

# Exploring the Mode of Innovation and Entrepreneurship Education of Art Studios at Local Colleges

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**ABSTRACT.** *With the implementation of the national innovation-driven strategy, innovation and entrepreneurship has become a prominent feature of the development of the times. As an important place for the training of innovation and entrepreneurship talents and an important force to promote regional economic development, local colleges and universities in the process of higher education transformation, the local college art studio education model presents many characteristics and advantages and has been widely recognized. This paper firstly discusses the educational model of local college art studios based on the background of innovation and entrepreneurship from the theoretical point of view and analyzes and reflects on the problems existing in the art education mode of local colleges under the background of innovation and entrepreneurship.*

**KEYWORDS:** *Innovation and entrepreneurship background, Studio educational mode, Advantages*

## 1. Introduction

Improving the ability of students to innovate and start a business is an inevitable trend in the development of higher education. The studio model provides a better platform for improving students' innovative and entrepreneurial ability and enables students to cultivate the awareness of innovation and entrepreneurship under the premise of mastering the basic knowledge and technology. In the "National Medium- and Long-Term Education Reform and Development Plan", it is clearly stipulated to adopt a series of methods and measures to improve the education of employment and entrepreneurship and strengthen employment guidance services [1]. At the Davos Forum, Premier Li Keqiang put forward the call for "mass entrepreneurship and innovation"; In 2015, China hosted the first "Internet +" College Student Innovation and Entrepreneurship Competition. In the subsequent development, the cultivation of the ability of college students to innovate and start an enterprise has become an important part of education. China's investment in education is constantly increasing, and the enrollment of art in local universities is gradually expanding. However, the teaching methods in teaching practice are still single, and no attention is paid to cultivating students' innovation and entrepreneurship awareness and abilities [2]. Therefore, strengthening the analysis and discussion of the new teaching model is of great significance to improving students' ability of innovation and entrepreneurship.

## 2. Analysis of the Advantages of Studio Teaching Mode.

**Connotations of the Studio Teaching Mode.** The studio is an organization composed of several people. As a teaching model studio, it is mainly used for study, discussion and work. The educational philosophy of the studio education model is to combine theory with practice, while focusing on knowledge learning, but also to improve technology. In practical application, based on the basic knowledge and professional technology as the focus, the theoretical study and practical operation are closely combined, guided by professional teachers, to promote students to complete professional skills, so that knowledge and technology are equally important.

**Advantages of Studio Teaching Mode.** Conducive to cultivating students' innovation and entrepreneurship spirit. The studio model has many similarities to the company. In terms of operation and management, it is necessary to have a relevant organizational structure, scientifically and rationally allocate human resources, give full play to the individual strengths of employees, improve the enthusiasm of employees, stimulate creativity, improve cohesion, and form a team spirit. In the studio teaching mode, after the students complete the theoretical knowledge, they enter the studio to carry out technical practice. The practical operations carried out by the students

should be introduced from the company's projects. This process can improve students' sense of innovation, cultivate students' team awareness and anti-frustration ability in the face of difficulties [3].

Conducive to promoting students' ability to innovate and create. First of all, the studio teaching model uses a combination of teaching, learning, and teaching methods (see Figure 1). Teachers mainly strengthen professional ability teaching in teaching, including professional skills, innovative entrepreneurship and student career planning. In the classroom and self-learning process, students pay attention to cultivating the core literacy of humanities, strengthen the mastery of their professional knowledge through the guidance of teacher counseling and business consultants, and finally carry out the simulation and practice of innovative entrepreneurship projects in the studio to strengthen the training of skills [4]. The goal of the studio teaching model is to strengthen students' entrepreneurial awareness and entrepreneurial ability and ultimately improve the employment rate of students and the success rate of entrepreneurship.

