

Thoughts on public art education in museums under the background of COVID-19

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Abstract: *After the outbreak of COVID-19, the form and content of public art education in museums have changed. While ensuring professionalism, the activities pay more attention to the humanistic care in art education. Therefore, this paper believes that in the context of COVID-19, museum public art education should broaden the scope of activities, continue to pay attention to the actual experience of audiences, adhere to the equality and tolerance of education, and actively explore the future development of activities.*

Keywords: *Public art education, Humanistic care, Museums, COVID-19*

1. Preface

COVID-19 is a global public health crisis, which poses a threat to people's lives, health and safety, and also hinders the development of economic and cultural areas around the world. Because of its own healing effect, art education activities can bring spiritual comfort to people and reduce the adverse emotional impact caused by COVID-19. As the best place to implement public art education, under the background of COVID-19 outbreak, Chinese museums actively carry out various art education activities, most of which are mainly digital public education services, combining online and offline, giving full play to the educational function of museums to the greatest extent.

All kinds of professional museum also face the outbreak of huge social public opinion impact, actively organize integration use their own resources, during the outbreak of closed countdown to accelerate and relying on social network technology and social media, organizing promotion and planning launched a lot of online service activities, such as planning digital art exhibition, video lectures live and a series of ways to carry out all kinds of online interactive offline public art education activities. It provides a new idea for the development of museum public art education in the future.

2. The development of public art education activities in museums during the COVID-19 Festival

On the eve of the Spring Festival in December 2019, the novel coronavirus broke out suddenly. Including all kinds of museums across the country, many public places of different levels and regions were closed overnight, including museums at all levels across the country, etc., and they were sent out on the homepage of their official website and their WeChat public account. Notice of closing. A large number of exhibitions have been closed, and offline public services of museums have been suspended. In the face of such a special situation, on January 27, 2020, the National Tourism Administration and the emergency task force of the State Administration of Cultural Heritage convened a special meeting again to deploy four key tasks for emergency prevention and control of epidemic risks in the cultural relics system. On January 27, 2020, the State Administration of Cultural Heritage held a meeting to deploy the epidemic prevention and control work of the cultural relics system. In response to the closed status of each museum, the Cultural Relics Bureau in the official website announcement, "encourages local cultural relics museum institutions to carry out online exhibitions and display work according to local conditions." Many museums actively responded to the call, launched online public art education activities, and insisted on providing high-quality educational services to the public.

Xi'an Forest of Steles Museum will be closed early on January 24, 2020. During the closing period, the museum also made full use of various new media means such as WeChat, mobile phone, microblog and mobile phone and other large-scale digital network platforms of the Internet, and launched digital art exhibitions, online art lectures, online painting and calligraphy live broadcast activities and other forms to promote our country. Excellent cultural traditions and cultures, the museum's digital original art

exhibition "Peach Blossoms - Tang Dynasty Poets Epitaph Special Exhibition" specially launched on the basis of public WeChat shows the whole process of 720-degree high-definition live video, and the audience can also be immersed in real time and completely. Visually see the original appearance of the entire exhibition. On the Weibo website and WeChat account, the online exhibition "Treasure of Stone Carvings, Palace of Art - National Treasure Tour of the Forest of Steles in Xi'an" will be launched.

Uring the epidemic, the Dunhuang Research Institute also specially opened and produced another WeChat assistant program for "Yunyou Dunhuang" for free, including some murals and clay sculptures in Dunhuang, which can also be viewed directly on the mobile phone platform at any time. . Jilin Provincial Museum's "Elegant Living in Leisure - Two or Three Things in Calligraphy, Painting, Tea Fragrance", carefully selected 14 cultural relics in the courtyard, and provided the audience with a guide to the ancient people's leisurely living; Shanghai Museum launched the Spring Festival theme exhibition "Youyu", "Spring Letter" and "Ruyi" , full of simple and beautiful wishes; the China Cultural Relics News Agency will also exhibit 29 museums in other countries in the United Nations and Tencent cultural museum officials, and launch the "Swiss Rat Spit Treasure-Gengzi Year of the Rat Chinese New Year Chinese Zodiac Cultural Relics Pictures Group Exhibition" Zodiac, focusing on the zodiac It shows the cultural and ideological connotation behind the zodiac.

