

Research into Ideological and Political Curriculum Teaching Practice for Clothing and Fashion Design Majors

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Abstract: Based on the ideological and political practical teaching content of clothing and apparel major in Taishan University, this paper analyzes the research on the practical teaching reform of clothing major students under the concept of Ideological and political curriculum, and analyzes the research on clothing major course teaching practice and the beneficial exploration made by our university. It is hoped that this paper will be helpful to the ideological and political reform research of garment specialty.

Keywords: ideological and political curriculum; Teaching mode; Teaching practice

1. Necessity of Constructing Ideological and Political Curriculum for Clothing and Fashion Design Majors

The Guiding Outline for the Construction of Ideological and Political Curriculum at Colleges and Universities points out: "To implement the fundamental task of nurturing people of character, we must integrate value shaping, knowledge transfer and ability training. To comprehensively promote the construction of ideological and political curriculum is to guide values in knowledge teaching and ability training, and help students shape correct world outlook, outlook on life and values, which is not only the due meaning of talent training, but also the necessary content." This statement makes us more clearly realize that value is more important than ability and knowledge in the work of building morality and cultivating people. Integrating the ideological and political content into the teaching of clothing specialty can break through the inherent traditional teaching concept and expand the content of the discipline of clothing design, so as to facilitate us to find the combination point of Ideological and political elements and professional courses, timely adjust the teaching objectives, teach students according to their aptitude, and realize the idealization of high-quality teaching effect.

2. Process of Implementing Ideological and Political Curriculum for Clothing and Fashion Design Majors

2.1 Change the traditional teaching methods and enrich the classroom teaching forms

It is necessary to use the network platform to give full play to students' learning autonomy and solve the problem of "how students learn". Also, we need to different types of courses, including elective courses, network resource sharing courses and other courses. The course content is divided into several units to enable students to study independently within the specified time. Rich courseware and reading materials help students understand teaching materials and broaden their knowledge. A large number of vivid audio and video teaching cases are adopted to enhance students' interest, enhance their perceptual understanding of the content, activate the curriculum implementation, and implement teaching in the way of combining classroom teaching with special lectures, combining cultural quality courses with student associations, and combining online learning with offline learning.

2.2 Innovate teaching mode to inject fresh vitality into the classroom

We should innovate the educational concept, focus on the problem awareness, actively promote the

teaching vitality of specialized courses, actively implement the reform and innovation of diversified teaching methods such as MOOC mode under the Internet plus education, and build the teaching resource pool of clothing specialized courses, and develop the online courses of clothing specialized courses. Moreover, we should promote the reform of social practice of clothing courses and realize the organic combination of teaching and college students' social practice activities.

2.3 Adopt diversified teaching methods to imperceptibly achieve educational objectives

Teaching aids such as role-playing, introduction of real cases in the industry and playing videos are used to attract students' attention. Professional knowledge and life, professionalism and dedication are integrated into the curriculum teaching, so that students can obtain knowledge and literacy in a simple way, and outline the core values in a way full of "sense of form" in teaching.

2.4 Build the Ideological and Political Curriculum system of clothing and fashion design majors in the teaching staff

The school needs to gather a team of excellent teachers and emphasize teamwork. Teachers of clothing major courses should have family and country feelings and craftsmanship spirit. Teachers' words and deeds have important guidance and educational significance for students. Teachers should create the best curriculum and teaching content suitable for students' teaching perspective according to students' characteristics.

2.5 Integrate traditional elements into professional classroom and incorporate corporate culture into professional practice

Traditional culture is a prominent reflection of Chinese civilization and the specific characteristics of China's brilliant civilization, historical ideology and culture and conceptual form. Among them, the idea of constantly striving for self-improvement, valuing morality, moralizing people and holding the middle level in harmony has great reference and inheritance significance for the quality education of contemporary college students. Bring the essence of Chinese traditional culture, especially clothing culture, into the professional curriculum and make the professional "Ideological and Political Curriculum" really play its role. We need to introduce the advanced concept and management culture of the enterprise into the professional courses, so that students can imperceptibly understand the advanced culture of modern enterprises while mastering post technical skills. Extend the course to training bases, enterprise workshops and other teaching places, so as to deeply connect the teaching process with the production process, and realize the introduction of corporate culture into the classroom.

3. Practice of Ideological and Political Curriculum for Clothing and Fashion Design Majors at the School

The implementation of "Ideological and Political Curriculum" is the educational requirement in the new period of talent training of clothing and fashion design majors.

