

Analysis on the Cultivation Path of College Students' Career Choice in Art Colleges

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Abstract: *The prosperity of the art industry has promoted the development of art disciplines. However, the employment situation of art college students is not optimistic, and the demand in the employment market shows a trend of supply exceeding demand, and the graduates lack their own understanding and competitiveness. Faced with fierce employment competition, the correct concept of job selection will help them make reasonable choices according to their own characteristics and market demand, so as to stand out from the competition. The correct concept of choosing a job is a systematic project, which requires the joint efforts of society, government, universities and students themselves to create a positive professional atmosphere, establish a talent selection system and incentive mechanism based on ability, provide personalized employment guidance services, and effectively help art students establish a correct concept of choosing a job and achieve high-quality employment.*

Keywords: *Art colleges; College students; Career choice view*

1. Introduction

With the development of economy and the progress of society, the reform of employment system for college graduates is deepening, and the concept of career choice for art students is undergoing profound changes. In this new era full of opportunities and challenges, the employment of art college students is not only related to students' personal future and destiny, but also closely related to the long-term stability of the country and society. Therefore, it is of great practical significance and far-reaching historical significance to educate art college students on job selection and guide them to establish a correct concept of employment.

2. The Current Situation of College Students' Career Choice in Art Colleges

2.1. Characteristics of the concept of choosing a job

2.1.1. Strong professional identity

Because of the particularity of art major, students in art colleges have deep feelings for their major and are willing to devote more time and energy to study, research and creation. When choosing a job, students tend to choose a job related to their major, hoping to be good at their major in the future, because choosing a professional post that matches their professional interests and skills makes it easier to get higher satisfaction and sense of accomplishment in their work. This sense of identity drives them to pursue careers that are directly related to artistic creation, design and performance, and then realize their own value through the application of their professional knowledge.

2.1.2. Flexibility of career choice

Different from the graduates of comprehensive universities, art college students generally have strong personality and creativity, and often pursue self-realization and personality development. Although many students prefer to work with their majors, many students have begun to explore diversified employment paths, such as choosing self-employment, freelance or cross-disciplinary employment. It is understood that a large number of art college graduates will not continue to work in an employer, and some choose to cancel their contracts with the employer after working for a period of time and choose to become freelancers; Some of them are directors in this company during this period, and may soon "jump ship" to another company to do planning, and there is no formal employment unit; Others set up stores and take orders on third-party trading platforms, and even started to design their

own business during school.

2.1.3. Diversification of employment expectations

With the development of society and the change of employment market, the employment expectations of art college students also show a diversified trend. They not only pay attention to salary level, but also pay attention to working environment, corporate culture, personal growth space and other aspects. In the process of job hunting, one of the factors that art college students are most concerned about is the salary level and structure, because reasonable salary is very important to guarantee the basic quality of life and pursue artistic dreams. In addition, they pay more and more attention to the culture and working atmosphere of enterprises, and they hope to join a working environment that is consistent with their own values and can stimulate creativity and inspiration.^[1]

2.2. Influencing factors of career choice concept

2.2.1. Personal interests and career planning

Art college students' personal interests are colorful, diverse and innovative, which not only shape their personality charm, but also affect their study and career development, and promote their continuous growth and progress in artistic creation and career development. They have distinct personalities, pay attention to self-expression and pursue uniqueness, often have deep love and persistent pursuit of art, are keen to explore various art forms, and strive to integrate their own unique opinions and innovative thinking into artistic creation; They like the environment and atmosphere of free creation, pay attention to the management of personal space and time, so as to give full play to their creativity and imagination, be good at finding creative inspiration in a free environment, and strive to turn inspiration into concrete works of art; In addition to artistic interests, they usually have a wide range of hobbies and versatile characteristics, and may like reading, traveling, photography, music and other artistic forms. These hobbies not only enrich their after-school life, but also provide more inspiration and materials for their artistic creation. However, art college students' concept of choosing a job is influenced by their personal interests, and they are more inclined to choose professional posts that they are interested in and can give full play to their own specialties. At the same time, career planning is also one of the important factors that affect their concept of choosing a job. They will learn about the characteristics and requirements of different professional posts through internships and social practice during their college years, so as to prepare for their future career planning.

