

# On the cultivation mode of Arts and Crafts artist talents in colleges and universities

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**Abstract:** *Arts and crafts is a direct reflection of China's traditional culture and essence. With the continuous development of society, the demand for arts and crafts talents is getting higher and higher. As an important base of arts and crafts talents output, colleges and universities have become an inevitable trend to carry out teaching reform in time. This article on how to cultivate arts and Crafts artist, from the personnel training orientation, personnel training mode, the teachers troop construction, cooperation between school and enterprise, the construction of curriculum system and other aspects to find the problem, discussion, and puts forward solutions to solve these problems, in order to produce more conform to the enterprise needs of arts and crafts of high quality talents.*

**Keywords:** *arts and Crafts artist; talent cultivation; mode*

With the development of China's tourism industry in recent years and the development background of "cultural confidence and cultural self-improvement", the market demand for arts and crafts products with cultural characteristics is increasing rapidly. The key factor affecting the quality of arts and crafts products is people, although this industry has a large number of employees, but senior talents with innovative design and hands-on skills are in short supply, in addition, the old craftsmen are getting old, the arts and crafts industry is facing a period of decline. At present, according to the market demand, many colleges and universities have set up arts and crafts majors or courses, However, because most colleges and universities are in the exploratory stage of cultivating arts and crafts talents, their training mode does not meet the industry's demand for arts and crafts talents, there is a disconnect between theory and practice, teaching and social needs, as a result, a large number of highly educated arts and crafts talents change careers every year, resulting in a great waste of teaching resources, the task of cultivating a large number of high-quality arts and crafts talents is urgent for colleges and universities.

## 1. The present situation of arts and crafts talents cultivation in colleges and universities

### 1.1. Talent training positioning is not clear

The rapid development of economy has brought about the increase of competition pressure in the arts and crafts industry, and enterprises are in urgent need of a large number of talents. As an important base of talent output, colleges and universities have the responsibility to undertake the important task of cultivating talents in arts and crafts. Although many colleges and universities have set up arts and crafts majors or courses, the training objectives are not clear. As an important base of talent output, colleges and universities have the responsibility to undertake the important task of cultivating talents in arts and crafts. Although many colleges and universities have set up arts and crafts majors or courses, the training objectives are not clear. In particular, many of the courses of industrial arts are just for students to understand the industrial arts. With short class hours and less time, students can only experience the industrial arts, let alone engage in this industry in the future. The establishment of arts and crafts major is to cultivate talents for enterprises, but because of the enterprise did not make in-depth research, resulting in the school to cultivate talents of arts and crafts enterprises do not recognize. Enterprises are looking for artisans with aesthetic skills and a good grasp of materials and craftsmanship, not apprentices. Because the colleges and universities are not clear about the orientation of talent training, there are many problems in the purpose, training mode, curriculum setting and curriculum connection of talent training, which results in unqualified talent input.

### ***1.2. The talent training mode is not clear***

The traditional training mode of arts and crafts talents is the teacher-apprentice system, in which skills are emphasized while theories and creations are ignored. The trained talents are familiar with the market and skilled, but they lack creativity in the face of new technologies, new materials and modern aesthetics, which is not conducive to the modernization of traditional crafts [1]. However, the training task is fully undertaken by colleges and universities, but there are also many problems in the cultivation of talents, such as memory is not skilled, do not understand the materials, market and so on. Universities and enterprises should combine the advantages of the two, develop a suitable talent training mode, and jointly undertake the task of cultivating high-quality arts and crafts talents.

### ***1.3. The construction of teaching staff is not perfect***

Due to its direct service to the local economy, the industrial arts major is more practical, so it must have higher requirements for the teachers of industrial arts major in colleges and universities, not only requires a certain theoretical knowledge, but also requires a certain practical ability, not only to understand the material, familiar with the process, but also to have a good understanding of the enterprise and the market. In fact, there are not many teachers of arts and crafts with this dual ability, although college teachers have rich experience and theoretical level, they can also provide guidance in modern aesthetics and creativity, however, in terms of practical basis, it is quite different from enterprise professionals, which causes obstacles to the cultivation of students' operational ability and practical ability. In terms of understanding of the industry, although some teachers have established contacts with modern enterprises, they do not have an accurate grasp of the market conditions, which makes it difficult to integrate the development needs of enterprises into the professional teaching system. In addition, many colleges and universities almost rely on their own teachers to teach the arts and crafts, and outside experts and business masters only occasionally give theoretical lectures. The lack of practical ability of teachers in school and the uncertainty of teaching in school by experts outside the school result in the imperfect construction of the teaching staff. The absence of double-qualified teachers restricts the development of efficient arts and crafts talents to a great extent.

