Research on Innovation of Art Design Education Mode in Colleges and Universities Based on Computer Aided Technology

Jiefang Jin1,*

1Shanghai University of Engineering Sciences, Shanghai 201620, China

*Corresponding author e-mail: jinjiefang@sues.edu.cn

Abstract. With the rapid development of economy in our country, computer technology, art design and related industries have also flourished. Social development needs art design talents. Therefore, domestic colleges and universities have gradually established relevant art design majors to cultivate artistic talent with high-quality and high-level. This article analyzes the necessity and shortcomings of art design education in Chinese colleges and universities, and studies the new mode of art design education in Chinese colleges and universities assisted by computer technology. With the development of my country's reform and opening up, the planned economy has become a market economy, and my country's social economy has also achieved significant results. On the premise of guaranteeing people's material life, we are faced with the problem of strengthening the spiritual construction of our people, that is, the demand for design and aesthetics. The rapid development of the market economy has rapidly promoted society's demand for all kinds of talents, and the construction of people's spiritual civilization is the demand for talents. At present, many colleges and universities in our country have launched art design majors, but there are still many shortcomings and deficiencies in the education of this major. Therefore, strengthening the exploration of new models of art design education in colleges and universities assisted by computer technology is a topic that we should always carry out[1-3].

Keywords: Institutions of Higher Learning, Art Design, Educational Model, Computer Aided Technology

1. The present situation of art design in Colleges and Universities in China

Although at present, domestic colleges and universities have generally carried out art and design majors, but the good and bad are mixed, there are good development, but also some development is not good. Driven by interests, many colleges and universities carry out art design major without taking into account the educational problems of art design and the characteristics and professional advantages of their colleges and universities, which leads to the decline of the whole teaching quality and has no benefit to the cultivation of art and design talents.

2. Problems in art education in Colleges and Universities

With the demand of society for art and design talents, the enrollment of art majors in colleges and universities is more and more, which leads to various problems in art education in colleges and universities, which are summarized as follows:

2.1. Driven by interests

I all know very well that the tuition fees of domestic colleges and universities for art and design majors are very expensive, which has also led to a large number of colleges and universities for art design major enrollment began to increase, in order to increase income, did not consider whether the teachers are complete,
set up art design major, also did not consider the basic cultural level of students, and the level of educational management in their own colleges and universities. This all affects the cultivation of art and design professionals.

2.2. Shortage of teachers
In the education of colleges and universities, the ability level of teachers is the premise to ensure the whole teaching quality. In the art design education of our country, the proportion of higher talents of teachers in colleges and universities is very few, and the unreasonable structure of teachers' knowledge leads to the teachers can not teach according to the needs of social development at present, the teaching mode is single, and they can not take the initiative to use knowledge to teach, which also leads to the learning ability of many students. Innovation is declining. Many teachers do not have practical experience in art design and are not well qualified for this teaching work.

2.3. Students' cultural quality is low
At present, the enrollment of art and design majors in colleges and universities in our country has low requirements for the comprehensive cultural quality of students. Many students do not understand art design, nor do they like this major, so they choose art design major, so as to complete their own college dream of parents, which also makes the art major in colleges and universities become a "shelter" for students with poor cultural classes. Due to the low cultural quality of students, not to mention the lack of artistic accomplishment, not to mention the love of art, which also leads to the lack of learning ability of many students majoring in art design, unable to cultivate their own artistic cultivation, lack of independent thinking ability and so on.

2.4. The students trained are not in line with the needs of the market
The routine training in colleges and universities leads to the popularization of art and design students who graduate from colleges and universities, there is no competitiveness in the market, and there is a great gap with designers and related designers, which also leads to the company spending resources to cultivate students here, what enterprises need is excellent talents who have the ability to innovate and can carry out their work immediately.

3. The necessity of innovation in art design education in Colleges and Universities
As mentioned above, there are many problems in the education of art design in our country, so the innovation and improvement of art design education in colleges and universities is to solve these problems, which is not only the need of education reform, but also the need of social development in our country.

4. A new model of art design education in Colleges and Universities

4.1. Reform of enrollment system
Art design is a comprehensive subject. Students majoring in art need to have relevant cultural knowledge. The admission threshold of art design major in colleges and universities in our country is very low, and the cultural course level of many students is not enough. Therefore, the reform of enrollment system is mainly reflected in the need to improve the proportion of examinees' cultural course scores in the admission mechanism, and should also increase the investigation of students' design copywriting, design thinking, design practice and other related art and design majors, so as to facilitate the cultivation of subsequent schools. For candidates with low cultural scores, students can first strengthen basic learning and conduct professional examinations, which is also a good preparation for art design education.

4.2. Cultivate students' innovative thinking
Innovation is the demand of social development and progress, and art design is gradually produced with the economic development and demand of our country. Cultivating students' innovative thinking and consciousness is the key point in education. China's art design education has also had 20 years of experience. We should not only absorb these years' experience and lessons, adopt foreign excellent design education ideas, but also achieve independent innovation. Art design innovation is the quality that excellent art and design talents must have.

4.3. Characteristic school running
Characteristic running a school is the method of talent training and the competitiveness of talent training. The pattern of art and design education in our country needs to be diversified and characteristic. Our country
has a long civilization and history, and has a wide range of things. The art design education in colleges and universities should be carried out in combination with national conditions, national and local characteristics, and the characteristics of students. It should be innovative and characteristic, which can also strengthen the educational ideology in the practice of running a school.

4.4. Combine theory with practice
There is a serious disconnect between theory and practice in art design teaching in colleges and universities in our country. The art design teaching of pure art makes students have no practical experience. Therefore, in art design education, we should combine theory with practice, perceptual and rational. To create an open and creative teaching atmosphere, to make specific teaching planning and practical activities according to the actual situation of students, to carry out cooperation with enterprises in society, to carry out the work of building practical bases, to enable students to rely on the platform, to enhance students' practical ability of artistic design, to enrich their own experience, to cooperate closely between schools and enterprises, and to promote the training of excellent design talents with strong practicability. To meet the needs of society, the embodiment of their own student value.

4.5. Combined with national characteristics
The traditional culture of our country is extensive and profound, and the art design has the national characteristic culture, which will have more value and charm. The art design education in colleges and universities edifies the students of the traditional culture of the Chinese nation, trains the students' national consciousness, encourages the students to combine the style of national characteristics with their own works, designs the modern works with the connotation of the national culture, and brings the history and culture of the Chinese nation to a broader stage.

5. Conclusion
The construction of an innovative modern education model assisted by computer technology is to establish a perfect talent education system that meets the needs of my country's social development. Strengthening education reform, especially art design education in my country's colleges and universities, plays an important role in the construction of spiritual civilization education in China, and is imperative for my country's development. Facing the world in the era of knowledge economy, art and design education will have more room for development and a broader platform. The competition of society is the competition of talents. Education reform can not only improve the competitiveness of students in society, but also strengthen the cultivation of students' own quality. Art design education in colleges and universities should not only examine and improve the traditional education model, but also be open in mind. Drawing on the experience of foreign advanced art design education, establishing an art design education system with Chinese national characteristics, and achieving TR is the grand goal of my country's art design education

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