

Analysis on the cultivation of art and design talents under the background of internationalization of higher education

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Abstract: Colleges and universities should seize the opportunity, forge ahead, break through the inherent mode of art and design education, make better use of both domestic and foreign education markets and two kinds of education resources, effectively enhance the characteristics of international school running, continuously improve the level of international school running, and comprehensively improve the core competitiveness, so as to achieve the goal of cultivating innovative and applied art and design talents with international vision. Starting from two aspects, which can make students have good moral and professional quality and students have a design vision of the international market, this paper introduces the training objectives of artistic design talents, and expounds the significance of cultivating art and design talents in higher education. Then, through innovating the international teaching mode and building an international platform for art and design education, it puts forward the countermeasures for the cultivation of art and design talents under the background of the internationalization of higher education. Constructing and exploring the "international art and design talent training model" has become an important characteristic topic in front of our country's higher art and design education.

Keywords: Higher education; International background; Artistic design; personnel training

1. Introduction

At present, with the acceleration of global economic integration, it is necessary to optimize the industrial structure and ensure the upgrading of enterprise products from manufacturing to creation. Enterprises urgently need original talents. At the same time, colleges and universities will attach great importance to the cultivation of innovative talents, and the art and design departments of each school will also put the cultivation of creative design talents in the first place. Governments at all levels will introduce more perfect safeguard measures and policies for creative talents, while the reform of training mode, training conditions and quality of creative design talents are facing great challenges [1]. The degree of internationalization of higher education not only reflects the level of running a university, but also becomes an important indicator to measure the comprehensive strength of a university. Many universities in the world have the content of internationalization of education and teaching in their school running evaluation index system. World-class universities are often universities with a high degree of internationalization, which is the internal law of the development of higher education.

The nature of education, the characteristics of the development of the times and the specific situation of our country determine that the internationalization of our country's higher education is not all copy and complete. In the process of internationalization promotion, internationalization and nationalization are the unity of opposites, coexistence and mutual integration. With the development of economy, the exchanges between countries have become increasingly close, it is necessary for the art and design teaching of our colleges and universities to actively combine the perspective of international development, innovate the training of talents, and solve the existing problems. Teaching problems, cultivate high-quality talents who meet the requirements of the social market and the national market. All countries in the world are committed to the international training of art and design talents in higher education [2]. Constructing and exploring the "international training mode of art design talents" has become an important characteristic subject in front of China's higher art design education. Facing the increasingly competitive market environment, higher art design education must cultivate art design talents who can meet the needs.

2. The goal of training art design talents under the background of internationalization

2.1. Enable students to have good moral and professional qualities

Innovative art and design talents refer to those who are original, creative and know how to think and compare independently. Comparison, reasoning, discrimination, and analysis, able to find, ask and solve problems, in art design. People who can make creative designs in the field. With the transformation of various industries, so that students have good moral character and professional quality, cultivate students' design concepts and skills that combine artistic design with scientific knowledge, creative concepts with use functions, traditional processes with 3D technology, and improve students' conversion ability of design schemes and product production. The ability to combine product design with market demand and the ability to integrate domestic production with international projects will cultivate students majoring in art and design into "original design talents with good international market awareness, understanding of technology and production", providing talent guarantee for industrial upgrading, brand building and product internationalization of various industries [3]. To build an international cooperative art and design major, we should not only cultivate students' excellent design and development ability, but also have good professional ethics and sense of design responsibility. Not only have a good design concept for the international market, but also have a sense of serving local enterprises. Innovative art and design talents should have unique innovative consciousness and innovation on the basis of high-quality skills. Spirit, innovative thinking and innovative ability, which are determined by the inevitability of artistic expression, are also in a certain process. Follow the integration of design and application rules.

2.2. Students have a design vision for the international market

Exploring the international talent training mode of art design is an important link to innovate the talent training mode. This requires the teaching reform to focus on cultivating international talents with national characteristics and world vision to adapt to the development trend of economic globalization. Education and teaching should combine domestic and foreign education methods and teaching management that keeps pace with the times, stand on the height of international vision, learn advanced education and teaching methods and means of art design talents training mode, explore a new set of teaching contents, optimize the curriculum system of the subject, and strive to be in line with international art academic norms. Only by improving the educational concept and expanding the global vision can we effectively exert high-quality educational and teaching resources, which is of great significance to improving the school-running level and academic competitiveness of colleges and universities [4]. Through the introduction of international and domestic excellent design institutions and companies to jointly formulate talent training programs, participate in teaching, improve students' international design vision, closely follow the development trend of the international market, the designed works and the products developed and produced can enter the international trade exhibitions with great influence, and cultivate art and design talents in line with international standards.