### ***1.4. University-enterprise cooperation is a mere formality***

Because the school is difficult to establish a well-equipped, advanced technology of the laboratory training room [2], through cooperation with enterprises, on the one hand, students can enhance the mastery of industrial arts related technology, on the other hand, it can broaden students' understanding of industry information and development. school-enterprise cooperation provides a good way for the cultivation of arts and crafts talents and the employment of students. At present, many colleges and universities adopt the mutually beneficial mode of university-enterprise cooperation, but many school-enterprise cooperation is merely a form: First, most of the time, enterprises are only visited by teachers and students, and only a few students practice in university-enterprise cooperative units, most of the students choose their own units for graduation internship, while many do not choose school-enterprise cooperation units, and some even choose different majors for internship; Second, the internship enterprises do not communicate with the university, and the enterprises do not give real feedback on students' internship, the university is not clear about the defects of students' professional or professional quality exposed in the internship, let alone the possibility to combine them with the curriculum system. In essence, universities and enterprises have not really reached cooperation, which is very detrimental to talent training.

### ***1.5. The curriculum system is not perfect***

The curriculum system of arts and crafts major should be determined by its professional ability requirements and the demand of the talent market. At present, most of the courses of the arts and crafts majors in Chinese colleges and universities mainly focus on shape design and craft production, and rarely involve the categories of commodity market and marketing, the grim employment situation forces us to cultivate students' professional ability, but also to cultivate students' employment survival ability. First, now all arts and crafts enterprises, especially small and medium-sized enterprises, need the most is not only to design products, production products, but also graphic design, marketing, management and other talents. Although many colleges have added marketing courses to their arts and crafts courses, the course content is not specifically devoted to arts and crafts products; Second, practice is very important in the major of industrial arts. In fact, many practical courses and internship courses are not reasonable, which

cannot be perfectly connected with enterprise training; Thirdly, the arts and crafts are a direct reflection of a country's traditional culture. Students do not know enough about traditional culture, and it is difficult to integrate Chinese culture into product design; Fourth, the imperfect teaching system of school-enterprise cooperation leads to the imperfection of teaching, which not only limits the development of the industrial arts major itself, but also deviates from the goal of cultivating applied talents. This requires the improvement of the curriculum system of industrial arts, and changes and innovations in the curriculum setting.

## **2. The construction of colleges and universities arts and Crafts artist talents training mode**

### ***2.1. Make clear the orientation of arts and crafts artist talents training***

China's arts and crafts has a long history and rich types, but many contemporary arts and crafts products are worrying in terms of quality and innovation, the fundamental reason lies in talent [3]. Compared with workshop colleges and universities which are important export bases of arts and crafts talents, colleges and universities should be clear in the orientation of talents. To understand the enterprise and the market, with social needs as the guidance, to determine the talent to cultivate, contemporary enterprises need to be able to fight the arts and crafts is not apprentices. To understand the enterprise and the market, with social needs as the guidance, to determine the talent to cultivate, contemporary enterprises need to be able to fight the arts and crafts is not apprentices. First, today's enterprises need high-quality talents with a variety of skills. colleges and universities should strengthen multi-skill and multi-professional training and learning to cultivate students' comprehensive ability; Secondly, the orientation of talents in colleges and universities should be aimed at serving the local economy. Students should strengthen the study of local culture and seek inspiration and creativity from local culture; Thirdly, the products of arts and crafts should be of high quality. Colleges and universities should guide students to establish the spirit of craftsman [4], strengthen the training of skill proficiency, and cultivate students' attitude and consciousness of striving for perfection in the products of arts and crafts; Fourth, the products of industrial arts should reflect the style of The Times. While inheriting the traditional crafts and materials, the learning and application of new materials and technologies should be strengthened to cultivate students' innovative consciousness and ability.

