

Research on the Training Mode of Creative and Entrepreneurial Ability of Fashion Professionals in the Teaching of Fashion "Studio"

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Abstract

Promoting the reform of innovation and entrepreneurship education in modern colleges in an all-round way is an important tool for the country to implement the innovation-driven development strategy and promote economic development, it is also the urgent need of the development of modern society; It is an important program to promote the comprehensive reform of higher education and promote the employment of college graduates. Focusing on cultivating students' innovation and entrepreneurship ability cannot be separated from the support of practical teaching. Only by applying the knowledge in classroom learning to various social production practices can the students' innovation and entrepreneurship ability be truly improved. In view of this, it is necessary for the garment major in higher vocational colleges to deeply fit the teaching strategy of the garment "studio" project and consciously apply it to cultivate the innovation and entrepreneurship ability of garment professionals, which will provide indispensable support for their learning and growth.

Keywords

clothing major; "studio" project; innovation and entrepreneurship; training strategy.

1. Introduction

"Studio" project refers to the organization built by several members with common interests. It has a simple structure and a small number of members, but the operation form is very flexible and simple, with significant work results, the work is more professional and systematic. Building a "studio" platform to provide students with a realistic simulation environment and practical opportunities through project teaching, which is an effective means to cultivate students' professional ability, professionalism and innovative thinking. Relevant education departments should fully meet the needs of vocational education, increase the application of "studio" project teaching, lay a foundation for the growth of innovation and entrepreneurship ability of garment professionals.

2. Advantages of "Studio" Project Teaching in Innovation and Entrepreneurship Education of Clothing Professionals

2.1. In Line with the Education Goal of Innovation and Entrepreneurship in the Clothing Major

The clothing major teaching will cultivate talents that meet the development needs of the clothing market as the core teaching goal. Throughout the teaching process, the professional skills that students need to acquire include clothing design, clothing cutting, and clothing production, in addition, it is necessary to learn the concepts, brand awareness and creativity related to the operation of the apparel industry. Only by comprehensively cultivating students'

above abilities can we ensure that students majoring in clothing can meet the construction needs of modern clothing market, make it have good innovation and entrepreneurship capabilities. The advantage of applying the "studio" project teaching is that this teaching mode can achieve a high degree of integration of teaching content, ensuring that students can learn the corresponding knowledge content in the process of practice. In other words, teaching itself is the process of student learning, but also the process of student work. Students can develop a reasonable understanding of the clothing industry in advance, which will help students grow their vocational skills, and over time, it will be easier to achieve the development goals of clothing majors.

2.2. Make up for the Shortcomings of Innovation and Entrepreneurship Education

In essence, the clothing majors of vocational colleges have been opened for a relatively long time. Although the teaching results are rich, there are still corresponding teaching problems. Among the more significant problems include two points: First, it is difficult to improve the effectiveness of teaching. Costume design and production often require students to practice for a long time. At the same time, they also need to fully demonstrate their own subjective initiative, and the differences in the students' own qualifications are relatively larger, the traditional teaching model is difficult to meet the in-depth development needs of students; Secondly, the problem of student employment has become more and more prominent. The rapid development of the apparel market has made many students face the dilemma of not being able to find a job after graduation. Employment satisfaction has been decreasing year after year. Due to their poor practical application ability, students are difficult to effectively integrate in the market system. The emergence of "studio" project teaching method can provide students with a more open and active growth platform, it can achieve the important goal of differentiated teaching, and provide students with sufficient employment opportunities. At the same time, teaching activities that use it as a basic support can help students make more precise career positioning, contribute to the future growth and development of students.

3. The Application of "Studio" Project Teaching in the Training of Creative and Entrepreneurship Education for Fashion Professionals

In the innovation and entrepreneurship education of clothing majors in vocational colleges with "studio" project teaching as the core, how to follow scientific and reasonable educational principles and integrate them into teaching activities to achieve good teaching results is the focus of teachers' needs thinking. The "studio" teaching model uses the market to have different needs for clothing. Under the in-depth guidance of teachers, students consciously handle various production activities in the market.

3.1. Garment Design "Studio" Project

In the "studio" project teaching, the most important link is the production of ready-made clothes. The production of ready-to-wear garments can be said to be the most important step in the entire profession. The main task is to have a clear grasp of garment patterns, fabrics and specifications. Then fully fit the modern elements to produce the corresponding clothing structural version. The production of the structural version is often the focus of attention, the main test is the practical application ability of students in the process of operating materials, in order to achieve product design quality standards, and effectively meet the diversified needs of the market. What needs to be focused on is that with the in-depth development of the modern clothing industry, a deep understanding of the clothing industry is the prerequisite guarantee for the development of "studio" project teaching, in-depth analysis and research on theoretical elements in teaching activities are required. The theoretical knowledge learned in practice is

analyzed and processed in depth to ensure that the effectiveness of the practice can be effectively improved, which lays a solid support for the enhancement of students' innovation and entrepreneurship capabilities.

