

Exploration on the Teaching Model of Colored Lamp Cultural Creation and Design in the Field of View of IUR (Industry - University - Research)

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Abstract

For facilitating such industries as cultural and creative industries and colored lamp design industries to develop, it is necessary to train a large number of colored lamp design talents with an efficient teaching mode. On the basis of Zigong colored lamp and talents training in local colleges and universities, this paper probes into the teaching mode of creative design of Zigong colored lamp under the mode of IUR (Industry - University - Research). The design courses of colleges and universities should, according to their own characteristics and the needs of the development of the local colored lamp industry, cultivate the practical and strong composite colored lamp design talents. This paper indicates the mistakes and defects in the current mode of creative design of colored lamps in colleges and universities, and points out that the development of the integrated teaching mode of IUR (Industry - University - Research) requires all parties to seek common ground while reserving differences in values, reach consensus and achieve win-win results, so as to be better conducive to the long-term and stable development of colored lamps' literary creation education.

Keywords

IUR (Industry - University - Research); Colored lamp cultural creation; Teaching.

1. Introduction

After nearly 30 years of exploration and practice, the cooperative research project of IUR (Industry - University - Research), which was put forward in 1992, has gained universal recognition in colleges and universities and gradually formed various modes of operation. IUR (Industry - University - Research) mainly refers to the cooperative model integrating the production industry, personnel training as well as academic and scientific research. As an important key word of Zigong city business card, the colored lamp has long been the focus of research and promotion by local governments and universities. Besides the annual international lantern show held on New Year's Eve every year, popular cultural and creative products in the information age have gradually infiltrated into the field of colored lamp design. The cultural creation and design of the colored lamp is the epitome of the culture of the colored lamp, colored lamp culture resources represented by the cultural creation and design of the colored lamp can embody and disseminate its cultural connotation well. As a knowledge-intensive industry, the design of colored lamp cultural creation products needs a great deal of innovative and practical talent pooling in order to enhance its artistic and cultural connotation and market value.

In 2018, the first National College of Colored Lamp was built together by Zigong city government, Sichuan University of Science & Engineering and Zigong Colored Lamp Culture Industry Group, and its teaching exploration and practice of the course of colored lamp cultural

creation product design is an important bridge to promote the mode of IUR (Industry - University - Research). Under the background that the State promotes cultural creativity and design to serve for the integration and development of related industries, and colleges and universities serve as an important place for cultivating creative design talents, it is an important goal for them to guide students to form innovative ideas and innovative practice ability in the curriculum. And the training of cultural creation design talents of the colored lamp is not only the task of colleges and universities alone, but also the responsibility of the government, colleges and universities, enterprises and scientific research institutions. Co-training by IUR (Industry - University - Research) is the most effective way to shape a large number of cultural creation design talents of the colored lamp.

2. The Current Status and the Main Existing Problems

Colored lamp cultural creation product design is the core teaching content of colored lamp college, which serves the connecting link between the preceding and the following, for example, "graphic creativity" and "pattern design" and "colored lamp material and process application" studied previously are its leading course, "colored lamp animation design" and "colored lamp landscape design" are its follow-up courses. In the past 30 years, a variety of IUR (Industry - University - Research) cooperation modes developed by colleges and universities and enterprises have mainly focused on in-school training in the early stage, completing the study of some basic courses and specialized courses, combining the design knowledge with practical projects in cooperation with enterprises in the later stage, finally returning to school to choose the direction of design, and completing the two-way participation in education mode. However, in view of the current practical use course teaching of colored lamp cultural creation product design in colleges and universities, obviously IUR (Industry - University - Research) mode is not very well combined and implemented, students' study initiative and enthusiasm are low, and also students do not achieve mastery through a comprehensive study of the subject, the teaching effect is not ideal, and the specific main problems are as follows:

(I) The consciousness of IUR (Industry - University - Research) cooperation is not enough, and it has not formed a benign operation mechanism

Most of the cultural creation and design-oriented teaching is still based on the traditional classroom teaching, with less integration with practical projects, and in the process of learning the old self-propositional design homework for the examination is still adopted, resulting in that the final course is still independent of the actual operational level, and all the design which is away from the industrial market application is meaningless empty talk. Part of the teaching course in the process of the later work practice will conduct the IUR (Industry - University - Research) cooperation through the actual project proposition design, but the time difference caused by the communication between the colleges and universities and the enterprises is often in conflict with the course class teaching, resulting in the final design time is too hasty or design theme is deviated, and therefore, it can not better reflect the important role of the cooperative scientific research teaching between colleges and universities and enterprises.

(II) Although the investment has been increasing, the funds have restricted the development of the colored lamp cultural creation product design talents.

