

Research on Teaching Mode and Teaching Effect Evaluation of Tutorial Studio for Clothing and Fashion Design Specialty

Jun Meng

Sichuan University of Arts and Sciences, Dazhou, Sichuan, China, 635000, China

Abstract

It has been six years since the college of Fine Arts of Sichuan University of Arts and Sciences established the major of clothing and fashion design in 2014. In the past six years, the major of clothing and costume design has gone through the adjustment from scratch to application-oriented university as a whole. Under the opportunity of the establishment of Boda art branch of the Academy of fine arts, a tutorial design studio for clothing and costume design has been established. This paper focuses on how to give full play to the role of tutorial studio in improving students' practical ability. According to many years of teaching experience, the author thinks that we can improve the role of tutorial studio in cultivating students' practical ability from three aspects: the ability of teachers in the studio, the students' independent choice of studio, and the studio undertaking social design projects.

Keywords

Clothing design; Tutorial studio; Reform in education.

1. Introduction

Since 2014, the school of fine arts of Sichuan University of Arts and Sciences has established the major of clothing and fashion design. In 2018, it has established a tutorial fashion and clothing design studio (affiliated to the art branch of Sichuan University of Arts and Sciences), which is equipped with complete hardware facilities. The purpose of the tutorial system studio is to respond to the transformation of the Applied University of Sichuan University of Arts and Sciences. The role of the tutorial system studio of the design art major in the Academy of fine arts of Sichuan University of Arts and sciences should not only be the basic classroom teaching requirements of "teaching display and experiment", but also lead the students into the actual design operation oriented by specific design projects. The studio undertakes the task of providing students with design practical platform and improving students' practical ability in the process of completing specific design projects. Tutor studio really play its role in training students' hands-on ability, not only need to configure hardware facilities, more importantly, should make the studio have an effective operating system and business operation mode. How to give full play to the practical ability of students? The author thinks that to realize the design practice oriented by the specific design project -- let the studio enter the commercial operation mode and realize the design profit, only by entering the commercial practice can the practical ability of the students be improved in the specific design process, and the professional theoretical knowledge learned in the classroom be deepened, and the professional quality of the students can be improved in the design practice from the following three aspects In the future.

2. Studio Instructors Must have Practical Experience in Design Projects

A dynamic design studio is first and foremost a commercial success - closely integrated with the market. Through undertaking design projects, the studio applies design theory knowledge

to specific design projects, and realizes the integration of theoretical knowledge in design practice. The major of clothing and costume design belongs to the category of applied art, that is, the specialty itself is practical. The talent market attaches great importance to the practical ability of a fashion designer. Only theoretical knowledge is far from competent for the designer's work. Therefore, to give full play to the role of the studio in training students' practical ability, the studio team leader must have design experience that has been tested by the market and be familiar with the design and development process, which is very important. Only when the studio tutors are in line with the market, can they really lead the students to participate in the design projects, and give them proper guidance and guidance in the specific design projects. From the drawing of design effect drawing, style drawing, color matching, to the description of process design; from the selection of fabrics and accessories, to the clothing pattern, process production, and even the later fashion photo shooting, advertising, packaging, clothing display and display, every link is the necessary knowledge for mature garment practitioners. Of course, it is very difficult for the same person to be proficient in every aspect. As the tutor of the studio, he can at least play an independent role and lead the students to be competent for one or two links of work. The tutor configuration of a design studio can be composed of 2-3 teachers to form a guiding teacher group, so as to give full play to the professional advantages of each tutor and form a relatively complete design team. The tutor connects with the students, and each teacher takes students with different emphasis. Thus, a relatively fixed studio tutor team and a mobile student team are formed. The design experience and the ability to undertake the design project are very important for the tutorial design studio. Only when the team leader has comprehensive and excellent professional quality, can the team lead the student team to complete the whole process from undertaking the design project to successfully completing the design project. Only with rich design experience can the leading teachers lead students to integrate theoretical knowledge in practical projects, so as to improve design ability and accumulate practical experience.

3. Realize the Two-way Choice between Students and Tutorial Studio

According to the specific situation of curriculum and teachers' ability, the specialty of clothing and fashion design can establish several tutorial studios, and each tutorial studio has different business scope. There are many tutorial studios that can be established in the major of clothing and clothing design, such as ready-made clothing design studio, professional clothing design studio, home wear underwear design studio, sportswear design studio, jewelry design studio, fashion photography studio, etc. These tutorial studios have their own business focus, can lead different design teams, and at the same time It is an important part of clothing and clothing design industry. After completing 2-3 years of professional courses and mastering some basic design knowledge, students can enter different tutorial workshops according to their own interests. Studio tutors can select students according to their business needs and form a design team led by tutors. The graduation practice of the Academy of fine arts of Sichuan University of Arts and Sciences is arranged in the seventh semester, that is, the first semester of the fourth year of the University, lasting for 12 weeks. The author thinks that graduation internship can be connected with tutor system studio to select new people. Students can complete the learning task of graduation practice by entering the tutorial design studio. After completing the course of the third year of University, students can apply to the tutor studio according to their own situation, and the tutor of the studio can select the appropriate students according to the needs of work to form the tutorial studio.

