

Research on the Integration of Red Culture into Art Design Education under the Guidance of Education

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Abstract

Under the background of the new era and the environment of multiple values, the integration of red culture into art design education has encountered difficulties in cognition, teaching and application. The author found that by building a new framework of the combination mode of red culture and art design teaching, creating a red culture learning atmosphere, innovating education and teaching methods, expanding the practice space of red culture, and establishing the path of evaluation system, students can achieve a deep understanding of red culture knowledge and the internalization, absorption and practical application of red culture spirit, form an educational force, and achieve a better educational effect.

Keywords

Educational Orientation; Red Culture; Art Design Education.

1. The Value Connotation of Integrating Red Culture into Art Design Education

1.1. The Educational Value of Integrating Red Culture into Art Design Education

Red culture education is an important part of China's socialist modernization and the main position of moral education. It undertakes the important task of cultivating students' cognition, emotion, will and behavior. Red culture contains rich educational resources, which is conducive to stimulating people's emotions, encouraging people's behavior, and encouraging people's aspirations. Red culture plays a value guiding role in art and design education. The character stories and advanced deeds in red culture can imperceptibly infect and edify students, guide students to broaden their horizons, innovate thinking, and promote the formation of students' morality and national character.

1.2. The Political Value of Integrating Red Culture into Art Design Education

Red culture has witnessed the revolutionary history of our party. The patriotism contained in it, the great achievements made by the revolutionary predecessors despite difficulties and dangers, and the red heritage left to us are all vivid manifestations of the political nature of red culture. Red culture education can integrate the political nature of red culture into the teaching process and practice, so that students can firm the correct political direction, establish the belief in communism, actively move closer to the party organization, unite around the Party Central Committee, unify personal interests and collective interests, and make unremitting efforts for the country and the people.

1.3. The Environmental Value of Integrating Red Culture into Art Design Education

Red culture embodies the heroic spirit of the older generation and the grand initiatives of heroes to explore and innovate. The integration of red culture into art and design education can create a cultural environment full of patriotism and national unity spirit for students, so that

belief education can achieve the effect of "moistening things silently". At the same time, it can also bring red spiritual genes to the curriculum and create a cultural environment that advocates science and hard work, Its huge red resources can give students rich emotional materials and spiritual nourishment.

2. The Teaching Dilemma of Integrating Red Culture into Art Design Education

2.1. Scarce Textbook Resources

The mining of curriculum resources mainly comes from red culture theory books. There are few channels to obtain resources and few contents. Red culture books usually take the form of fact statements as the main form, and there are few parts that can be applied to textbooks. The content of art design teaching is limited, and it cannot form a system in teaching. Students only learned some superficial basic knowledge, and did not deeply understand the connotation and value implication of red culture.

2.2. Single Teaching Method

Teachers' teaching around the theory makes teaching revolve in the big circle of books, the content is boring, and the way is single, which cannot attract students to study voluntarily and autonomously. Book theory teaching covers the differences between red culture and other art design teaching. The "red" of red culture cannot be highlighted and reflected, and cannot meet the learning needs of students.

2.3. Divorced from Reality, Mechanical Integration

The research on red culture has increased year by year and is also making continuous progress. The school actively responded to the activities and strengthened the education of red culture. However, although some schools invest a lot of energy in this aspect, they only emphasize the form, and do not really combine with reality, and apply their achievements to real life. Some schools have added teaching activities such as "red bookstore", "visit and study in red areas" and "red knowledge propaganda", but they only enrich the teaching forms, and do not combine Book Theory with real life, which cannot make students achieve the sublimation of theory to spirit.

3. The Realistic Path of Integrating Red Culture into Art Design Education

3.1. Building a New Framework for the Combination of Red Culture and Art Design Teaching

In recent years, China has attached great importance to the development of red cultural innovation. Therefore, in art design education, it is a very important way to build courses related to creative products of Chinese red culture for the dissemination of historical revolutionary culture and the promotion of revolutionary spirit. Through years of excavation and exploration of red culture, according to the needs of the social market, the research and design of red cultural and creative products have become the most important part of cultural and creative products. However, in recent years, due to the rapid development of the Internet, many red cultural products have appeared in front of people with various problems.

