

# Discussion on Teaching Strategies of Art Design in Colleges and Universities from the Perspective of Creativity Cultivation

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**ABSTRACT.** *With the continuous development of quality education today, it is particularly important to develop students' creativity. At present, students' creativity has not been fully developed in art design practice. Especially in the creative industry today, this issue is particularly important. It requires teachers to change the traditional teaching mode and implement feedback teaching; teachers and students interact to give students full space to think and imagine. To cultivate students' personality, stimulate their curiosity and exploratory spirit, and then cultivate students' artistic inspiration, so that this inspiration can guide students' creation; to respect students' ideas, so that students' creativity can be fully developed.*

**KEYWORDS:** *Creativity training; Universities; Art design; Teaching*

## 1. Introduction

With the continuous development of quality education, the development of creativity as an important topic has attracted the attention of many educators. Art design is a very creative activity, it can change the social fashion trend and other cultural atmosphere. Creativity plays a vital role in the creation of artists. In the teaching of art design, the cultivation of creativity should be put in the first place. The connotation of creativity is very rich. Creativity is people's ability to solve problems based on existing experience and knowledge. Creative problem solving refers to breaking through old knowledge and experience and solving problems in new ways, concepts and thinking. Creativity is the ability of human's thinking activities, especially the ability of human's original thinking and specific thinking.

Art design education is to train artists with rich creativity and imagination, change people's aesthetic consciousness with their ideas and creations, and enrich people's spiritual and cultural needs. Therefore, creativity plays an important role in art design classes. It can be said that the purpose of art design teaching is to develop students' creativity. Design teaching is not to cultivate painters, but to help students own their personality. Using this personality to guide students' creation is the guarantee of the continuous development of design education. Without creation,

design loses its value of existence. Creativity is a quality that design artists need very much. An artist with rich creativity can often break the secular boundaries, exert his rich imagination and create works of high artistic value.

## **2. Adverse Factors Affecting Creativity in Art Design Teaching**

In the current art design class teaching, students' personality is not very distinct, and creativity has not been fully developed. This kind of teaching only trains a kind of skill of students, but does not impart the true value of art design to students. This teaching method, which influences the development of creativity, mainly manifests itself in the relationship between teachers and students. The traditional way is that the teacher grasps the initiative and the students only accept information in a passive state. Because this kind of reflection is simply passive acceptance, without creative thinking guidance, it is obviously not creative. Before students' creativity, there is already an idea that occupies their thinking space. Even if their creative thinking is brought into full play, it is also developed in this little space. The rich creative imagination is buried.

Take a representative example in art design teaching: In the teaching of logo design, many teachers' teaching methods are rigid and dogmatic. In the classes, he will first give the students some basic theoretical knowledge about logo design, for example, what is logo design, its classification, function and etc, after these basic knowledge has been imparted, take a few more typical examples to show the students. Let them design some signs according to the basic theoretical knowledge they have taught, the teaching task has been completed. Obviously, this kind of teaching method is obviously the most undesirable in the design teaching. This kind of mechanical teaching mode confines the students' thinking and closes the space for their creativity. Through this kind of teaching, students only learned some basic knowledge, and did not have a specific image of the logo design understanding. When seeing a logo design work, they will not play their imagination to evaluate it, let alone use their imagination to guide the creation.

On the other hand, the current design education is confined in the classroom mode, not allowing students to go out, draw inspiration from social life, art design really needs the environment of social life. Art design should be involved in all aspects of social life, but the current teaching mode is only teachers' simple teaching, which imparts knowledge from books to students. Students only learned basic professional theory knowledge, and did not acquire skilled practical operation ability.

## **3. Development of Creativity in Art Design Class**

(1) Change the concept of education. In designing classes, to develop students' creativity, teachers are required to change their educational concepts and teaching methods, and to turn teacher-centered into student-centered. On this basis, it emphasizes the two-way interaction between teachers and students and feedback

teaching. Specifically, we should not let teachers' thoughts occupy students' ideological space. In other words, we should let students speak independently and let students talk about their own understanding before giving a certain explanation. On this basis, teachers can further impart some specific and systematic theoretical knowledge, so as to avoid giving students a preconceived idea. Let students independently imagine and think boldly from different fields and different perspectives, and treat this problem from different perspectives. The field of imagination is wider and the imagination is bold, so creativity will naturally be greatly developed.

Therefore, in order to stimulate students' creativity, we must first deal with the respective status and identity of teachers and students in the class, and play the appropriate role correctly. Strive to make the classes atmosphere more active, stimulate students' imagination and creativity, do not let that kind of preconception occupy the students' thinking, blindly indoctrinate will play a multiplier effect. When students have their own opinions, they should affirm their creative spirit. When students' ideas are affirmed, they will make great efforts to explore and think with a very positive attitude, and enhance their self-confidence. In this state, creativity will be maximized.