The clothing and fashion design major course contains a large number of ideological and political education elements. For example, Chinese and Foreign Clothing Appreciation, Comparison of Chinese and Foreign Clothing and Fashion Trends, Chinese Clothing History and other teaching courses contain the inheritance of Chinese excellent traditional culture and the improvement of national self-confidence; the Creative Design course teaches students innovative thinking, men's suit technology, Cheongsam Technology and other courses inherit and carry forward the national excellent red gang spirit. The Clothing Display course enables students to learn unity and cooperation in research, and establish a good sense of responsibility and teamwork in the process of window design and production; Tie dyeing, batik and other courses can continuously cultivate students' national cultural confidence and the inheritance and patriotic enthusiasm of intangible cultural heritage excellent traditional culture through the inheritance, innovation and promotion of traditional skills. Professional course teachers should make full preparations for teaching, and infiltrate the hidden educational elements existing in the course into the teaching of professional knowledge, so as to realize the educational effect of moistening things silently, complement each other with the traditional ideological and political theory course, and continuously improve students' ideological knowledge.

From Ideological and Political Curriculum to Ideological and Political Curriculum is a roundabout

of educational values. The concept and method of ideological and political curriculum promote the reform and innovation of Ideological and Political Curriculum. We should combine the actual situation of students with the national goal and direction, and the teaching content in line with the national conditions and the requirements of the times. In addition, we should conduct theoretical demonstration and value guidance in a comprehensive problem-oriented, diverse content and vivid case teaching mode, so as to break the dilemma of “individual combat” of ideological and political teachers and ideological and political courses at colleges. We need to make every course of clothing major educate people and every professional teacher bear the responsibility of educating people, integrate the ideological and political work into the clothing major education in many fields, and provide a model for the whole process and all-round education. Specifically, the integration of ideological and political curriculum can be carried out from the following aspects:

3.1 Improve teachers' professional quality

Teachers are the main force to carry out classroom teaching. The level of teachers' teaching level determines the quality of classroom teaching. Teachers are responsible for teaching and educating people, and educating people is a more important job responsibility. This requires professional teachers to conduct teaching research, study the new situation and new content, form new teaching objectives, deeply tap the elements of professional ideological and political education, form new teaching contents and adopt new teaching methods. Adhere to the unity of oral and personal education. Teachers should not only master rich and profound professional theories and skills, but also have profound patriotic enthusiasm and lofty life ideals. Inside and outside the classroom, they should not only educate students with language, but also become an example of students with practical actions in their study, life and work. In recent years, teachers majoring in clothing and apparel have continuously improved their professional skills. They have gone to Beijing Institute of clothing, Shanghai Donghua University, Zhonghe Fashion College, Yichu fashion consulting service company and other companies and schools in the industry to learn clothing display management, traditional handicrafts of cheongsam, analysis of fashion trends and commodity planning, clothing color matching and three-dimensional cutting, clothing CAD design and other courses. These let teachers go to a new level in their professional level.

3.2 Institutional guarantee of Ideological and political education at schools

The school should pay full attention to providing Ideological and Political Curriculum with high-quality resources, deeply integrate educational resources, and form an organizational structure of “big ideological and political” educational model. The secondary college has carried out in-depth implementation to escort the promotion of Ideological and Political Curriculum. Also, they need to organize experts to deeply interpret the connotation, objectives and principles of Ideological and Political Curriculum. Schools need to create a good atmosphere for all staff education, establish the concept of all curriculum education, and build an all-round education pattern. Professional teachers attach importance to it, make preparations for the opening of Ideological and Political Curriculum, strengthen the cultivation and excavation of excellent teachers and excellent courses, and give full play to its role of driving and radiation. In the process of teacher assessment, the college not only examines the professional and technical level of teachers, but also the effect of their ideological and political education, strengthens the proportion of teachers' morality and style in the assessment, provides institutional guarantee for professional teachers to carry out ideological and political education, and increases teachers' enthusiasm.

3.3 Train students according to the employment needs of enterprises and clothing competitions

In the past teaching, our teachers and students have rich competition experience and won many honors and certificates. The following examples are mainly from the fashion design competition and the fashion legislative competition:

(1) More than 20 garment colleges and universities across the country participated in the 13th legislative competition of 2009 VGRASS Donghua Cup. The students guided by our teachers won the top 12 finalists, entered the finals and finally won the Excellence Award. The instructor won the honorary title of “excellent instructor”. This is a great competition for the strength of national garment colleges and universities. Winning a prize in such a national event is the best proof of the ability and strength of teachers and students.

(2) Organize students to participate in the 12th college students' clothing (school uniform) design

competition of the “Yintong Cotton Grain” cup of the 11th Shandong college students’ science and technology festival. Our contestants won many honors, such as the second prize of middle school group, the second prize of university group and the third prize of primary school group. Our instructor also won the title of excellent instructor. The combination of competition and teaching has not only brought us more achievements and honors, but also closely combined our students with the needs of the enterprise.

4. Conclusion

In the course of clothing and fashion design major, we need to integrate ideology and politics into practice, change educational ideas, and cultivate all-round talents and craftsman spirit; and we also need to improve the content and methods of education, improve students’ professional ethics and humanistic quality, and cultivate the spirit of exploration and innovation. The multi-mode evaluation system makes the ideological and political curriculum more perfect, allows students to accept positive energy in the process of learning, and creates a new education pattern of ideological and political curriculum.

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