3. The significance of training art design talents in Higher Education

Economic globalization and education internationalization are the inevitable trends of higher education teaching reform research in my country. The traditional training mode of art and design education talents has been difficult to adapt to the background of economic globalization and education internationalization. The internationalized art and design talent training mode has brought a new development opportunity to the reform and research of higher education teaching in my country. From the perspective of international development, in the process of cultivating talents in the art and design majors of Chinese colleges and universities, there is a problem that the goal of talent training is unclear. From the perspective of market demand and international development, the existing talent training model is separated from the needs of the society and the international market for talents, which affects the effect of professional talent training [5]. At present, the development of art and design discipline and its industry in China is in urgent need of international and compound talents.

The construction of international training mode of art design talents can be based on social needs and deepen the globalization of education. We should take the transformation of educational ideas as the forerunner, which is the innovation education and teaching reform in colleges and universities in China. An important task. Colleges and universities should actively explore and practice international art and design talents with their own characteristics. The cultivation mode is the important content of

its education and teaching reform.[6]. Facing the world, it is an important task for China's educational innovation to increase the opening up. The international training mode of art design talents has created conditions to meet the current market demand, and built a multi-level and multi-form platform for academic exchanges and international education. Only by facing the world can we cultivate innovative talents. Therefore, it is the only way to promote the research of China's educational reform by exploring distinctive and advanced educational ideas and global talent training mode[7].

4. Countermeasures for training art design talents under the background of internationalization of Higher Education

4.1. Innovative international teaching mode

In an international context, it is necessary to innovate the teaching mode with international standards, abandon the traditional teaching mode of teachers' explanation and homework completion, introduce advanced teaching concepts of foreign art design specialty teaching, and implement process-based teaching, so as to optimize the training effect of professional talents [8]. We can also increase the teaching languages of other countries, provide students with a better and more convenient teaching language environment, strengthen the construction of international courses, and improve teachers' teaching ability under the background of internationalization. Academic lectures can also be held. Academic lectures are one of the important channels for exchanges between art and design colleges and universities. Invite foreign experts, well-known designers and scholars from the design industry and related disciplines to give lectures to promote a strong international teaching exchange atmosphere. Actively call on students to participate in lectures, draw more diversified knowledge reserves and thinking, and stimulate students' more design thinking and design inspiration. In order to strengthen the training of international talents, we can also sign a double degree training project with international colleges and universities. The training period is three years. Students from both schools study in their alma mater for two years and the other school for one year, completing all training links. In order to meet the art and Design College Students' attention to new things in the context of internationalization, and improve their own artistic cultivation and artistic design ability. In addition, we can also make full use of the advantages of the Internet to promote online teaching platform courses. Integrate the excellent courses of international famous universities and provide a wider range of knowledge carriers and educational services. The art design major of colleges and universities can introduce new art concepts into the art design education system of colleges, provide a shortcut for students to accept foreign high-quality education, and realize the real integration with the world; It tends to be internationalized in daily teaching contents and teaching materials, aiming to cultivate students' ability to survive and innovate in an international and multicultural social environment; Breaking through the existing course selection mode and course system, aiming at the improvement of students' quality and ability in a certain aspect, we will carry out international course docking and overseas learning exchange, implement credit mutual recognition, and strive to achieve the internationalization of talent training [9].

4.2. Build an international platform for art and design education

Through the introduction of design projects such as international design companies, international popular design institutions and international commodity professional exhibitions, as well as the in-depth cooperation between foreign colleges and universities and international universities, we have established "international design company workstations", set up "international course classes", set up "International Exhibition product development courses", and introduced foreign market projects into the teaching content, Introduce the foreign design concept into the design scheme, and introduce the popular trend of the foreign market into the design products [10]. Through the combination of domestic learning with foreign projects, domestic design with foreign exhibitions, and domestic teaching with foreign markets, students can not only receive the training of foreign experts and participate in the design of foreign projects at school, but also enter the international exhibitions of other countries to connect with the international market. It can not only broaden the international vision of students, enhance the innovation ability of art and design talents, increase the learning and exchange with foreign market channels, and improve their international design level.

5. Conclusions

At present, the training of art and design talents is faced with the challenge of the conflict between the talent demand of "using both hands and brains" in the industry and the talent training of "eyes are superior but eyes are inferior" in the academic circles, which leads to the frustration of students in job hunting and employment. The cultivation of international art design talents is the need for our higher education to actively adapt to the market. The school closely combines theoretical teaching with design practice. By exploring the practice of distinctive international art design talents cultivation mode, it goes deep into the reform and innovation of education and teaching, so as to cultivate international and open compound talents, and finally realize the teaching goal of all-round cultivation and development of art design students in colleges and universities. In addition, it is also possible to absorb and learn from some distinctive talent training models from abroad, instead of focusing only on a few famous universities. For example, there are a number of universities with a high degree of internationalization and national characteristics in neighboring countries and regions. From there, we can also learn about many new trends and trends in international higher education. Educators should make good use of international resources and play my country's role in the internationalization of higher education.

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