

The Application of Knowledge Management Thinking in College Art Education Management

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Abstract: *In the new era, more and more attention is paid to art education, and at the same time, the requirements for artistic talents are also getting higher and higher. In the process of carrying out art education and teaching activities, colleges must pay attention to art education management. The application of knowledge management thinking in the management of art education in colleges should be strengthened, so as to cultivate artistic talents with high art professional level and comprehensive quality in line with the current social development. The author explores and analyzes the necessity of the application of knowledge management thinking in college art education management, and proposes specific application measures, hoping to help improve the management level of art education in colleges.*

Keywords: *knowledge management thinking; colleges; art education management*

1. Introduction

When colleges carry out art teaching activities, Not only the theoretical knowledge of art should be taught, but also the management of art education need be focused on and the necessity of applying knowledge management thinking in college art education management should be fully recognized. Based on the current social demand for artistic talents, the application of knowledge management thinking in the management of art education in colleges should be strengthened.

2. The necessity of applying knowledge management thinking in college art education management

2.1 Meeting the needs of the development of art education in colleges at this stage

In recent years, driven by the rapid development of society, our country's cultural industry has flourished, which has also brought new opportunities for the development of art education in colleges. However, judging from the current development of art education in our country's colleges and universities, it is difficult to keep pace with the current development of our country's cultural industry in terms of scale, teachers, learning approaches and curriculum creativity. For this reason, colleges must comprehensively consider the development trend and demand of the cultural industry at this stage in the process of art teaching activities, and constantly innovate education management in combination with the actual situation. The application of knowledge management thinking in the management of art education in colleges not only realizes the reform of art education, but also meets the needs of the development of art education in colleges at this stage, and helps to achieve the goal of cultivating compound art talents.

2.2 The reflection of knowledge management thinking in college art education

In the process of carrying out art education and teaching activities in colleges in our country, there are mainly two kinds of knowledge systems involved, namely explicit knowledge system and tacit knowledge system. Among them, the explicit knowledge system refers to the fixed knowledge structure and education mode gradually formed in the practice of education and teaching for many years. However, with the full popularization of the Internet and the rapid development of new media, the drawbacks of these solidified knowledge structures and educational models have gradually been exposed, which is not only unfavorable to the cultivation of students' interest in learning and the development of students' innovative awareness and creative spirit, but also is not conducive to the improvement of students' innovative ability and comprehensive quality. More importantly, after graduation and entering the society, students will feel relatively unfamiliar with the new media environment. The main reason for this

problem is that most of the knowledge that colleges impart to students is the explicit knowledge when carrying out art teaching activities, lacking the cultivation of students' creativity and innovation ability.

The tacit knowledge system not only includes the optimization of students' learning atmosphere and environment, but also includes the construction of a good study atmosphere, school spirit, and the reform of education and teaching models and methods^[1]. The construction of a tacit knowledge system can subtly influence students' learning psychology and learning emotions, provide students with a better learning environment, which can effectively stimulate students' interest in learning professional knowledge, inspire students' minds and motivate students to actively explore, so as to achieve the purpose of promoting students to learn independently. The application of knowledge management thinking in the management of art education in colleges can be compatible with explicit knowledge and tacit knowledge, can achieve the improvement of the training level of art talents in colleges, and promote students' art professional level and comprehensive quality which are to be more in line with the development of the current society and cultural industry.

3. Effective measures for the application of knowledge management thinking in the management of art education in colleges

3.1 Use knowledge management thinking to better serve teachers and students

First of all, when colleges apply knowledge management thinking in art education management, they must use the correct way to divide the explicit knowledge system and the tacit knowledge system, so as to promote the development of art education management in colleges to be more standardized. When colleges manage the explicit knowledge system, such as the setting of teaching courses, the design of teaching content, the transmission of knowledge, the development of practical activities, etc., the innovation and sharing of knowledge must be used as an important foundation, to cultivate the ability of innovation and cooperation. and students' daily learning, learning atmosphere and the construction of learning environment are regarded as the basic content of the knowledge system, and the tacit knowledge system is used to cultivate students' creativity and innovation ability, and give full play to the important role of tacit knowledge. Secondly, colleges should focus on knowledge management thinking, and actively learn from the management methods that have achieved certain results to implement art education management. On the one hand, according to the characteristics and laws of current art education, knowledge management thinking is used to build a convenient and efficient management model with a high level of intelligence. On the other hand, the achievements of the knowledge management thinking system should be used to better serve teachers and students in art management work for promoting better creative cooperation and practical interaction between teachers and students. Finally, when colleges apply knowledge management thinking to carry out art education management work, the responsibilities of teachers should be clarified, art education work tasks need to be divided in detail, and art education management work should be quantified. And through the construction of standardized management system, scientific design of course content and teaching evaluation mechanism, to lay a good foundation for the smooth development of art education management.