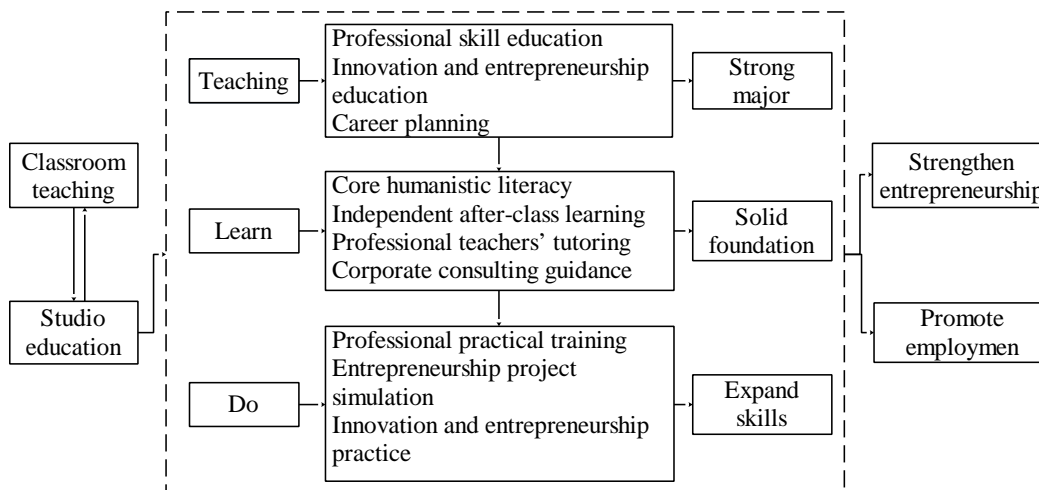


Fig.1 Operation of the Studio Teaching Mode

### 3. Construction of the Teaching Mode of Local College Art Majors Based on Innovation and Entrepreneurship.

**Teaching Objective.** The studio teaching model is based on work tasks and premise, focusing on the combination of theory and practice. The teaching goal is to cultivate creative artistic talents [5]. This is somewhat different from the traditional talent training goals. Students can make their own choices and enter the studios of interest to study. Teachers use a variety of teaching methods to form a variety of artistic styles, which promotes the formation of students' artistic personality to a certain extent and makes it continue to develop [6].

**Teaching Model Framework.** The construction of the studio teaching model framework mainly includes the following aspects: determining the division of the studio; different studios have different talent training goals. Therefore, the training objectives of all types of studios should be determined; a scientific and reasonable curriculum system should be determined; the teaching facilities should be improved, professional teachers should be hired; communication with enterprises should be conducted to determine the methods and means of project teaching. After the construction of the teaching model framework is completed, the number of students that each studio can accept is determined according to the number of students. After students learn and master the basic knowledge, they can choose professional studios for follow-up learning according to their interests and the development needs of the society [7]. Students must meet the requirements of professional standards, and the relevant staff of the studio will review the students and finally determine the student's distribution.

**Assessment System.** Establish a scientific and reasonable evaluation system, evaluate the performance of the studio teaching model, and supplement the corresponding incentives and punishments to ensure that the studio teaching mode can proceed smoothly. At the end of each semester, the person in charge of the studio and the instructor should summarize the teaching situation during the semester, find out the problems in the teaching, and propose improvements. It is necessary to establish a scientific and reasonable teaching evaluation norm, and based on this, regularly evaluate the teaching results of each studio to assess whether it has completed the teaching

objectives. For studios with better assessment results, give certain rewards. On the contrary, it is necessary to punish and urge them to correct and adjust the teaching objectives and methods of schooling within the specified time.

The perfection and development of studio teaching mode. The professional setting and talent training objectives of colleges and universities are generally stable under normal circumstances. In the actual teaching operation, the studio teaching mode should be closely related to the development of the subject. It is necessary to carry out in-depth research on market demand and continue to improve based on market demand and premise. The studio teaching model is time-sensitive and has some contingency. In the actual operation process, it is in the dynamic development process. In the application process of the studio teaching mode, it is necessary to change the traditional teaching habits, create a personalized and dynamic learning environment, and promote the continuous improvement and development of the studio teaching mode.

#### **4. Problems in the Practice of Studio Teaching Model and Reflections.**

Problems in the Practice of Studio Teaching Model. The implementation of the studio education model is mainly based on the enterprise project topics and the premise. The more project topics, the higher the teaching quality of the studio education model [8]. However, the art studios established by local colleges and universities generally belong to small educational institutions, and students have limited research directions. If the studio does not have a clear special direction, then the research project will be messy and involve many fields, which will lead to a low level of students' achievement and the quality of teaching is not up to standard. Taking packaging design as an example, the design is closely related to the carrier. In the design process, the packaging design consideration process is very different for different materials. For a studio, it is difficult to study all packaging materials. Therefore, if the received project is an area that the studio is not good at, it will reduce the quality of the design and is not conducive to the teaching activities [9].

Optimization Method. The studio's project selection should determine the main research direction and continue to develop according to the discipline specialization direction. This can also improve the student's special work ability to a certain extent. Teachers can also carry out targeted teaching for students. The quality of the studio teaching model will be greatly improved, and it is also convenient for long-term cooperation with enterprises. This allows students to get more practical exercise opportunities and improve their professional knowledge and professional ability [10]. Taking the packaging art design studio as an example, the packaging art design process involves many fields. If there are many enterprise projects received, it is difficult to have expertise. The current industry trends should be fully studied. For example, carry out green packaging design, determine the main research direction, and strive to do the best. Students studying in the packaging art design studio can fully grasp the technical points of green packaging. Therefore, in the process of the development of art studios, it is necessary to determine the direction of the main research on the premise of discipline specialization.

#### **5. Conclusion**

The studio teaching mode is a relatively open teaching method, which breaks the boundary between traditional theoretical knowledge and practical teaching and narrows the distance between students and teachers. It can better meet the talent needs of the market, and it also enhances students' sense of innovation and cultivates innovation ability to a certain extent. It can also greatly enhance students' interest in learning and promote students' awareness of innovation and entrepreneurship, so as to provide students with a good teaching environment, effectively improve students' social adaptability, and thus better solve employment problems. At the current stage of development, the art-based studio education model of local colleges and universities is an important attempt in the teaching reform. It is necessary to intensify research and carry out continuous exploration to promote the rapid development of the studio teaching model.

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