

The Development of Ceramic Education in Jingdezhen from Digital Perspective

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Abstract: Ceramic culture is an important part of Chinese civilization, and the development of ceramic education in Jingdezhen has promoted the inheritance and innovation of ceramic culture. Under the background of rapid development and change of media and information, the traditional mode of Jingdezhen ceramic education needs to keep pace with The Times. With the rapid development of social media and information technology, Jingdezhen ceramic education should keep pace with The Times and promote the further development of Jingdezhen ceramic education. The digital development of Jingdezhen ceramic education will actively promote the development and dissemination of Jingdezhen ceramic culture, expand the influence of Jingdezhen ceramic culture, and thus establish the self-confidence of ceramic culture and the ceramic discourse system.

Keywords: Jingdezhen Ceramic Education, digitalize, Development of Ceramic Education

1. Introduction

As a traditional handicraft with a long history, ceramic art can be kept alive in the inheritance. Jingdezhen is a city that has witnessed the rise and fall of Chinese ceramics for nearly a thousand years. Committed to innovation in inheritance, spare no effort to promote foreign exchanges and development of ceramic civilization. All these are related to the development of Jingdezhen ceramic education from modern times to modern times. Starting from the backward inheritance of ceramic art, Jingdezhen ceramic education explores the path of development in the conflict between traditional ceramic art inheritance and Western technological ideas, having gone through the difficulties of the initial stage, the adjustment and development of the recovery period, the improvement and development of the deepening reform period, and the acceleration of the transformation and development of the promotion period, from blind to rational, the gradual exploration of the innovation and development of Jingdezhen ceramic education has achieved good results and achieved the new goal in the new period. Jingdezhen attaches equal importance to arts and crafts in ceramic education, combines theory and practice, attaches importance to the exploration of artistic creation on the basis of meeting the needs of the industry, and plays an important role in the inheritance of ceramic culture[1-3].

2. Necessity of digitization of ceramic education in Jingdezhen

Ceramic education in Jingdezhen has evolved from the inheritance of traditional porcelain making skills, which not only represents the inheritance of traditional Chinese manual skills, but also acts as an important force to promote the innovation and development of ceramics. The hundred-year development course from modern times to modern times has laid a solid foundation for the development of contemporary Jingdezhen ceramic education. Under the background of the rapid development of information technology and media, Jingdezhen ceramic education should conform to the pace of The Times, carry out innovative development and creative transformation, and promote the further development of contemporary Jingdezhen ceramic education.

2.1 The media age and the development of information technology.

The long history of porcelain making and ceramic education have promoted the continuous development of Jingdezhen ceramics and presented a prosperous scene. With the rapid development of society, information technology and technology, great changes have taken place in various aspects such as environment and media. At the level of life, the social division of labor of the public is becoming

increasingly detailed, and the popularization of the Internet makes the contemporary public life fully integrated into the Internet era, and rely on the Internet space to expand work and life; At the level of social development, the rise of a new round of scientific and technological revolution and industrial transformation, the Internet, big data, artificial intelligence and other digital technologies are also changing with each passing day, thus forming a digital economy with data resources as an important factor of production and all-factor digital transformation as an important driving force, and the field of digital economy is growing rapidly; At the national level, emphasis is placed on seizing the development opportunities of the digital economy, further promoting the innovation-driven development strategy, and accelerating the construction of digital infrastructure.

The evolution of ceramic education in Jingdezhen from modern times to modern times is closely related to the social development environment, and shows unique characteristics of The Times. The ceramic education in Jingdezhen was updated with the change of media, from the initial preservation of ceramic techniques by word of mouth through family inheritance and master-apprentice inheritance, to the establishment of ceramic schools to enable ceramics to be more widely disseminated and better developed through teaching. At present, the development of social digital technology and the change of information technology not only provide convenience for the public, but also provide a new perspective for the development of Jingdezhen ceramic education. Jingdezhen ceramic education should speed up the educational reform in the information age, and coordinate the construction of an integrated intelligent teaching, management and service platform. The use of modern technology to accelerate the reform of ceramic talent training mode, to achieve the organic combination of large-scale education and personalized training. Therefore, promoting the digital development of Jingdezhen ceramic education is not only the requirement of national development, but also the only way to inherit ceramic technology.

