

# Research on the Integration of Jingdezhen Ceramic “Intangible Cultural Heritage” into Curriculum Politics of Art Design Major in Colleges and Universities

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**Abstract:** With the deepening reform of higher education and teaching in China, the ideological and political construction of various disciplines and professional courses is urgent. As a ceramic intangible cultural heritage reflecting excellent traditional culture and national spirit, it is consistent with the spirit required for the ideological and political construction of art design majors in colleges and universities. The combination of the two plays a positive role in non-genetic inheritance and curriculum education. With the inheritance and promotion of intangible cultural heritage as the main line, the intangible cultural heritage promotes the realization of moral education in colleges and universities to cultivate people. The ideological and political construction of university curriculum and its integration with intangible cultural heritage are analyzed, then the measures of integrating Jingdezhen Ceramics "Intangible Cultural Heritage" with art and design courses in colleges and universities were discussed from four aspects: the improvement of teachers' own knowledge, the excavation of ideological and political elements of "Intangible Cultural Heritage", the careful design of teaching content, and the combination of online and offline teaching.

**Keywords:** curriculum politics, Ceramic "Intangible Cultural Heritage", art design courses, measures

## 1. Introduction

In June 2020, China's Ministry of Education issued the "Higher Education Curriculum Ideological and Political Construction Guidance Outline" pointed out that the ideological and political construction of curriculum should focus on the core point of comprehensively improving the ability of personnel training, comprehensively promote all colleges and universities and all disciplines and specialties throughout the country, and promote a broad consensus on the concept of curriculum ideological and political education [1]. This puts forward higher requirements for all professional courses, that is, all professional courses should be included in the curriculum reform and construction. At present, "the main obstacle restricting the smooth development of curriculum ideological and political education is that some professional teachers lack the educational concept of curriculum ideological and political education, and the consciousness of running these concepts through the whole process of education and teaching" [2]. Some teachers are not satisfied with how to integrate curriculum ideological and political elements into the curriculum. Therefore, it has a win-win effect on the inheritance of intangible cultural heritage and the construction of curriculum ideological and political education by means of intangible cultural heritage culture.

## 2. The current situation of the research on curriculum politics and its integration with intangible cultural heritage

Since 2016, our university education pilot reforms were launched large-scale professional course, through a variety of lectures, to declare in the form of programs and courses of ideological construction, many scholars have carried out related research, mainly combining with the school's teaching education personnel training mode from the school, the teaching mode of academic disciplines, as well as general courses and professional courses teaching contents, methods and means, hybrid, etc., on the study of teaching reform and practice. For example, the book "Ideological and political education in Curriculum: how we design it" (Yinglong Wang etc, 2020) shows the achievements and cases of curriculum

construction in Qilu University of technology. All courses are based on disciplines and majors, and show the unique teaching design of "Ideological and political education in Curriculum" in a scientific way with rich moral education content, which internalizes the concept of education into curriculum content, teaching methods and assessment. In addition, the paper "excavating the educational elements of Ideological and political education in Colleges and universities from the Xi Jinping series" (Qian Zeng, 2021), "the path of the transformation of Ideological and Political Courses" to "curriculum thinking and politics" in Colleges and universities from the perspective of "three full education" (Bo Jiang and Lijun Li, 2019), and the ideological and political education of colleges and Universities under the "three full" education pattern (Yuexin Li, 2019), etc., mainly from the concept itself and the right way. Based on the analysis of the ideological and political elements of the curriculum, this paper studies the mining and integration methods of the "Ideological and political elements of the curriculum".

There have been more than ten years of research on the combination of intangible cultural heritage and higher education and teaching, including the exploration of integrating textile intangible cultural heritage into the teaching of Light Chemical Engineering (Yan Ren etc, 2021), the application of intangible cultural heritage in the design education of cultural and creative products in colleges and universities (Lan Chen, 2021), and the promotion of national intangible cultural heritage plum blossom boxing in local colleges and universities in the new era: a case study of universities in Xingtai City, Hebei Province as an example (Li Ajian and Wanxin Shao, 2021), but there is little research on the integration of local ceramic intangible cultural heritage and ideological and political education of art and design courses, which leaves room for expansion for this study.

### **3. The measures of integrating Jingdezhen ceramic "intangible cultural heritage" into ideological and political teaching of art and design courses in colleges and universities**

#### ***3.1 To improve teachers' Ideological and political cultivation, enrich ceramic intangible cultural heritage knowledge***

Teachers are the main body of curriculum ideological and political construction and the chief designer of the whole link planning of curriculum ideological and political teaching. On September 9, 2014, General Secretary Xi Jinping pointed out in a discussion with the teachers and students of Beijing Normal University that Han Yu in the Tang Dynasty said, "A teacher is one who teaches, impart knowledge, and solve doubts." "Preaching" comes first. A teacher who only knows "impart knowledge" and "solve doubts" instead of "preaching" cannot be said to be fully competent. At best, he can only be a "teacher of the classics" and "teacher of sentence reading" rather than a "teacher of people". [3] For art and design teachers, they should not only set an example, maintain good ethics and be full of positive energy, but also strengthen their own understanding and grasp of the ideological and political knowledge of the course, so as to "spread the Gospel" flexibly. Most of the art design teachers in colleges and universities lack formal education and learning background on ceramics, and have relatively weak knowledge of ceramic "intangible cultural heritage". Therefore, teachers should form a curriculum ideological and political team, regularly discuss and learn the ideological and political elements of ceramic culture, and strengthen their own moral education knowledge reserve. Through data search, online learning, go out, to a local genetic bearing for advice and learning, practice and so on a variety of ways to understand and learn the essence of ceramic intangible, find relevant cases, only in this way, can in the class will be embodied in the ceramic intangible course ideological elements with professional knowledge will converge, to merge.