For art design education, we should start from the perspective of historical revolutionary war and historical revolutionary spirit, deeply excavate and understand, and extract the symbolic red revolutionary cultural elements. For example, the main purpose of the research on the design of lamps and lanterns, a creative product of red culture, is to carry forward the red culture, so that more young people will not forget their original intentions, always remember them, and spread the red culture from generation to generation, so that the red revolutionary

culture of Chinese blood and sweat can be inherited. Red cultural innovation is different from commercial cultural innovation in the market. The creative design of red culture mainly lies in cultural communication, and there are two main points to meet cultural communication: first, cultural creative products. Culture first needs to have a high reputation, such as "Jinggangshan Spirit", "Nanhu red boat cultural spirit", "Long March Spirit", etc., and combine it with commodities perfectly to achieve people's aesthetic appreciation; Second, cultural products as cultural communication, this red cultural creative products can be consumed and used in people's lives. The commercial cultural creativity mainly lies in its beautiful appearance, which conforms to the aesthetics of modern people. Therefore, the basic starting point of cultural creativity is to extract important elements from red culture and spread meaningful and interesting story situations.

3.2. Create a Red Culture Learning Atmosphere and Innovate Education and Teaching Methods

A positive and autonomous learning atmosphere can improve students' learning efficiency and stimulate students' learning motivation. Red culture education is different from other disciplines, and its own political and educational nature is strong. It is easy to make students feel boring and boring in the learning process. At this time, it is particularly important to create a sense of teaching atmosphere and freshness.

3.2.1. Smooth Channels and Fully Explore

Textbook resources can be extracted from red culture history books, red culture film and television materials, as well as various cultural relics and sites. The government should do a good job in guiding and relevant departments should do a good job in educational services to provide channels and guarantees for the excavation of red textbook resources. At the same time, the whole society should also work together to expand channels and innovate ways to provide more high-quality resources for red culture education. Schools can strengthen communication with education departments, fully tap red education resources with the help of policies and mechanisms, enrich the content of teaching materials, and improve the teaching effect.

3.2.2. Expand Forms and Enrich Teaching

In the process of integrating red culture into art design education, schools should provide teachers with rich venues and forms for teaching, so that the ideological classroom can come out of the classroom. Teachers should take "how to make the classroom lively and interesting", "how to improve students' emotional experience" and "how to promote students' enthusiasm for learning" as the focus of lesson preparation, leave knowledge-based learning and exploration to students, and implement heuristic teaching. Integrate red elements into art design education, flexibly use red cultural resources, and provide students with vivid learning materials and relaxed learning atmosphere. At the same time, we should also carry out various distinctive forms, not limited to oral teaching, but more film and television viewing and practical activities, such as red culture competition, red culture knowledge competition, red culture for me and other teaching activities.

3.3. Expand the Practice Space of Red Culture and Establish an Evaluation System

As the main position of art design teaching, the school provides a great space for the inheritance and development of red culture. At the same time, the injection of red culture resources also makes art design teaching more abundant and vivid. The construction of school cultural space can also bring convenience to the practice of red culture to a certain extent. Making good use of campus space while expanding social space and establishing a systematic evaluation system will build a complete curriculum system in red culture education.

3.3.1. Multi Party Linkage and Cohesion

It is difficult to internalize the broad spirit of red culture through students themselves, which requires the help of schools and all sectors of society. Expand the form of teaching practice, so that teachers can teach students the method of internalizing theory while teaching theory, and combine theory with life practice through practice, so as to help students digest and understand theoretical knowledge and sublimate ideological spirit. The inheritance and development of red culture cannot be undertaken only by schools, but also by the whole society. Schools can strengthen cooperation with enterprises and social organizations, form educational synergy and build a practical environment. For example, the school can interact with Regional Museums to regularly organize students to visit red cultural relics and carry out browsing experience exchange meetings, so that students can timely understand the red elements and deepen spiritual morality; The school can also interact with nearby tourism enterprises to carry out the red culture tour, strengthen students' feelings and experiences, achieve resonance, improve their sense of identity, and internalize the red culture theory and spirit into the heart and externalize into the line.

3.3.2. Carry out Activities to Spread the Spirit

The most direct and effective way for students to learn to use is to let students become masters of inheriting and carrying forward the spirit of red culture, and give play to their understanding of knowledge and internalized spirit in social life through different forms of activities. Schools should actively make good use of their own advantages. As a gathering place of talents, schools are an important position for cultural communication. Not only knowledge students come to schools to learn knowledge, but also students spread knowledge and play a role in society after learning.

3.3.3. Pay Attention to Application and Systematic Evaluation

The integration of red culture into art design education also requires the establishment of a complete set of education and teaching planning, which is essential from the teaching purpose to the teaching content to the teaching process and teaching evaluation. At the same time, we also need to build a diversified evaluation system to strengthen the practical application of red culture. Don't let it become an "empty shelf", let it be flesh and blood, and pay attention to the consolidation and application of teaching while enriching its theoretical content. Through the examination and practical application, we can examine students' understanding and mastery of knowledge, make it a back and forth knowledge system, and promote the development and progress of red culture education.

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