3.2 Use the innovation of educational resources to tap the potential of students

When colleges apply knowledge management thinking to carry out art education management work, educational resources must be innovated, and the development of art education management work should be promoted through the formulation of various rigid indicators in the art education management mechanism. And a good tacit knowledge system should actively built, such as the formation of a good learning atmosphere, the creation of cultural environment, etc. ^[2]. This requires strengthening the communication between teachers and students, increasing the development of various practical activities inside and outside the school, and deeply tapping the inner potential of students through innovation of educational resources, so as to give full play to the important application advantages of knowledge management thinking in art education management. In the management of art education in colleges, knowledge management thinking plays an important role in measuring, which can realize the aggregation and classification of various relevant data and information, which is conducive to the improvement of the quality and efficiency of art education management and well develop the level of students' artistic innovation and creation. In addition, colleges should design knowledge management goals through the application of knowledge management thinking, so as to improve the scientific level of art education management. Colleges must be forward-looking in the specific design of art education management goals, and under the inspiration of knowledge management thinking, scientifically design the content of

theoretical teaching and practical teaching. In addition to incorporating art education management into the school's internal management work, colleges also need to rationally innovate teaching methods and communication and interaction methods when formulating art education management work plans, and based on this feasible management goals. In this way, it can not only better cooperate with the daily art education inspection work, but also realize the maintenance of every detail work of the daily art education management.

3.3 Improve the cohesion of the teaching team and strengthen the improvement of the teaching system

When applying knowledge management thinking in art education management, colleges should start from the development of teaching activities, the establishment of education and teaching platforms, the creation of education and teaching atmosphere, and the construction of teaching staff, so as to carry out management work of art education more effectively and stably.^[3] Colleges must pay attention to improving the cohesion of the teaching staff when building the teaching staff. The teacher appointment system, management system and assessment mechanism should be scientifically formulated, and knowledge management thinking should be infiltrated in the content design of education and teaching activities and the implementation of education and teaching tasks, and specific requirements should be put forward for the development of art education management. Through the application of knowledge management thinking, teachers can be recruited and assessed reasonably, not only a high-quality teaching team can be formed, but also the enthusiasm of teachers can be mobilized, so that the whole teachers can work together towards the goal of cultivating high-quality talents. In this way, the cohesion of the teaching team can be improved, which can not only improve the quality of education and the effect of project practice, but also help the art education management work to be carried out more smoothly. In addition, when colleges apply knowledge management thinking to carry out art education management work, they should also focus on strengthening the improvement of the teaching system, and combine the actual situation of the school and the current development needs of the cultural industry to carry out art education management work in a more scientific and orderly manner. ^[4] The development of art education management requires not only the scientific positioning of various disciplines, but also the establishment of a balanced professional knowledge structure. For this reason, colleges should strengthen the expansion of the content of education and teaching activities, so as to continuously broaden the horizons of students. Whether it is to apply knowledge management thinking to improve the cohesion of teachers or to build a sound teaching system, it is necessary to fully mobilize the enthusiasm of all participants in art education management, regularly organize teachers to go out for exchanges and learning, and continuously improve teachers' teaching level. Through the establishment of the education and teaching sharing platform, the sharing of teaching resources can be realized, so as to broaden the students' learning methods and carry out the management of art education more efficiently.

3.4 Build a talent training mechanism and create a good atmosphere for teaching and research

In the process of applying knowledge management thinking to carry out art education management, colleges must fully understand their own basic characteristics and laws when cultivating talents. Apart from fully reflecting the professionalism of the curriculum, it is necessary for colleges to comprehensively understand the needs of social development for talents when formulating talent training goals, refine the talent training mechanism, and promote the talent training mechanism constructed by colleges to meet the needs of current social development for talents, and to organically combine various educational approaches, teaching models and knowledge systems^[5]. This includes not only traditional educational approaches, teaching models and knowledge systems, but also the establishment of a special research group for art education management under the knowledge management thinking. Colleges should set up the special research group to develop art education management work and subscribe relevant publications to facilitate the smooth development of the teaching and research work and create a good teaching and research atmosphere, which can not only better improve the management of art education, but also better serve the fundamental task of talent training. In addition, under the guidance of knowledge management thinking, in the process of innovating and constructing the talent training mechanism, colleges and universities should not blindly abandon the traditional talent training model, but should deeply explore the advantages of the traditional talent training model and combine it with the new one organically, which can better realize the purpose of cultivating high-quality talents and efficiently carrying out the management of art education.

4. Conclusion

To sum up, in the process of art education management in colleges, it is necessary, besides actively strengthening the summary of educational experience accumulated over the years and the transformation of educational achievements, to strengthen the research and analysis of knowledge management thinking, and apply it to the management of art education, so as to improve the management level of art education and further promote the development of colleges. In the process of applying knowledge management thinking to carry out art education management work, colleges must fully reflect the main position of teachers and students, realize that the development of art education management work is to better serve teachers and students, and strengthen the innovation of teaching resources for deeply tapping the potential of students and further promoting the development of students, and at the same time the cohesion of the teaching team can be continuously improved to lay a good foundation for the development of art education management.

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