teaching". Under the mechanism of integration of production and education, the school enterprise cooperation mode can improve students' practical skills related to clothing design, and enable students to access completely different clothing design content in the classroom, in order to improve students' vision and insight and achieve the goal of cultivating students' creativity.

Specifically, under the mechanism of integration of production and education, the following measures can be taken to cultivate students' creativity in fashion design:

First of all, the school side can jointly build a practical clothing resource library with the enterprise

side, and build a practical clothing resource library suitable for school use by introducing industry and enterprise standards in clothing design, and referring to factors and conditions such as the national competition training equipment, training conditions, and student conditions. We can implement the form of "Internet plus Practice", so that students can obtain the latest apparel resources in the current industry from the online form at any time for learning, expand their horizons, and cultivate their innovative thinking and creativity, in order to effectively improve their skills in apparel design by letting students access to new apparel resources.

Secondly, when teaching the clothing design course, the enterprise practical teachers can provide teaching support. That is to say, in addition to the professional clothing design courses taught by teachers in the school, the school can also hire industry figures outside the school as the professional leaders outside the school to provide students with very constructive content for professional curriculum, practical teaching content, professional teacher training and other contents. At the same time, employees with senior industry experience from the cooperative enterprises are invited to the school to hold regular teaching meetings with professional teachers, jointly formulate the training plan for students majoring in fashion design, and participate in the teaching of relevant professional courses, so that students can directly face the front-line industry personnel and understand the future situation of the industry in advance. We can let students know the gap between their current professional ability and creativity and industry personnel to help students improve their creative ability and professional ability in a more planned and targeted way.

Finally, it can also provide students with some job practice opportunities related to fashion design in cooperative enterprises. In fact, for most students, the most direct and effective way to effectively cultivate their creative ability of fashion design is to let students practice with the major of fashion design. However, considering that the current personal ability and professional quality of students are not enough, and they cannot rely on their own strength to find suitable jobs for internship, the school can discuss with the cooperative enterprise through the school enterprise cooperation mode, and arrange suitable positions for students to practice in the enterprise according to the actual situation of students. Through obtaining professional internship experience in China-Chic, students can effectively improve their professional ability and innovative ability in fashion design, and also can let students understand more comprehensively the current situation of the design industry, which is more convenient for students to integrate fashion elements such as China-Chic into the process of fashion design, and improve students' innovation in fashion design.

4.2 Exploring traditional culture and improving the design level of China-Chic costume

As one of the only four ancient civilizations that have been handed down to the present, China has a history of nearly five thousand years, so in the five thousand years of historical precipitation, it is bound to form rich and excellent traditional cultural elements. As for the traditional cultural elements of the Chinese nation, according to the actual content, we can mainly summarize the following elements: the first is the elements with auspicious meanings. The common ones are unicorns, dragons and phoenixes, and koi, which are obvious signs of auspicious; The second is the customs and cultures of all ethnic groups and regions, such as China's traditional festivals, the Dragon Boat Festival, the Mid-Autumn Festival, and the Tomb Sweeping Festival, as well as the special cultural characteristics and living habits of ethnic minorities; The third is the traditional objects with research and visiting value, including historical sites, ethnic minority costumes, etc; The fourth is historical and humanistic elements, such as calligraphy works and famous paintings that have been preserved from ancient times; The last is a variety of intangible cultural heritage.

Integrating Chinese traditional cultural elements into clothing design will make the designed clothing have obvious national and traditional characteristics, which can not only make clothing design more meaningful and profound, but also meet the needs of contemporary people for China-Chic design, so that clothing design can create more value. After all, under the background of "the Rise of China-Chic", it means that the contemporary people prefer to buy clothes related to China-Chic elements, which reminds all fashion designers to constantly explore and innovate on the integration of Chinese traditional culture and fashion design. Therefore, as a fashion design teacher, when cultivating students' creativity, we can consciously guide students to explore the connotation of traditional culture, and try to integrate traditional culture with fashion design, so as to improve students' level of fashion design, and also stimulate students' innovative thinking in this process.

However, considering that if teachers only guide students to carry out integration and innovation of traditional culture and clothing design by teaching, students' innovative thinking may be solidified by

theoretical knowledge, making it difficult for students' clothing design to reflect "innovation and creation", so in actual teaching, project case teachers can be used to carry out teaching courses of traditional culture and clothing design. By allowing students to freely choose the project theme and independently set up a project team, students can freely exert their creativity when exploring traditional culture and integrating traditional culture into clothing design, so as to better stimulate students' initiative and innovative thinking, so that students can complete better clothing design.

In the actual teaching process, teachers can first prepare a number of costume design exploration themes related to traditional culture for students to choose freely, and let students explore traditional culture in the form of study groups. In the exploration process, they can either explore freely through the Internet channel or conduct relevant research under the guidance of teachers. Then, based on the results explored, the students will discuss the fashion design and determine the traditional cultural elements that need to be used in the process of fashion design. During the discussion. It is necessary to pay attention to that all students should express their own views and opinions to ensure that each student can have a collision of views in the discussion process, stimulate students' innovative thinking, and finally get the fashion design scheme.

5. Conclusion

In general, after analyzing the background of the times, it can be seen that it is the era of "the Rise of China-Chic". The content related to Chinese elements and traditional elements is also a very fashionable element in contemporary design. Therefore, when teaching clothing design in Jinning County, it is necessary to cultivate students' creativity in the teaching process, so that students can integrate appropriate China-Chic elements into clothing design through the guidance of their own innovative thinking, in order to design more in line with modern trends, modern aesthetic clothing. In order to effectively cultivate students' creativity, this paper puts forward two teaching strategies based on the current teaching situation of fashion design. First of all, we can optimize the teaching mode of fashion design through the integration of production and teaching, improve the industry content in the teaching of fashion design, and let students contact more industry knowledge to cultivate their creativity. We can also carry out free exploration through the project case teaching mode, so that students can improve their China-Chic clothing design level by exploring traditional culture, and exercise their creativity in this process.

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