The China Museum will combine the theme of the "anti-epidemic" exhibition to plan and launch series such as "Salute to Medical Workers - Appreciation of Medical and Nursing Works Collected in Chinese Museums", such as "Life is more important than Mount Tai, pay tribute to 'retroversaries' - China Museum "Appreciation of Works by Calligraphers and Specially Invited Calligraphers" series, such as "Salute to Medical Workers - Selected Works Collected by Some National Museums" series, such as "Sculpting for Anti-epidemic - Selected Works of National Theme Art Creation Group of Chinese Museums" "Series, such as "Imprint Anti-epidemic: Art for the People! Chinese Museum People's Popular Seal Carving" series, and "Chinese Museum Spring" series of online exhibitions and activities. By holding these major events above, we express our infinite lofty selfless dedication to the vast areas of the motherland, the unknown front-line medical workers who are fighting in the front line of disaster relief and anti-epidemic work, and the sacrifices made by the self and the people who are greater than me. The second is to lead the audience to enjoy the beauty of art together, appreciate the rich cultural connotation in the exhibition of art works, and light up people's yearning for a better life.

With the continuous and effective progress of the COVID-19 prevention and control project and achieved staged success, museums across the country are gradually reopening in an orderly manner. However, with the continuous recurrence of the epidemic, this kind of large-scale offline museum public cultural education and training has been gathered. At present, the activities cannot be fully opened for free, so the digital public art education and training service advantages of offline museums accumulated during the epidemic will gradually continue. In the face of the sudden disaster, various museums did not shrink back, but responded to the crisis with a more positive attitude, showing the tenacious character and unyielding fighting spirit of the Chinese nation, and quickly launched various online platforms with rich and informative content. On the service project, use the network and social media to provide public art education service services for the public, and provide positive psychological support for the masses. While actively participating in the development of prevention and control, the museum has gradually promoted its own structural changes. Digital technology platforms and online social media have also become important new platforms for museums to actively provide public art education activities, and the public has also gained a lot of new media. new visit experience.

3. Humanistic care of public art education activities

The public art education of museums in the context of the COVID-19 is the public art education of museums in the context of special times and times, which bears the complex psychological situation of the public towards the COVID-19. It is not only necessary to respond to various problems accompanying the epidemic, but also to actively adapt to the public experience during the COVID-19, and to use a hybrid teaching method combining online and offline to carry out education work. As an important place for the implementation of public art education, the actual content and method of the museum will be adjusted according to the conditions of the venue to meet the actual needs of the public. The museum's public aesthetic education should be a "people-oriented" aesthetic education, and at the same time, more emphasis should be placed on the audience concept of "audience-centered", and the investigation and research of the audience should be carried out to understand the audience, serve and guide the audience, and educate and train the audience.

Before the outbreak of the COVID-19, the public art education of museums mainly emphasized the perception of art and the accurate grasp of specific art knowledge, and did not pay much attention to the public's psychological state, ignoring the therapeutic benefits of art as a humanities discipline itself. Healing. But in fact, during the outbreak of the COVID-19, some people also lacked the health science knowledge to master the necessary medicine for a long time, and they were indeed greatly affected by the COVID-19. Excessive stress, depression, excessive addiction to the virtual world and other psychological problems of varying degrees, some people's psychological problems even continued after returning to normal life, which had a certain impact on their own learning and life. What is needed in the epidemic era is that the public art education activities of museums pay more attention to the care of people's psychological conditions, create a more positive and harmonious artistic atmosphere, and enhance the audience's trust in art education service activities.

Before the outbreak of the epidemic, most of the audience could only participate in the study of art education in traditional museum venues, but during the outbreak of the COVID-19, most ordinary audiences mostly visited the corresponding content directly through the mobile Internet. In terms of education and activity services, various art museums across the country have specially produced and distributed many educational activities with different themes and types during the prevention and control of the epidemic. Although we are still separated by thousands of miles, through various online and public art education activities, we still bring aesthetic visual enjoyment and artistic spiritual comfort to people from all walks of life all over the world. Art is always looking to find a new visual expression.