2.2.2. Employment market and industry demand

With the development of art education, the enrollment of art majors has expanded, and the number of graduates has increased year by year, but the market demand is limited. Compared with other majors, the demand for talents in the art industry is relatively limited, especially in pure art fields, such as painting, sculpture, music performance, etc., and the growth rate of jobs is not synchronized. In addition, graduates from art colleges are mainly employed in the fields of culture and art, advertising media, education, etc., which leads to increasingly fierce employment competition. At the same time, with the development of society and the improvement of people's living standards, people's demand for culture and art, especially digital media art, visual communication design and other emerging industries is increasing. The change of job market and industry demand have a direct impact on art college students' concept of choosing a job. Faced with fierce employment competition, traditional jobs are limited. In order to find suitable jobs, art college students have begun to actively explore new ways of flexible employment, such as freelancers, self-employed workers and telecommuters, so that they can exert their talents in different fields and industries.

2.2.3. Family background and social concept

The influence of family background and social concept on the employment of art college students is far-reaching and complicated. The family economic situation directly affects the choice of art college students in job hunting. Wealthier families can support college students to complete more internships and employment training, and even provide venture capital, thus enhancing their competitiveness and practical experience. On the contrary, students from poor families may be at a disadvantage in job hunting due to lack of sufficient financial support, and may even be forced to choose jobs in non-artistic fields due to economic pressure. Family background also affects the formation of personality traits and values of art college students. Students with good family background and good family education often have higher sense of self-worth, stronger sense of responsibility and positive attitude towards life. These positive personality traits and values can improve their employability and

make them more confident and tenacious in job hunting. The degree of social cognition and attention to art directly affects the employment prospects of art college students. When the society's demand and recognition for art increases, the employment opportunities of art college students will also increase accordingly. On the contrary, if the society's cognition of art is biased or neglected, the employment of art college students may face greater challenges. In the current social environment, the concept of "employment before choosing a job" is more common, which may lead some art college students to pursue stability too much and ignore their personal interests and career development. In addition, some social concepts may also affect college students' employment choices, such as the concept of "iron rice bowl".

3. Opportunities and Challenges of Art College Students' Employment

3.1. Opportunity

3.1.1. Opportunities brought by the vigorous development of the art industry

The development of globalization has promoted the cross-border communication and cooperation of the art industry, and the artistic scene is rich and colorful. In addition, digitalization and scientific and technological innovation have injected new impetus into the vigorous development of the art industry, provided new tools and means for artistic creation, constantly led the transformation and upgrading of the art industry, and the art market has been continuously extended, which not only enriched the application fields of art majors, but also increased employment opportunities. Art graduates can find their own development paths in theaters, museums, advertising design companies and other fields.

3.1.2. The people's demand for culture and art has increased

With the economic growth, the improvement of people's living standards, and the transformation of the main social contradiction-"the contradiction between the people's growing need for a better life and the unbalanced development", the people's consumption concept has gradually changed from material consumption to cultural consumption, and the social demand for culture and art has also increased, which has laid a solid economic foundation and market support for the development of the art industry, and provided a broad employment space for art college students, who can play their professional expertise in cultural and artistic institutions, educational institutions and other fields.

3.1.3. The rise of emerging art fields

The rapid development of emerging industries such as Internet and new media has promoted the rapid rise of emerging art fields such as digital media art, visual communication design and industrial design. These fields require talents not only to have artistic literacy, but also to master certain technology and innovation ability. Therefore, these emerging industries, especially digital art, film and television production, game development, creative design and other artistic fields, have a large demand for artistic talents, and the salary level is relatively high, attracting a large number of art college graduates and providing more employment opportunities for art college graduates.

3.1.4. Advantages of self-employment

The art industry has a wide market demand and flexibility. Art college students have mastered solid artistic skills through systematic professional study, which can be transformed into unique products or services, with market competitive advantages, open-minded, active and creative thinking, and the advantages of self-employment are obvious. They can realize their career development and life value by opening their own studios, galleries, music studios and other related industries, or engaging in freelance work such as webcasting and self-media operation through third-party trading platforms.

3.2. Challenges

3.2.1. The market competition is fierce

Compared with some popular majors, the demand for art jobs is small, but the enrollment of art majors is constantly expanding. According to the number of undergraduate students in different disciplines in the education statistics of the Ministry of Education in 2022, the number of art graduates accounts for one-tenth of the total number of graduates in 12 categories, including philosophy, law, literature, science, engineering, agriculture and medicine, and it is increasing year by year, so the market demand for jobs cannot meet the general size of graduates.

3.2.2. The industry is special.

The core of the art industry is creativity, which covers many artistic expressions such as art, music and dance. It has a high degree of creativity, diversified expressions and strong social and cultural values, and often pays more attention to the artistic talents and professional skills of practitioners rather than a single academic background. It has accelerated the internal competition in the art industry, and many positions need to have rich experience and excellent works, which makes art college graduates need to have unique creativity and aesthetic ability in addition to solid professional skills.