As a practical art design teaching, the physical display of course works is not only important for the test of teaching effect, but it is also the test method for students to complete a core course, and also an excellent way to enhance students' self-confidence in study. At present, in the course of cultural creation product design, the mode of "creative market" attempted in the course of teaching has a strong encouraging effect on students' learning initiative, but in the process, it can be seen that some students' funds spent on the course of final production of cultural creation product design restricts the choice of design topics and the implementation of

creativity, and therefore, some of the best creative designs have to be abandoned. This is a regret that teachers do not want to see and also cannot avoid in the course of teaching.

(III) The number of teaching and scientific research achievements in colleges and universities is large, but the proportion of conversion to real productivity is small

As the nation's first colored lamp college, its research industry research covers the research and development of the colored lamp industry chain, the colored lamp product package research and development, as well as the colored lamp material research; the industry operation also covers the new industry operation, the cultural creation product marketing, as well as the research and development achievement transformation and so on. Moreover, it is also an important issue for the industry standardization of the product design in the exploration stage. It is not only a product that can be mocked, but also a work of art with cultural background and connotation. As teachers and students in art colleges, they have the ability to give consideration to their artistic and aesthetic qualities in the process of colored lamp cultural creation product design, but the strict standards for their implementation also require the guidance and teaching of special talents from the government and enterprises, so as to improve the effect of combining theory with practice in the process of teaching, and avoid a large number of excellent colored lamp cultural creation product design research projects only stay in the "outwardly strong and inwardly weak" stage.

3. The Construction of New Teaching Mode

In consideration of the existing demand for the development of the colored lamp industry and the deficiency of the promotion of local tourism cultural resources, the colleges and universities take in enterprises, scientific research institutes and so on in the way of open school running. Under the guidance of the government, they give full play to their respective advantages and finally achieve the win-win situation of scientific and technological innovation, transformation of achievements as well as training the colored lamp cultural creation talents. The main bodies do not simply get together. Universities, enterprises, scientific research institutes and governments all play different roles and give play to different effects. Among them, the reform and innovation of the teaching mode in colleges and universities is of the most direct significance to the training of colored lamp cultural creation design talents. In view of the difficulties in the implementation of standardized production in the middle and later stages of the colored lamp cultural creation product design, the colleges and universities actively work with local governments and enterprises to establish a sound operation mechanism from innovation to industrialization with the help of its professional practice and market application capability, thus paving the way for the industrialization of creative achievements, so as to enable teachers and students of colleges and universities to take the leading role in the industry and carry out source innovation and application innovation, to realize the industrialization of Zigong colored lamp for the service of local economy, and to realize the win-win situation of improving the teaching quality of the college and enhancing the vitality of the Colored Lamp Literary Creation by local enterprises. (As shown in Figure 1)

(I) To establish and improve the cooperation mechanism of IUR (Industry - University - Research) in colleges and universities through the cooperation with enterprises

The traditional single teaching mode can't adapt to the development of modern society. It's not beneficial to arouse students' enthusiasm and initiative by cramming and irrigation teaching. In view of the difficulties in the implementation of standardized production in the middle and later stages of the colored lamp cultural creation product design, the colleges and universities actively work with local governments and enterprises to establish a sound operation mechanism from innovation to industrialization with the help of its professional practice and market application capability, thus paving the way for the industrialization of creative

achievements, so as to enable teachers and students of colleges and universities to take the leading role in the industry and carry out source innovation and application innovation, to realize the industrialization of Zigong colored lamp for the service of local economy, and to realize the win-win situation of improving the teaching quality of the college and enhancing the vitality of the Colored Lamp Literary Creation by local enterprises. Under the background of this IUR (Industry - University - Research) cooperation mechanism, students will also get rid of the rigid way of understanding and thinking by relying solely on theory teaching, and then students are forced to study knowledge according to the industrial development and market demand of practice, so as to help them form an independent way of thinking and form study interest. By adjusting the time inside and outside the classroom through the real case, the initiative of study will be transferred from teachers to students, and student will be centered, so as to make study more flexible and active and enhance the participation of learning.

(II) Fully mobilize and unite the strength of students and teachers so as to realize the most intensive quality of teaching and scientific research

Students shall be encouraged and organized to participate in the scientific research work of the colored lamp cultural creation product, the affirmation and the appropriate rewards shall be given even if the results are immature, but for the immature but feasible research project, the wisdom and the strength of the vast number of teachers and students shall be gathered together to give the breakthrough. Extract valuable teaching and learning lessons from the research and practice of teachers and students in the form of soliciting articles or essays or others. In the innovation and cooperation of students in the teaching activities, we shall set up the mechanism of division and cooperation, give full play to the potential of each student, and shoot the arrow at the target according to the problems encountered by different students in the product design process, help students seek the best solution to solve the problems and form an independent awareness of product design integration on a one-to-one basis. Based on the practical experience of IUR (Industry - University - Research), and taking practicality as the starting point, we shall reform teaching, enrich and perfect teaching materials, improve teaching quality and practicability, as well as maximize the quality of teaching and research.