2.2 Ceramic innovation and education model exploration.

In addition to the external factors, the reason for the endless growth of kiln fire in Jingdezhen is also inseparable from the innovative spirit of craftsmen and the development of Jingdezhen ceramic education. The development of Jingdezhen ceramic education in the past hundred years has cultivated a steady stream of talents for ceramic production innovation, and also laid a rich theoretical foundation for the spread and development of Jingdezhen ceramic culture. Jingdezhen ceramic education mode has four types: family inheritance, master and apprentice inheritance, trade group inheritance and college inheritance, which jointly shoulder the inheritance and dissemination of Jingdezhen ceramic culture. Family inheritance is a kind of inheritance relationship based on blood relationship. This education mode can enable a certain skill of ceramics to be retained completely and comprehensively, but the scope of transmission is limited to the immediate family relationship, which is not conducive to the innovation and dissemination of ceramics; Master and apprentice inheritance is a social activity mode in which both masters and apprentices inherit ceramic skills and spiritual culture according to certain rights and obligations. This educational mode breaks the learning barriers of family inheritance, further expands the educational groups of ceramic education, and broadens the channels for the spread of Jingdezhen ceramics. However, the master's experience is limited, and the apprentices brought by him are also subject to certain restrictions. Whether it is family inheritance or master and apprentice inheritance, it is one of the important modes of spiritual inheritance of Jingdezhen ceramic artisans. In modern times, due to the development of capitalist economy, the introduction of foreign machines and advanced technology, and the emergence of new production methods, the demand for professional ceramic talents has increased, and ceramic education has gradually transited from family inheritance and master-apprentice inheritance to college inheritance, and a special ceramic college has been established to train ceramic professionals from practice and theory. This educational mode not only inherits the traditional ceramic making skills, but also pays more attention to the persistence of ceramic theory and ceramic culture, promotes the combination of theory and practice, and endows Jingdezhen ceramic culture with innovation and connotation of The Times. The pursuit of ceramic innovation and design and the inheritance of ceramic culture in today's society promote the exploration of ceramic education in Jingdezhen itself, combined with the development of information technology and media, so the digital development of ceramic education in Jingdezhen is the internal demand of ceramic innovation and ceramic education in Jingdezhen[4-6].

3. The promotion of digitization to the development of Jingdezhen ceramic education

Jingdezhen ceramic education has experienced a hundred years of development from modern times to modern times, and has achieved fruitful results in the innovation and development of ceramics, laying

a solid foundation for the inheritance and development of ceramic civilization. However, because ceramics itself has the characteristics of dynamic development, and new materials and new processes are updated at any time, ceramic education should also meet the needs of contemporary society for science and technology, adapt to the changes of social times, apply digitalization to contemporary Jingdezhen ceramic education, and promote the innovative development of Jingdezhen ceramic education.

3.1 Changes in the educational scene.

It can be seen from the history of Jingdezhen's hundred-year ceramic education that Jingdezhen's ceramic education follows the changes of The Times and gradually incorporates new things into the development of its own system to promote the forward-looking ceramic education. Nowadays, with the development of digitalization and the accelerated evolution of media, the mode of cultural transmission has undergone a fundamental change, from a single text, physical material and other materials to a virtual reality, immersive experience scene, changing the traditional teaching methods and learning methods. The application of digital technology in Jingdezhen ceramic education will promote the transformation of Jingdezhen ceramic production process and ceramic culture into digital resources, realize the sharing of resources and provide sustainable learning. The development of digital technology will also promote the construction of a new education scene in Jingdezhen ceramic education from the traditional classroom mode to virtual reality, get rid of the restrictions of time, space and region, optimize the management and organization process of Jingdezhen ceramic education, and meet the needs of high-quality and personalized learning. In the digital education scene, it is possible to collect the data of middle school students' learning and curriculum learning in the education process, and conduct retrieval and in-depth analysis, so as to scientifically and intelligently optimize the education scene and education content of Jingdezhen ceramic education.

3.2 The renewal of educational thinking.

Because the fundamental task of the digital transformation of education is to optimize values and update ideas, the digitalization of education is conducive to the change of educational ideas and strategies, so that education can better adapt to and lead the development of the digital era. Jingdezhen ceramic education has formed rich ceramic education ideas and teaching methods in the process of development. It pays attention to the study of ceramic culture and the training of ceramic technology, and forms an educational thinking that attaches equal importance to practice and theory. However, it still needs further thinking on the cultivation of innovative thinking of ceramic design. The development of the digital scene of Jingdezhen ceramic education deeply integrates the educational content of ceramics with digital technology to form an organic whole, integrates the advantages of traditional education into digital education, gives play to the characteristics of digital education, promotes the learning paradigm from "teaching as the center" to "learner center", and highlights the transformation of educational subjects. It emphasizes that students choose learning content according to their own hobbies and professional research direction, take the initiative to explore and participate, realize active and personalized learning, cultivate innovative thinking and the ability to solve practical problems, promote the renewal of ceramic education thinking in Jingdezhen, and realize the cultivation of innovative ceramic design ability.

3.3 The breaking of educational boundaries.

The development of ceramic education in Jingdezhen trained many excellent ceramic workers, promoted the spread of ceramic culture in the world, and enhanced the influence of ceramics. Due to the limitations of the complicated ceramic technology and the objective conditions, the ceramic education in Jingdezhen has a certain limit. The digitalization of educational resources promotes the change of educational scene and the transformation of educational thinking. By making good use of the characteristics of interconnection, instant efficiency and dynamic sharing of digital technology, the digitization of Jingdezhen ceramic education is promoted, the allocation of Jingdezhen ceramic education resources is optimized, and the excellent ceramic education resources in Jingdezhen are aggregated to maximize the utilization rate of educational resources. Digital technologies, thanks to highly dynamic and engaging virtual learning environments, can break the boundaries of education and promote lifelong learning. Therefore, the development of digitalization can not only promote the expansion of the scope of Jingdezhen ceramic education, but also increase the value connotation of Jingdezhen ceramic education.