4. Some thoughts on public art education in museums

In the era of COVID-19 epidemic, museum public art education should adhere to humanistic care, actively participate in social development, adhere to the concepts of equality and inclusiveness, and active innovation. Based on the above public art education activities in China during the COVID-19 period, the author has the following ideas to share with you.

First, museums should actively build public art education resources. In the era of the epidemic, museum management and popularization of public art education should also be paid more attention to. During the COVID-19 epidemic, a large number of museums actively launched online digital exhibitions, organized famous experts in the museum industry to regularly conduct online tours through online network services, and held various online academic lectures at home and abroad in a timely manner. The digitalization of public art education in museums has been a trend in historical development. For the traditional digital education platform of museums, digital technology is only a means. It is necessary to be good at organically combining the achievements of modern digital education technology with the development goals and innovative contents of museum education. On the one hand, it is necessary to face the existing excellent museum line. On the other hand, we must actively use modern digital teaching technology and be good at creating special teaching content according to the characteristics of museum users.

In addition to playing an active role in serving information dissemination in the museum, museums should further consider the uniqueness of digital education information resources and the individualization of audience participation in learning and education. Exchange innovative interaction and benign interaction. From the perspective of long-term development, the construction of digital platforms should focus on how to achieve a variety of sensory interactive learning methods and aesthetic experience through audience participation, interactive, and constructive education methods. It changes and enhances the overall cognitive concept and emotional attitude of people and their audiences towards the beauty of culture and art.

Second, from emergency to normalization, the combination of online platform and offline experience has become the general trend of public cultural education and service development of museums. It should be frankly admitted that the various digital public practice education and service and exploration activities to be displayed to my country's digital museums during the COVID-19 exhibition are more meaningfully regarded as a special kind of a special time window. Although there are unavoidable reasons for cultural action, there is a special deep artistic cultural significance and historical value behind it. From a long-term strategic point of view, the combination of online platforms and offline entities is also the general trend of education museums to develop public humanistic education and services. The existing digital remote public art education system and service system of the museum should be carefully considered and integrated as soon as possible, taking into account the overall planning and design of the future digital museum and digital public art education system and the overall layout planning of the

museum. In the middle, it is combined with the normalized development of the existing system of the digital museum and the organic and rational use and combination of the education system of digital offline remote public art and the system of related services, and the overall construction of the digital museum system in the future. Development is organically combined. On the international platform of museums, digital online public art learning and activities have gradually become new things.

Third, in-depth study of art education activities. During this epidemic, the digital museum public art education service measures launched by the museum also fully reminded us that future activities should also be gradually explored in practice, from the front to the backstage, from the outside to the inside, in the public art education activities. Further digging in content, means and other aspects, and striving to truly optimize and maximize the effect of public education activities. The museum platform and the school's public culture and art knowledge education and training platform should also pay more attention to and combine closely to better explore these common features in many aspects of collections, exhibits, artists and other resources relying on the school's public museum platform itself. It explores how this platform can better fully develop the public museum platform to effectively and fully interpret, display and convey the artistic value of various types of art works in the society.

Activities should strengthen the interaction in learning in a positive way, and should try to explore more distinctive services, continue to effectively attract and educate the audience, and continue to vigorously support and encourage ordinary people to participate in the interaction. The theoretical results of in-depth study and research can also be transformed into a more practical and attractive innovative educational theoretical content framework and new teaching methods, and further internalized into activities such as online classrooms and various offline practical education projects. , educational research courses, educational art exhibitions, educational electronic books, educational technology software training and other rich and innovative new forms of education. All of this should gradually evolve into a new normal for the service model of social public practice education of Chinese student museums in the era of new media.

5. Conclusion

The arrival of COVID-19 has made the public art activities of museums begin to explore more new situations. The construction of digital museums is the only way for the public art education services of museums in the future. Attention to think during the outbreak of the museum of public art education, online complement each other, with the help of digital resources and network platform, build art, communication bridge between artists and the audience, help the future museum more efficient public art education services, let everyone in the equal and inclusive social atmosphere sharing development achievements.

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