(III) Reform the contents of examination and assessment, and improve feasible incentive and support measures

The present course study and examination of cultural creation design relies on the traditional free choice design way, its great flexibility also causes some students to put aside the market and the industry present situation in the design of the cultural creation product, only pursue the fancy or the creative form of the styling, and completely abandon the practice of the late product and the industrialization, thus the final design results are very superficial without any practical significance. And there are some students in the design process chose a better design topic, but after this, in view of the lack of late-stage funding, they eliminated part of the creative expression form, and then chose a weaker material or production process to show cultural creation products. Aiming at the current situation, the government can lead and coordinate, and enterprises and colleges and universities can participate together and give certain technical support and teaching support, and give some incentives in the later stage of practice. Strengthen the relationship between colleges and universities and enterprise, and also allow the enterprises to understand the scientific research strength of the colleges and universities through the network and other forms, and promote the cooperation and exchange. Cultivate the creative atmosphere in the teaching of colored lamp cultural creation product design, make the students form the innovation habit and raise the innovation interest, carry out the innovation guidance and the innovative education, arrange the students the creative work by combining with the practice, and provide the topic which can better manifest the innovation ability in the examination and the assessment. We should break the way of grade evaluation

that only depends on grades but not on quality, and train talents with good team comprehensive quality to meet the needs of modern social development and enterprise talents.

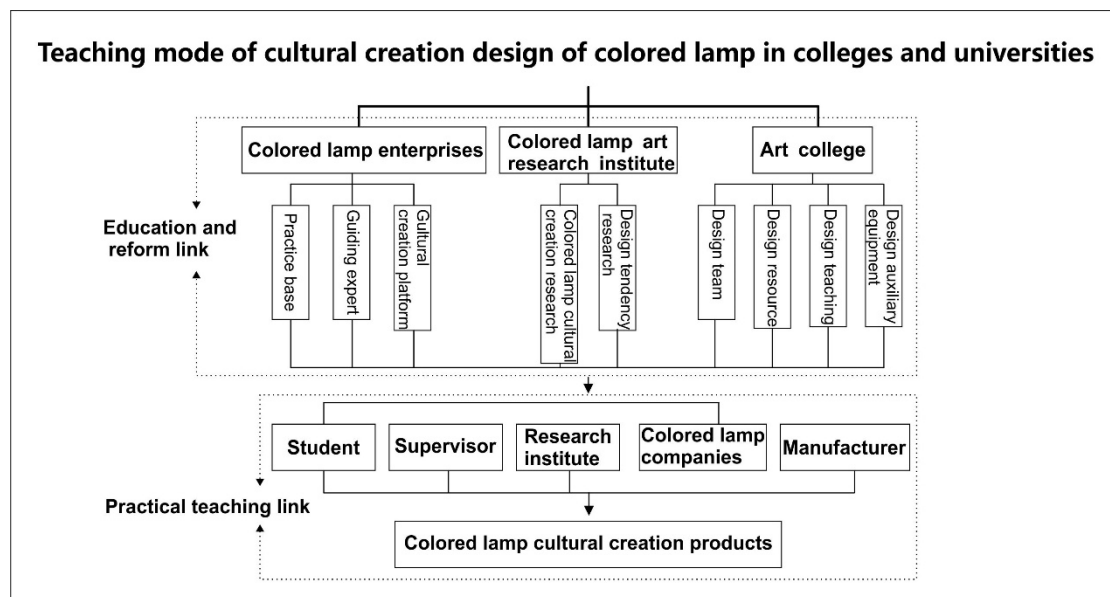


Figure 1: The Teaching Model of IUR (Industry - University - Research)

4. Perfecting the Teaching Model of Colored Lamp Cultural Creation Design based on IUR (Industry - University - Research)

Currently, the teaching mode of IUR (Industry - University - Research) in domestic colleges and universities is focused on industry, enterprises and research institutes, and the mode of IUR (Industry - University - Research) is clear and mature, while the educational mode of colleges and universities pays more attention to the theoretical research and lacks the test of practice. In virtue of enterprises or manufacturers monetizing design theory research, the design and development of colored lamp cultural creation can make the promotion of local tourism culture resources based on the colored lamp cultural creation be developed and promoted. According to the deficiencies of current design and development of colored lamp and the development of tourism cultural resources, the teaching mode of IUR (Industry - University - Research) based on the design of colored lamp in Zigong is mainly improved from two aspects:

(I) Teaching level

The traditional teaching mode mainly takes teaching by teachers and listening by students as the basic mode. In the development of recent years, the form of lectures is constantly updated with the progress of new media technology, which makes the teaching methods, teaching contents and teaching effects of the past have been greatly improved. However, in terms of the conversion rate of teaching achievements and students' practical innovation ability, there is still a great room for improvement of teaching methods and means. Relying on the development of Zigong local colored lamp culture industry, the teaching mode based on IUR (Industry - University - Research) reduces the proportion of teaching links to the greatest extent in the basic teaching links, and by introducing the interactive and communicative teaching methods, students' initiative is stimulated and improved. Second, a large number of actual cases is introduced into the teaching contents, and by taking it as a cut-in point, the theoretical knowledge is analyzed and expounded. Third, the actual project-based curriculum content teaching is introduced in teaching means, the passive learning is changed to active participation, and students are asked to form a team to carry out pre-research and data integration, creative

ideas, design and implementation, sample production and finished product improvement, as well as other links of colored lamp cultural creation, and as a results, students can learn to understand the steps and problems of the cultural creation design in the whole process, and find a way to solve them independently. (As shown in Figure 2)

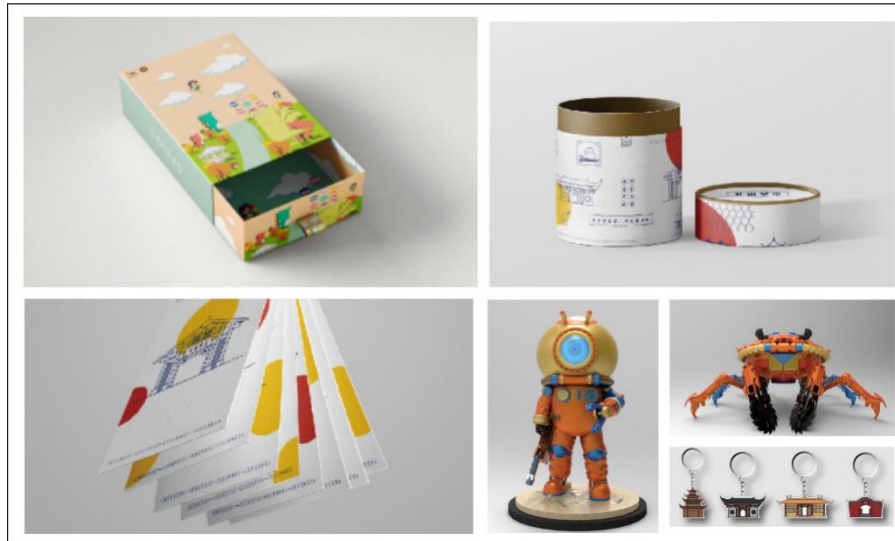


Figure 2: Student's Works in Cultural Creation Design Course

(II) Practice level

Relying on the IUR (Industry - University - Research) of the colored lamp design teaching in practice, in order to solve the current weak situation, we can try to help students form a team in the course, establish the target responsibility mechanism, and encourage students to take an active part in the whole design and production process of colored lamp cultural creation based on the objective assessment. And in the course of teaching, break the limitation of the regular teaching space, on the basis of the completion of the basic teaching and learning hours, go out of the campus to the local colored lamp production site and creative products production enterprises on the ground to learn about the manufacturing process, and the products produced on the basis of the final design draft and the sales profits are taken as the reference indexes for the assessment. In the process of teaching, we can also invite the experts and leaders of the colored lamp industry to specifically guide and solve the confusions and difficulties encountered by students in the process of design and implementation according to the different orientation and goals of the colored lamp cultural creation design, for example, introducing the practice front-line personnel such as the colored lamp designer, the craftsman, as well as the market salesman into the classroom.

The establishment and perfection of the teaching mode of IUR (Industry - University - Research) requires long-term continuous exploration and practice. In the process of practice, only based on the attributes of IUR (Industry - University - Research) and the coordination and cooperation mode between teaching link and practice link can we ensure the colored lamp design teaching model based on IUR (Industry - University - Research) to train the compound high-level talents who are suitable for the current colored lamp market and conducive to promote the local color light cultural tourism resources.

5. Conclusion

The cultural resources of the colored lamp are the internal driving force for the sustainable development of Zigong's local cultural tourism resources. The construction of the teaching

mode of colored lamp cultural creation teaching on the basis of IUR (Industry - University - Research) provides a way to explore the teaching reform of other disciplines at present. It also has some referential significance for other industries, and the open reaching mode of IUR (Industry - University - Research) integration coordination based on the enterprises and colleges and universities is the inevitable direction of the discipline development of colleges and universities in the future, and next, more research and improvement of the teaching mode of IUR (Industry - University - Research) are needed in the whole industry chain and multi-discipline field.

Acknowledgements

Fund project: "Exploring and Practicing the Teaching Model of Colored Lamp under the Perspective of IUR (Industry - University - Research)" (Item No.: JG-19-72), the 2019 College-level Teaching Reform Research Project of Sichuan University of Science & Engineering.

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