3.2. "Workshop" Project of Pattern Making

In the "studio" teaching mode, it is of great significance to the design of clothing samples on duty. Students are required to realize the effective integration of garment contour design and garment plate making process, complete the basic production process through ready-to-wear design, the following will make a simple analysis of the splicing of process elements in the innovation and entrepreneurship of clothing design, in the process of element splicing and model making, students need to integrate modern fashion concepts into the production activities. The clothing industry has a high demand for pattern makers, so students need to study the actual quantification of clothing carefully, so as to improve their actual analysis ability, apply their own understanding and knowledge of clothing in the process of clothing design, and realize art integration with life, this will provide a more solid support for the growth of students' innovation and entrepreneurship capabilities.

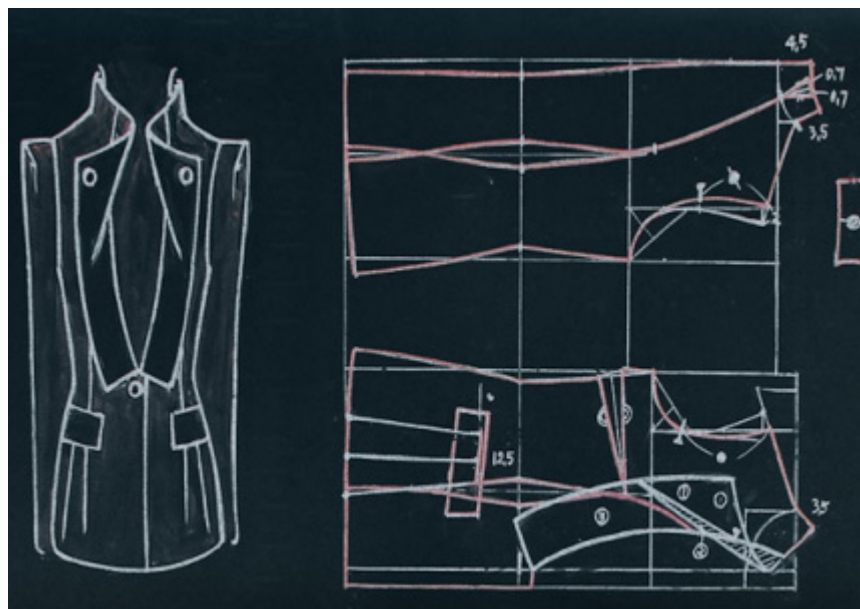


Figure 1. A certain clothing plate design

3.3. Clothing Brand "Studio" Project

At this stage, my country's international status has been improved, which has enabled my country's clothing industry to develop rapidly. However, from an overall perspective, my country's clothing industry is still facing the problems of good production and weak brand effect. Especially compared with European and American countries, the gap between clothing brands is still very obvious. Faced with this situation, clothing teachers should consciously carry out innovation and entrepreneurship education activities related to clothing brands, so as to meet the diversified growth needs of students. Specifically, teachers should integrate clothing brand design projects in the "studio" teaching mode, which is the last link of the teaching activities. This stage mainly includes important factors such as the design of clothing, the choice of clothing technology, and the sales of clothing. It starts from the first step of the product and completes the entire series of production of the final product. In the process of targeted learning, students can not only form an understanding of marketing, but also gain psychological growth.

This teaching link requires teachers to learn about the overall process of clothing production in the enterprise during the teaching process. Students learn through the simulation process and apply the theory to the practical process more effectively. In the process of simulating innovation and entrepreneurship education, it is necessary to plan and deal with the basic style, size and color of clothing. The prerequisite of student planning is to complete market research, position and classify different clothing, and then complete the entire process of clothing planning. Only with excellent planning can a good brand effect be harvested. From the perspective of the development of modern clothing, the premise support for the correct positioning of clothing is the core value of the brand, and the trend of consumer psychology will be directly linked to the brand. Therefore, in the process of carrying out clothing professional innovation and entrepreneurship education, teachers should consciously cultivate students' innovative ability.

4. Conclusion

In short, after a long period of development and reform, our country has provided a good external environment support for modern education reform, and at the same time has laid an insightful supporting role for the clothing professional design education of vocational colleges. In this case, the reasonable application of "studio" teaching is no longer difficult, with sufficient practice space, it is a very good place for students to learn, and it is definitely a very big attempt for the development of various vocational colleges, and if it is from the perspective of actual results, quite good results will be achieved. As my country's garment industry is still in the initial stage of development at this stage, there is still a large number of technologies that need to be explored in practice. The production development of the garment industry depends to a large extent on the number of professionals. Therefore, it is extremely important to carry out innovation and entrepreneurship education. The relevant clothing professional teachers need to work together from the "studio" and the perspective of innovation, boost the growth of students' abilities and lay a more solid supporting role for the development of comprehensive talents.

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