### ***2.2. Clear talent training mode.***

After determining that Arts and Crafts artists are the orientation of arts and crafts talent training in colleges and universities, the mode of talent training should also be determined. Contemporary talents are mainly cultivated in colleges and universities, while the traditional mentoring system is only a minority of the two cultivation modes[5], each of which has its own advantages and disadvantages. Skilled arts and crafts masters or professionals, since they are both in enterprises, can develop a mode of joint cultivation of corporate ambassadors and university teachers. The combination of the two can give full play to the respective advantages of universities and enterprises. By introducing masters into campus teaching and various forms of practical training activities inside and outside the university, the inheritance of masters is integrated with the teaching of colleges and universities, universities and enterprises jointly undertake the responsibility of training arts and crafts artists, and form a talent training mode in which masters and colleges are jointly responsible. To cultivate both understand the theory, and skilled skills, both understand the tradition, and innovative spirit of the arts and crafts, students have a dual identity, even if the school's students are also the enterprise's apprentice.

### ***2.3. Strengthening the construction of teaching staff***

The teaching team is an indispensable link in the cultivation of arts and crafts artists, and is the leading part of teaching. Therefore, the construction of a teaching team with outstanding teaching ability and reasonable organization structure is the basis of talent training in colleges and universities. The construction of industrial arts teachers should aim at double-qualified teachers [6]. Double-qualified teachers have two levels. One is that the industrial arts teachers are the combination of teachers and designers; the other is that in terms of teaching methods, the teachers in the school and the experts outside the school teach together. For teachers in the school: First, encourage them to participate in domestic and foreign academic research and communication, improve their vision, understand the latest industrial arts design trends; Second, while cultivating their theoretical teaching ability, they should be supported to study in enterprises or master studios to cultivate their practical ability, so as to strengthen the

construction of the entire teaching team. For outside teachers: first, invited to lecture of arts and crafts master in some sectors, or listen to master teaching, lead students to enterprise to make up for a lack of students' practice in arts and crafts, second, invite arts and crafts industry experts to proofread introduces the professional market, make students master the professional development direction and pattern, so as to make a reasonable schedule for learning and employment.

#### ***2.4. Strengthen school-enterprise cooperation***

Enterprises are important practice bases for colleges and universities, and colleges and universities are important talent export bases for enterprises. The cooperation between schools and enterprises should be strengthened in a substantive way, rather than in a mere form. Specific ways: first, to determine the students practice in the school is responsible for the teacher, but also to determine the good students practice when the enterprise is responsible for the master, which master with which several students to determine clear; The second, the student's internship unit is determined by the contact in the department, to ensure that the student is in the professional business practice, also facilitate to understand the student situation at the same time; Thirdly, the communication between the internship enterprise and the school is very important to understand the defects of students' professional or professional quality exposed in the internship, so that the school can certify its own course system and make rectification; Fourthly, it is very necessary for universities and enterprises to jointly construct the curriculum system of arts and crafts, which is suitable for cultivating talents of arts and crafts.

#### ***2.5. Establish a curriculum system for the training of Arts and Crafts artist***

The establishment of a perfect course system is indispensable to the training of Arts and Crafts artist, the construction of arts and crafts and the formation of a perfect and reasonable practical course teaching system. The whole curriculum system is divided into two parts: on-campus curriculum and school-enterprise cooperation curriculum. The ways to improve on-campus curriculum are as follows: The Arts and Crafts artist that the enterprise needs is comprehensive all-rounded, therefore, in the course setting, should not only open the course that cultivates the student design ability, the production ability, but also considers the comprehensive ability cultivation in the student hereafter employment, some cross-major and even cross-major courses, such as graphic design, traditional painting, marketing management, traditional culture education, etc., should also be set up, and the content and teaching plan of these courses should be formulated according to the characteristics of industrial arts. To improve the method of school-enterprise cooperation curriculum, there are school-enterprise cooperation courses, mainly including experts' on-campus lectures, students' off-campus practice, students' vacation internship, senior internship, etc. The establishment of school-enterprise cooperation courses should be connected with the specialized courses in the university, not only in time, but also in content. In addition, we should make arrangements for each student's study outside school, the school and the enterprise shall each appoint a teacher in charge, and the two teachers shall work together to make the teaching plan, teaching content, teaching methods, and collection of students' feedback on off-campus learning, etc.

### **3. Conclusion**

With the rapid development of economy, the training mode of arts and crafts professionals in colleges and universities must keep up with The Times. Colleges and universities should adjust the training scheme according to their own characteristics, and gradually form a training mode suitable for cultivating high-quality arts and crafts professionals. The starting point and end point of talent training mode should be the orientation of talent training, the mode of talent training, the demand of teachers, the form of school-enterprise cooperation and the construction of curriculum system. Strive to cultivate high-quality talents in line with the needs of enterprises, to provide power for the revitalization and development of the arts and crafts industry.

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