4. The digital value of Jingdezhen ceramic education

The digital development of Jingdezhen ceramic education, with the help of science and technology, enables the ancient ceramic techniques and techniques to be preserved in a more comprehensive and long-term way, inherits the intangible cultural heritage of ceramics in a complete and vivid face, and spreads these digital materials and ceramic culture in a new way, breaking the restrictions of time and region and broadening the means of external communication. The development of digital technology also provides multiple ideas for contemporary ceramic design innovation, and further promotes the innovation of contemporary ceramic design with the help of digitalization.

4.1 Inherit ceramic intangible cultural heritage.

The thousand-year history of porcelain making in Jingdezhen has accumulated a large number of precious, unique and intangible cultural heritage with research and protection value, and the retained porcelain making craft is an important part of the excellent traditional Chinese culture. In the long-term development process, the traditional porcelain making has formed a detailed division of labor. From mining, raw material selection and treatment, molding, glaze application to firing, the overall process is mature. These replicable and popularizing porcelain making processes have created the porcelain industry pattern of Jingdezhen where "craftsmen come from all over the world, and the ware is taken from all over the world", and laid the position of Jingdezhen as the center of China's porcelain industry. It is of great significance to protect, inherit and carry forward the traditional porcelain making craft of Jingdezhen to continue the historical context, identify the cultural confidence, and build an intangible cultural heritage protection model with Jingdezhen characteristics. The Jingdezhen government has been applying for the imperial kiln as a leader, and has continuously increased the protection of the imperial kiln factory site, the old town of "Tao Yang Thirteen Li", as well as the old factory, the old lane, the old kiln site and other ceramic cultural relics and the century-old ceramic industry remains. The inclusion of intangible cultural heritage in the digital development of Jingdezhen ceramic education can make these intangible cultural heritage inherit in a new way, broaden the audience and expand the spread of ceramic intangible cultural heritage.

4.2 Broaden the way ceramics communicate with other countries.

In recent years, Jingdezhen has been committed to promoting Chinese ceramic culture to the world stage and expanding the channels and ways of foreign exchange of ceramics. For example, With new media, In conjunction with CCTV production and broadcast "Royal kiln millennium", "Jingdezhen: the World porcelain capital" and "Jingdezhen" and other documentaries; the compilation of "Craftsmanship - Jingdezhen Traditional handicraft porcelain" is included in the "Chinese culture going out" key projects; the Jingdezhen International Ceramic Expo will be held to introduce ceramics and go out, deeply promote the exchange between Chinese and Western ceramic cultures, and drive the development of ceramic economy and trade. "The Spirit of Porcelain - Jingdezhen International Ceramic Art Biennale" is a deep cultural integration of Chinese and Western ceramic culture; In terms of ceramic education, it actively carries out projects and activities such as the International Ceramic Culture Research Class, the Young Chinese Studies Class of countries along the "Belt and Road" and the "Ceramic Culture Inheritance and Innovation - Jingdezhen International Forum", promotes the establishment of Jingdezhen Research Institute of Peking University, and jointly creates a new think tank of "China Ceramic Development Research Institute" with Jingdezhen Ceramic University [7]. These measures have broadened the way of Jingdezhen ceramics external exchanges, and the development of digital ceramic education is to promote the spread of ceramic culture from a new perspective, break the restrictions of time and region, and systematically and comprehensively understand the manufacturing process and ceramic culture of Jingdezhen.

4.3 Promote the innovative development of contemporary ceramic design.

The digital development of Jingdezhen ceramic education not only changes the educational scene, but also strengthens the interaction of education. Discussion and learning promote the cultivation of divergent thinking to a certain extent. The transformation of educational subjects also enhances the sense of participation, and gradually forms independent thinking in finding, analyzing and solving problems, which promotes the renewal of cognitive thinking. Inject new vitality into ceramic design innovation. The development of digital ceramic education can also solve some abstract problems and the understanding of practical content in the teaching process, so as to learn basic principles with the help of

digital technology. For example, if ceramic design and creation have high requirements for spatial imagination, digital technology can be used to create, and creative ideas can be presented in the form of vivid models.

5. Conclusion

The digital development of Jingdezhen ceramic education updates the original traditional ceramic education model, promotes the education scene to enter virtual reality, the change of educational thinking and the breakthrough of educational boundaries, further broadens the inheritance of ceramic intangible cultural heritage, the exchange and communication between ceramic cultures, injects fresh vitality into the design innovation of Jingdezhen ceramic and enriches the connotation of Jingdezhen ceramic culture. The digitalization of ceramic education can promote Jingdezhen ceramic education to enter a new stage, play an important role in promoting the continuity of ceramic culture and promoting the spread of ceramic culture, and also show a new attitude of future education.

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