3.2.3. Students' career planning is vague

Some art college graduates are not clear about themselves, pay too much attention to their hobbies, have a vague understanding of their strengths and weaknesses, take a laissez-faire attitude towards what they can and want to do, lack a clear understanding of their career direction and goals, fail to understand the significance of career planning, lack planning awareness, and fail to find their own position, which makes them easy to get lost in the process of job hunting and find jobs suitable for them.

4. Exploration on the Cultivation of College Students' Career Choice in Art Colleges

4.1. Improve the social support system

With the development of society and the change of employment market, employment choices are diversified, employment forms are diversified and flexible, and flexible employment, self-employment and new employment forms have gradually become new employment trends. However, social attitudes and cognitive differences to the new employment trend will also affect the employment choices of art college students. If the society is open and inclusive to the new employment trend, art college students will be more confident and calm when choosing flexible employment, self-employment and new employment forms. On the contrary, if the society has prejudice or discrimination against flexible employment, they may face greater psychological pressure and uncertainty. Therefore, the government should not only constantly establish and improve the public employment service system, but also improve the employment policy for art college graduates, and improve the support measures such as entrepreneurial support, so as to provide more employment opportunities and resources for art college graduates and provide more employment information, and create a good atmosphere of respecting art and talents through media propaganda and public opinion. For example, we will hold job fairs and entrepreneurship competitions for art majors, build a bridge between graduates and employers, and encourage employers to attract art college graduates through tax incentives and subsidies to improve their employment rate.

4.2. Strengthen school teaching reform and employment guidance.

The starting point and destination of colleges and universities lies in the cultivation of people. No matter how the times change and how universities develop, "who to cultivate and how to cultivate people" is always the fundamental problem of running colleges and universities^[2]. The graduate employment of art students requires art colleges to think inward. They should pay close attention to the changes of market demand, adjust the curriculum and teaching content in time, make the curriculum content closer to practical application, and develop the curriculum and enrollment direction that are more suitable for social development. In the demand of today's society, a single art major course is becoming thinner and thinner. In order to make students' professional knowledge more comprehensive, we can add some courses of related majors, which can not only make students' professional knowledge more diversified, but also pave the way for their employment. In the diversified social background, the supply of single traditional art talents exceeds demand, and the employment situation is not optimistic. Schools should adjust the enrollment direction in a timely manner, combine traditional art majors with modern art such as digital multimedia, and recruit more comprehensive and comprehensive students. This will make the students after graduation have more advantages and adapt to the development needs of modern society. Schools can strengthen career planning education, invite experts and artists from related industries as visiting professors or tutors, introduce the latest trends and experiences of the industry into teaching, help students establish an objective and comprehensive awareness of career planning, provide positive and targeted employment information, build an accurate employment counseling system, and enhance their employment competitiveness. In addition, schools should strengthen cooperation with enterprises and society, establish a school-enterprise cooperation

mechanism, and carry out professional practice and social practice, so as to provide students with better practical opportunities and employment guidance and better adapt to changes in market demand.

4.3. Improve personal comprehensive quality

As the main body of career planning, college students should establish a correct career outlook, do a good job in career planning rationally, improve their comprehensive quality and moral level, and enhance their professional competitiveness and maturity.^[3] Art college students should lay a solid professional foundation, strengthen practical exercise, enhance their soft power, actively pay attention to market trends, understand market demand and industry trends in advance, and formulate career plans that meet their own characteristics and market needs. In order to improve their self-competitiveness and increase their employment competitiveness, students should pay more attention to the improvement of their professional skills. They can show their talents and strength by participating in various competitions, exhibitions, internships and other activities to attract the attention of employers. You can also actively use the employment policies and resources provided by the government and schools, such as entrepreneurship support and employment guidance, to improve your employment competitiveness. With the development of science and technology and the change of society, emerging fields such as digital media art and film and television post-production have gradually become popular choices for art college graduates. Faced with the limited employment market, students should actively broaden their employment horizons, actively pay attention to the development trends of emerging fields and industries, and try to explore new employment opportunities by combining art with science and technology, commerce and other fields. For example, using virtual reality (VR) and augmented reality (AR) technology for innovative artistic expression and exhibition platform. At the same time, we should change the concept of employment, abandon the traditional concept of "iron rice bowl" and establish a correct concept of employment and development.

5. Conclusions

The concept of career choice is a relatively stable view and attitude of college students on the purpose and significance of career choice, which affects college students' career choice, career development and the whole career planning. Therefore, it is not only the need to help art college students find jobs smoothly, but also an important way to cultivate them to become high-quality artistic talents with social responsibility, innovative spirit and practical ability. Therefore, society, schools and students should start from many aspects to jointly promote the in-depth development of the education of career choice for art college students.

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