Art design course has strong autonomy, unlike mathematics, physics and other courses, there are absolute right and wrong. As far as art is concerned, as long as there is thought, there is art. Every artist has thought, which is also a common feature of all artists. Artists without ideas are not real artists. The works created by thoughtful artists are vivid and touching. In the design classes, teachers should respect every creative idea of students, guide students' creative ideas with their rich theoretical knowledge and time experience, rather than deny them totally, stifle students' creativity and enthusiasm, which is an important point in the art design classes. "Happy teaching method" is very suitable for the design classes, design itself should be a happy thing. In a happy classroom, thought can be relaxed, imagination space can be opened. Teachers who respect students' ideas and listen to their hearts are often welcomed by students, and the class atmosphere is very active. In the classes, they can fully mobilize students' enthusiasm, enable students to speak actively, and enrich the class atmosphere. At the same time, in line with the teacher's teaching method, students should open their minds and dare to imagine. They should not be afraid that their own ideas or opinions will cause controversy or rejection from others, and give up on their own initiative, which is the most taboo in cultivating creative thinking. Making two-way interaction with teachers to maximize their creative potential.

(2) To cultivate students' life consciousness, stimulate their curiosity and exploratory spirit, and let them cultivate artistic inspiration from life. Art comes from life, and life itself is an art. Teachers should encourage students to discover and seek artistic inspiration from life, try to stimulate students' curiosity and exploratory spirit with some objective things in social life, and seek inspiration from life, so as to achieve the combination of professional theoretical knowledge and social practice. Rodin, a famous French sculptor, once said, "Life is not without beauty. It's a lack of discovery. "An artist should have a pair of eyes that are different from

ordinary people and can discover beauty.”In the classes, teachers should strengthen the renewal of students' ideas and try to train students to have a pair of eyes to discover beauty. Design artists should be sensitive to discover the things in the life around them and stimulate their infinite inspiration. Therefore, teachers should train students to discover beauty from life, think hard, associate hard and imagine diligently. From other people's words, actions and eyes, the brain must react. The artist should have such thinking ability to express what he catches in an instant in artistic language. Hearing a lyric, people engaged in artistic design will immediately think of a beautiful picture in their brain. Drawing it out with a brush can become a kind of design material to collect and store in their brain. Slowly develop this habit of diligent thinking, diligent Association and diligent imagination, and creativity will naturally be acquired. If you do not have any sensitivity to the things in life, just go to appreciate a design work in a fancy way, and the examples explained by teachers in class are also superficial observation, and do not go deep into understanding the designer's ideas, learn from them, so the development of creativity will be greatly limited and will not be development. Creativity cultivation and development in the classes is also a process of interaction between teachers and students. We should actively cooperate with teachers' teaching. In this way, creativity has a growing environment, in this state, it will naturally be slowly cultivated and developed. In order to cultivate students' sensitivity to life, teachers can carry out some graphic creative training and use more things in life to guide students. Some things in life are easier to arouse the interest of College students. Interest is a precondition and necessary prerequisite for creativity. To arouse and cultivate students' interest, we should invite a best teacher to accompany students anytime and anywhere, because interest or hobby is the best teacher. With strong interest, students' infinite imagination has been brought into full play. Art design course itself has a strong attraction in it. If we cooperate with teachers' lively and interesting teaching methods, we believe that students will have a great interest. They will actively speak in class and express their fresh views and opinions. In the long run, creativity will be greatly developed and created. Art works must also be vivid and novel, rather than rigid and empty. Artistic creation requires artists to create in a correct state, or even in a state of fanaticism, in order to fully express the designer's ideas, then this state of creation first requires artistic designers to be interested, no interest, just casual treatment, the works will not be. There is a work that contains a little thought in it. It should not be a work of art in the strict sense without the guidance of thought. From this we can realize the importance of interest. Similarly, things in life can arouse people's interest most. Therefore, teachers should actively cultivate students' art of life, discover beauty from life, further transform this beauty into artistic beauty, collect as many new and different materials as possible, and lay a solid foundation for their excellent design.

(3) The means of classroom teaching should be creative and the way of asking questions should be flexible. In the classes, teachers should strive to use a life-oriented, aesthetic language and vivid, aesthetic examples to explain to students, cultivate students' awareness of life, the most important thing is to cultivate students' strong sensitivity to things, from a common thing to obtain information different from others. Getting professional inspiration is also a very important ability and skill

in artistic design creation. It is difficult for an artist who is insensitive to life to create successful works of art. The world's famous masters Gauguin and Van Gogh are artists who are very sensitive to life. Gauguin abandoned the prosperous and noble life of Paris, France, and went to a Tahir island in Africa. Life there is very primitive, for Gauguin, it should be a challenge, but Gauguin lives on this island with his love of art, then gets inspiration from life on the island, constantly enriches his creation, collects materials from life, and finally becomes a master in art history. In terms of teaching methods, teachers' questioning methods must not have similar problems, such as: "Is it right to draw like this?" "How about using this color here?" Questions must be answered in affirmative language. In the classroom of art, there is no real right or wrong. In art design classes, teachers should not use very positive answers to deny or identify with certain phenomena, but give students full play to the space. Teachers show you a work, and then let you create on the basis of the original work under the guidance of their rich imagination and creativity. They can also deviate from the original work and give full play to their inspiration. Finally, they summarize and draw some applied theories to guide students. The way is worth advocating, so that the art design course can have a broad space for development.

In short, art design teaching is different from other educational activities, we must put the cultivation of students' creativity in the first place, interaction between teachers and students, give students full space to think and imagine; cultivate students' distinct personality, stimulate students' curiosity and exploratory spirit, and then cultivate students' artistic inspiration, so as to let such inspiration to guide students' design and creation; respect students' ideas, so that students' creativity can be fully developed.

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