At the same time, the two-way choice of teachers and students will also form a professional cohesion for the junior students majoring in clothing and fashion design. Students can directly see the employment prospects and development status of a major after entering the University.

In the future, the tutor system will work harder for students to enter the learning process of their own. The studio also has an impact on the student community because of its work performance. This kind of good interactive relationship is not only to realize the organic combination of production, teaching, research and application in teaching, but also to implement the training goal of applied talents. It can be said that the two-way selection of students and tutorial studio has a positive impact on both students and studio. It is a very important link in the existence and development of tutorial studio. It is not only conducive to students to develop a good learning atmosphere, give full play to learning initiative, but also conducive to the studio to implement the cultivation of applied talents.

4. Tutorial Studio should Take the Initiative to Market Operation

Tutorial design studio is an important way to realize the teaching of clothing and clothing design from classroom to design practice, and is an effective way to improve students' practical ability. To give full play to the role of tutorial system studio in the cultivation of applied talents, a very important link is to promote the studio to the market, so that the studio can realize market-oriented operation. After all, only by commercializing the operation of the studio can we participate in more design projects and realize the synchronous development with the market. Only in the specific design project practice process can the practical ability and practical ability of students be greatly improved. Only when the design studio goes out of the classroom and goes to the market, can the theoretical knowledge of classroom teaching be integrated with the actual design project, and help students realize the economic value of their major. The goal of talent cultivation in the Academy of fine arts of Sichuan University of Arts and Sciences is to realize the cultivation of applied talents. One of the most important aspects in the cultivation of applied talents is to cultivate students' practical ability, practical ability and professional quality. Tutorial studio has become an important link between classroom theoretical knowledge and design practice. Practice is not only to draw an effect picture, but also to realize the commercial value of design works. In other words, as a designer, whether the design works have commercial value and whether they can become the commodity of market circulation. For a qualified fashion designer, drawing a fashion design effect picture or making a creative garment out of the market can not meet the requirements of "professional quality". A qualified designer should also have the ability to predict the trend of fashion, clothing size design, clothing fabric accessories, clothing technology design and other aspects. Even the cost budget and control, clothing display, holding order meeting, the ability to cooperate with colleagues in other departments of the company, and other professional qualities. The cultivation of these professional qualities requires practice in order to transform theoretical knowledge into practical ability. The tutorial studio has become an important training place for practical ability, and it plays a bridge role in transforming classroom theoretical knowledge into practical ability. In the specific design work, the tutor guides the students step by step to complete the work of each link until the whole design project is completed. To provide students with job opportunities to participate in design projects, so that students can enter the market under the guidance of tutors. Tutorial studios should establish business relationships that connect students to market needs. Because the design that can't be sold is not a good design, and the designer without design project is not a real designer.

5. Conclusion

Sichuan University of Arts and Sciences advocates the cultivation of application-oriented talents, and the clothing and clothing design major of the Academy of fine arts has made positive response. In combination with the actual situation of this major, a tutorial design studio has been rapidly established, equipped with venues and relatively perfect hardware facilities.

However, how to realize the sound operation of the studio is not only enough hardware facilities, but also needs to be equipped with experienced designers as the tutors of the design studio, so as to put the studio into the market and realize the commercial operation, so as to give full play to its role. The cultivation of applied talents is not a theory of empty talk. It must be guided by specific commercial design projects, and students should be introduced into design projects to realize the cultivation of their professional quality, practical ability and practical ability.

Acknowledgements

This paper is a study on the teaching reform project of Sichuan University of Arts and Sciences in 2020: the research on the teaching mode and teaching effect evaluation system of art creation, Subject No.: 2020jy017.

References

- [1] Jun MENG, "On the role of art design studio in improving students' practical ability." *Literary life*, 2015(09),48-51.
- [2] Xiaofang Ma."Research on Innovative Practical Teaching Mode of Clothing and Fashion Design Specialty".*Proceedings of the 2017 International Conference on Art Studies: Science, Experience, Education (ICASSEE 2017)(Advances in Social Science,Education and Humanities Research, Vol.171)*. Ed.. *Proceedings of the 2017 International Conference on Art Studies: Science, Experience, Education (ICASSEE 2017)(Advances in Social Science,Education and Humanities Research, Vol.171)*, 2017, 243-246.
- [3] "Analysis of the Teaching Effect of the Normal Human Morphology with Mixed Teaching Mode and Formative Evaluation in China." *International Journal of Morphology* 37.3(2019):. doi:.
- [4] Zhaojue Dai."Activation Design of Chinese Elements in Clothing Based on Fashion Way." *Frontiers in Art Research* 2.1(2020):. doi:.
- [5] Pei Li, et al."Consumer-centered collaborative design of fashion clothing brands: a communication and organizational structure study." *The Journal of The Textile Institute* 111.3(2020):. doi:.
- [6] Helen Goworek, et al."Managing sustainability in the fashion business: Challenges in product development for clothing longevity in the UK." *Journal of Business Research* 117.(2020):. doi:.
- [7] Chipu Chuma, et al."An Examination of the Upcycling Design Process of Used Clothes among Fashion Design Students : Towards an Approach for Sustainable Fashion Design Practice." *International Journal of Costume and Fashion* 19.2(2019):. doi:.