#### ***3.2 To excavate the ideological and political elements in ceramic intangible cultural heritage, enrich the art design materials***

Jingdezhen Ceramic intangible cultural heritage is an important part of China's excellent traditional culture. Since the Tang Dynasty, Jingdezhen, the capital of porcelain, began to produce white porcelain. After more than 1000 years of continuous porcelain firing, it has gradually formed a rich "intangible cultural heritage" of ceramics, including not only various hand-made porcelain techniques, folk stories, porcelain tools, ceramic packaging techniques, porcelain music art, porcelain industry places, but also porcelain industry. There are five types of porcelain culture, including traditional skills, folk art, folk customs, folk music and folk literature. [4] Ceramic intangible cultural heritage itself contains rich ideological and political elements of the curriculum. For example, the cultural self-confidence carried by excellent ceramic culture, the craftsman spirit and professional spirit of dedication, hard work and dedication embodied by non heritage porcelain people, as well as the aesthetic spirit of "integration of

utensils and Taoism" and "technology close to art" conveyed by ceramic creation culture are the natural resources of the curriculum ideological and political resources source material. Teachers should pay special attention to the construction of Ideological and political database before class. Through the collection of theoretical materials and practical case materials, they can refine and transform them into curriculum ideological and political material database and case database, which can be used by curriculum team teachers in the implementation of Ideological and political curriculum. Teachers should be good at mining, diligent in thinking, and present these materials in the form of theoretical points and case base, so as to connect the knowledge points in the course teaching.

### ***3.3 To elaborately design the teaching content, carry out the ideological and political teaching of the course***

"Good ideological and political work should be like salt, but not just eating salt. The best way is to dissolve salt into various foods and absorb it naturally." [5] Course ideological elements in the course of implementation, not increase the education courses in the specialized courses, more is not rigid practices implanted or arbitrary, mechanical embedded, "can't take the course education 'broken' and then 'add', with professional teaching must promote the education teaching methods' recessive penetration method of transformation from taught to "" [6]. Therefore, the careful design of course teaching content becomes particularly important.

For different professional courses, we should be good at using different ideological and political elements. In environment design professional of the curriculum as an example, the principle of architectural design and the theory of teaching link, the building, in the chapter on introduction to jingdezhen ceramic "intangible" can be the excellent traditional ceramic culture and traditional jingdezhen kilns workshop construction craft is blended in among them, in the form of text, images with in courseware, representing the relation between building and environment "nature and humanity"; In the chapter of Basic Knowledge of Architectural Design, the process and 72 procedures of Jingdezhen's porcelain making techniques can be applied to the course through videos, site visits and pictures, so that students can deeply understand the difficulty of achieving a porcelain and feel the craftsman spirit passed down from generation to generation by porcelain makers. In the practical teaching link of design and expression of small villa design scheme, ideological and political elements should be taken as the starting point, and students are required to make full use of regional ceramic cultural symbols to carry out architectural modeling design and interior design in the scheme, reflecting the cultural connotation of architectural design. The same method can be applied to the graduate program the retrofit design of the old buildings, the building decoration art, in the course of the study and design of the exhibition space ", whether in the theory and practice link, link ceramic decorative pattern of "intangible", plastic arts, such as ceramic art symbol, is jingdezhen domestic building, building adornment and interior space is the important media, on the one hand, highlights the design characteristics of The Times and regional features and cultural features, on the other hand, brings honor to the jingdezhen ceramic culture. However, it should be noted that these symbols are not piled up or superimposed, but need to be deeply refined and innovatively integrated. In the final homework assessment, the course assessment should not only take the final program practice as the assessment index, but should include the moral education content in the whole teaching link into the course assessment, comprehensively examine the students' score points, and give the final result.

### ***3.4 To use Internet technology, carry out online and offline teaching***

With the rapid development of Internet technology and information technology, modern information technology, supported by "Internet plus", is promoting the transformation and innovation of education in the field of education. The various information terminals, such as learning terminals, smart campus and online learning platform, have promoted the transformation of traditional curriculum into online classroom. In superstar learning, QQ classroom, online MOOCS, Tencent conference and other information-based teaching platforms, teachers can synchronize online and offline courses, or watch ceramic Intangible Cultural Heritage related courses in the classroom to stimulate students' patriotic enthusiasm; in wechat group and QQ group, teachers can also push Jingdezhen Intangible Cultural Heritage related videos, tweets and other content from time to time to let students benefit With fragmented learning time, students can discuss with their classmates and teachers, express their opinions and submit assignments. Teachers can also timely one-to-one feedback and comment on homework, so that homework comments personalized. In a word, the online and offline hybrid teaching mode can effectively integrate into all aspects of the ideological and political design and implementation of the

curriculum, realize the deep integration of the two, and jointly serve the new form of Ideological and political education whose fundamental task is to establish morality and cultivate people.

#### 4. Conclusion

College classroom is not only a stage for knowledge imparting, but also an important position for life outlook and values guidance. Under the call of China to vigorously advocate the protection of intangible cultural heritage and the development of intangible cultural heritage education, we take the promotion of traditional Chinese ceramic culture as the main line, carry forward the spirit of innovation, take moral education as the fundamental, implement the "curriculum ideological and political education", and realize the integration of knowledge and practice in local cultural inheritance and innovative development. Fully excavating native Jingdezhen ceramic intangible resources, the use of a variety of teaching means and methods, with the local university art and design courses education integration development, around the basic task of khalid ents, is leading with socialist core values, to enhance the country's new generation of college students' sense of national pride and sense of responsibility, set up cultural self-confidence is of constructive significance.

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