

Research on the Training Mode of Environmental Art and Design Professionals under the Lack of "Mass Entrepreneurship and Innovation"

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Abstract

This article with environmental art design major as the research object, from the curriculum system, integration practice platform two aspects to build "double gen orientation, task driven" environmental art design professional talent training mode, cultivate college students "double gen" ability, realize teachers and students "create" thinking change, finally realize "double gen professional" new thinking promotion and environmental art design students innovation and entrepreneurship ability.

Keywords

Environmental Art; Industry University Research and Mass; Entrepreneurship and Innovation.

1. Introduction

The research on mass entrepreneurship and innovation is an important part of China's new economic transformation, and a special development goal that governments at all levels and units attach great importance to. In the process of actively developing the higher education system, how to build a mixed online and offline teaching mode integrating innovation and industry and education, "mass entrepreneurship and innovation" is the core point of teaching reform and an important point to realize the integration of innovation and innovation.

Analyzing the current research situation at home and abroad, we can see that many scholars have conducted in-depth analysis and research on innovation and entrepreneurship education from different perspectives, but there is still a great gap between theoretical research and teaching practice in China.

(1) At present, theoretical studies have been carried out on domestic entrepreneur quality education, curriculum system, teaching mode setting and other links, but most of these studies lack operability and practice, so it is difficult to use relevant theories to carry out teaching work.

(2) Environmental art design professional in the talent training quality has greatly improved, but compared with the social demand for art and design talents under the new situation, there is still a certain gap, namely excessive emphasis on theoretical knowledge, and despise the real demand for art and design talents and their innovation and entrepreneurship ability training.

2. The Research Purpose and Reform Content of the Reform of Talent Training

2.1. Purpose of Research

The main purpose of the talent training reform is from the curriculum system, integration practice platform from two aspects to build "double gen orientation, task driven" environmental art design professional talent training mode, cultivate college students' "double gen" ability, guide students of the transformation of "innovation" thinking, eventually realize "double gen" thinking and the cultivation of professional ability.

2.2. Reform Contents of the Talent Training System

(1) Use the "mass entrepreneurship and innovation" project to optimize the professional curriculum system of environmental art design

We will adhere to the teaching concept of cultivating "mass entrepreneurship and innovation" talents, Mass entrepreneurship and innovation courses are added to the environmental art design curriculum system, The curriculum system is constructed according to the teaching mode of "four platforms, + and three modules", Open general theory education platform (including ideological education, morality, physical education, college English, labor, information technology basic courses), discipline basic education platform (including design drawing, drawing, gouache professional theory courses), professional education platform (including professional core courses and professional practice courses), innovation and entrepreneurship education platform (college students innovation and entrepreneurship, professional innovation and entrepreneurship practice) four course platform, Course module is set up under each course platform, The course module mainly offers courses from three parts: management, valuation and design.

(2) Build a practice platform for integrating industry, university and research under the background of mass entrepreneurship and innovation

We will strengthen school-enterprise cooperation, run the OBE concept, implement the PSP two-way feedback mode of mass entrepreneurship and innovation and double tutors, and build an industry-university-research integration practice platform including teaching resource platform, school-enterprise cooperation platform, on-campus production base platform, and off-school production and education base platform.

(3) Establish a "mass entrepreneurship-oriented, task-oriented" environmental art design professional

According to the requirements of designer post ability, we will connect courses and courses, knowledge and skills, skills and occupations, comprehensively adjust the teaching plan of environmental art design major, integrate innovation and entrepreneurship education into the whole process of talent training, and build a "mass innovation-oriented, task-oriented" environmental art design professional talent training mode.

3. Major Reform Measures

3.1. Talent Training Positioning and Determination of Training Objectives

According to the current development trend of the art design industry, on the basis of combining enterprise and social research, the talent training objectives of environmental art design major are further optimized, the creative concept is integrated into the goal, and four curriculum systems are constructed.

Basic skill training is through the design and drawing curriculum design, architectural decoration and construction curriculum design, architectural landscape sketching and other centralized training, so that students can master the basic design skills of all kinds. Comprehensive training includes comprehensive software training and comprehensive building space (residential, office, commercial) design training.

Through a variety of forms of extra-curricular activities, mainly including the regular organization of academic reports, open experiments, design competitions, paper writing, patent application and other activities to stimulate students' enthusiasm for learning, so that students can get all-round exercise, improve the comprehensive quality of students.

3.2. Curriculum System Innovation

Focusing on the professional construction goals and ideas, with value guidance as the core, with words and example as the example, with the curriculum as the starting point, optimize the curriculum system.

The curriculum setting and standards fully reflect the characteristics of "application-oriented", and the curriculum of the whole professional teaching plan is classified as: general education, professional foundation, professional core, professional expansion, professional practice, innovation and entrepreneurship.

Build platform mode: general education platform, professional basic platform, professional skills platform (also divided into professional compulsory modules and professional elective module).

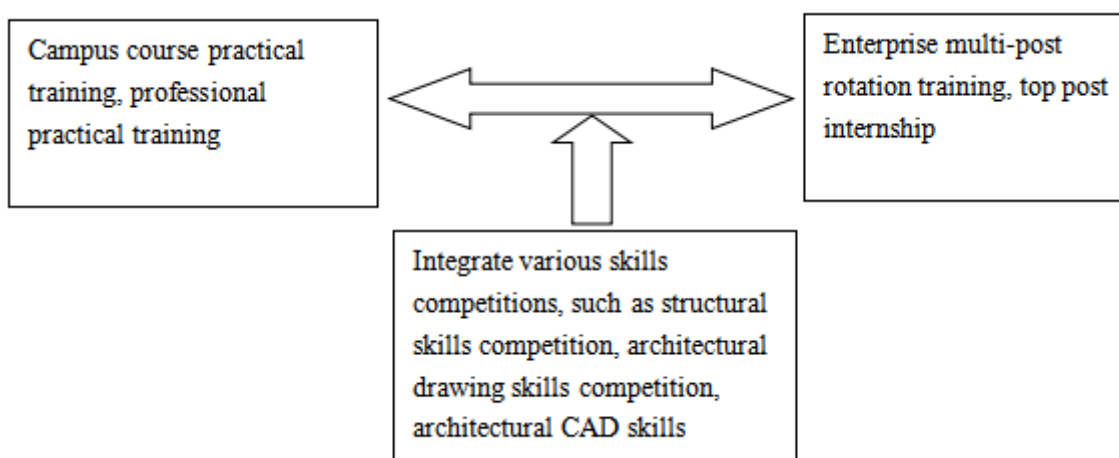


Fig 1. Double main mode

4. Reform and Innovation Points

4.1. Innovation Point

(1) Innovate in the training concept: introduce the concept of mass entrepreneurship and innovation, further optimize the "four platforms, + and three modules" curriculum system of environmental art design major, realize the integration of special creation content, pay attention to practical teaching, increase the proportion of practice, open the second classroom, and realize the training of mass entrepreneurship and innovation talents.

(2) carries on the research content of innovation: put forward the environmental art design professional training is good at innovative thinking, post entrepreneurial practice new goals, enrich the connotation of innovation entrepreneurship education, the integration practice platform service construction into the construction of practice system, make the role and significance of the platform.

(3) Innovation on the training mode: further update and improve the environmental art design professional teaching mode, innovation "double gen orientation, task-driven" talent training mode, let the innovative talents become the mainstream, let students play the role in the classroom, guide the students of "innovation" thinking transformation, eventually realize the "double gen" thinking and the ability of training.

5. Application Value

With the continuous acceleration of education reform process, the training of innovative and entrepreneurship professional talents has become the top priority of the current education work, and the integration of innovation and entrepreneurship education and professional

education has also become the top priority of education development. To this end, this topic is in the in-depth analysis of the integration of innovation and entrepreneurship education and environmental art design professional education era value. On the basis of the key elements of the integration of innovation and entrepreneurship education and professional education, build the training mode of "mass entrepreneurship-oriented, task-driven" environmental art and design professionals from two aspects of curriculum system and the integration of industry-university-research practice platform. The research of this topic can further improve the quality of environmental art design for talent training, constantly enrich the teaching resources, change the dilemma of the shortage of traditional teaching resources, make students access to diversified teaching resources through multiple channels, fully improve the engineering practice ability, effective application of innovative solution strategies, from the project practice to the innovation competition, finally, improve the engineering application ability. At the same time, in the integrated development of the teaching mode, and constantly increase the diversified teaching mode, can effectively improve the teaching quality, promote the improvement of the training level of innovative talents.

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