Research on Internet Mutual Assistance Model of Art Education in Colleges and Universities

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Abstract. The art education of colleges and universities, which has a natural connection with various folk art forms and groups, undertakes the important mission of carrying forward the traditional culture confidence. Using Internet technologies to make different regions and groups absorb art nutrient from each other provides a new opportunity for the art education of colleges and universities with talents and innovations. Taking the art education of colleges and universities as the research subject, this essay tries to explore the characteristics, advantages, and formation mechanism of the mutual-assistance model between "Internet plus art education" of colleges and urban and rural areas by observing and analyzing the cultural demands and artistic resources of urban and rural areas, and provides a reference path for the construction of cultural confidence in colleges and universities' art education in a new era by discussing the adaptability through practical cases.

1. The significance and purpose of art education in colleges and universities
Art education, which cultivates people's perceptual ability, creative ability and expressive ability, subtly leads people into a more civilized way of life by showing the beauty of harmony between people, society and nature. Through art education, the government hopes to enhance the cultural literacy of the whole people and enhance the creativity and cohesion of the society, so as to build a harmonious society [1].

Colleges and universities undertake the functions of scientific research, talents training and social services. From the perspective of art education, scientific research refers to the study and enrichment of artistic expressions; talents training refers to the selection and cultivation of art professionals; and social services refer to the participation in the construction of social culture and art systems. With the advantages of the Internet, these three aspects can effectively bridge the gap between resources and demands to achieve mutual benefit and common prosperity.

2. The development status and opportunities of college art education
2.1 The development status of college art education
With a growing number of professionals and educated groups, China's college art education is developing rapidly, and the construction of relevant software and hardware is also continuously strengthened. At the same time, as The Opinions on Strengthening the Art Education in National Universities and Colleges is published, some universities and colleges have set up special art majors or public art courses. The development of activities such as national college student’s art performances and the introduction of high art into campus has fully mobilized the enthusiasm and initiative of
teachers and students to participate in art education, and the importance of art in college education has also been widely recognized.

At present, art education in colleges and universities is generally divided into two categories: the first category is art professional education, which is mainly for art students and creative groups in colleges and universities. It requires high artistic literacy and continuous creative materials from life. However, immersed in the ivory tower for four years, more and more students lack experience in observing life and practicing. Their art creation process also lacks imagination and judgment, and many art works are like copycat art after simple assembly and combination. The second is the art literacy education, and the audience, including the teachers and students and the public, is highly extensive. Under the comprehensive attention of the government and society, all colleges and universities have attached great importance to the construction of artistic literacy education, presenting a variety of forms of art education. But there have also been some obvious problems in the process of educational practice. First of all, the way of classroom teaching is obviously lack of openness. Many art clubs and literary activities are only limited in the campus, causing deficiency in the connectivity and communication with the community. This situation does not meet the requirement of openness of art education. Secondly, traditional art education is mainly carried out through classroom lectures, exhibitions and cultural performances, the forms of which have certain limitations in terms of time, frequency, interactive communication and detailed records [2].

2.2 The spring of art education

The advent of the Internet age has provided a wider space for art education and a richer means of presentation. By introducing the technological advantages and innovative ideas of the Internet into the art education of colleges and universities, we can innovate the traditional medium of educational communication to improve people's perception, creativity, imagination and understanding in a more flexible way, and it will become more convenient for us to serve audiences at different ages and levels and from different places.

2.2.1 The model of "the Internet + art education" provides abundant inspirational resources. The breadth and openness of the interaction of Internet is very suitable for colorful art education, and its infinite connection undoubtedly provides a huge resource base for art education and research.

2.2.2 The model of "the Internet + art education" removes the mysterious veil of art. In the past, people received art education either in the exhibition hall, or in the classroom. The traditional way of art education not only has a sense of distance and passivity, but also lacks individual pertinence and interaction. In the Internet era, everyone has equal access to artistic resources and a platform to show their artistic abilities. Art education shows its popularity and becomes an activity that everyone can learn everywhere and learn all the time.

2.2.3 The model of "the Internet + art education" breaks the space-time barrier. In the Internet era, everyone has the equal ability to obtain and release information, and art education eliminates the influence of time and geographical division. A college art professor can conduct borderless, frequent real-time communication with a primary school student from a mountain village. For the students in the mountain villages, they can receive rich art knowledge. For the art professors, it is more convenient to collect and record art materials, which can stimulate the inspiration of artistic creation.

2.3 The mutual-aid demands among universities, communities and villages

2.3.1 Art education in colleges and universities has a wide range of needs for rich and colorful art resources in communities and villages. Tao Xingzhi, a renowned Chinese educator, put forward the theory that "life is education", emphasizing that art education in colleges and universities needs to guide teachers and students to leave their desks temporarily, get out of the ivory tower, and get close
to and communicate with the source of art such as local music, wild scenery and folk customs and ceremonies. At the same time, urban communities and rural villages have great desire for various art forms, which are ideal exhibition stages for college art education achievements and works. Art comes from the conciseness of abstract life. Only when teachers lead students to embrace and understand life, can the artistic achievements be presented more resonatory to the public [3].

2.3.2 The construction of community culture and art needs the participation and service of college art education resources. Most colleges and universities not only have professional art talents and teams, but also have relatively complete venues and facilities, such as theater, dance hall, exhibition hall, piano room, studio, and so on. These personnel and material resources can serve not only the college teachers and students, but also the art education practice of community, reflecting the full use of educational resources and the equal rights of citizens to receive education.

2.3.3 The development of rural art education and the inheritance of folk art need the support and innovation of colleges and universities. At present, the developing trend of art education in rural areas is rather severe: art courses are generally neglected, and art teachers, as well as curriculum system need professional support. Simultaneously, art education in colleges and universities should protect and inherit the aesthetic law and art form of folk art, and explore the innovation path of characteristic art education nourished by traditional cultural heritage.

3. The mechanism of the mutual-aid model of "Internet + art education" in colleges and universities

The Ministry of Education has clarified the development idea of art education as exploring the ways and means of combining art education with other related disciplines, strengthening and improving the guarantee mechanism of art education, and narrowing the gap in the development of art education between urban and rural areas, different regions, and different schools. The art education in colleges and universities can combine its own advantages and environmental characteristics to build an "Internet + art education" mutual-aid model.

3.1 Mutual growth of college and community art education resources

Colleges and universities are a very special part of urban communities, including not only youth groups with strong vitality and creativity, but also intellectual groups full of research spirit and practical motivation. Colleges and universities have natural merits and special advantages in participating in community culture and art construction.

3.1.1 We should make use of the interconnectivity of Internet information to realize the efficient utilization of software and hardware resources. Colleges and universities should participate in the construction of community culture and art, which can bring educational resources into the society and realize people's basic cultural rights and interests. Colleges and universities can provide art education courses, art creation places, rental of clothing and art tools and other relevant services to community residents through the Internet, so as to realize efficient utilization of art resources [4].

3.1.2 We should make use of the flexibility of the Internet to meet individual needs. People in the community with different artistic basic qualities like different artistic categories. Thus, it is difficult to meet the needs of everyone through collective teaching. But the Internet provides a technical channel for the spread of college art education. By spreading the course resources of college art education by means of micro video, MOOCs and interactive courses, we can fully show the characteristics of freedom and flexibility, meet individual differences in artistic perception and realize individualized teaching [5].
3.1.3 We should make use of the interactive feature of the Internet to provide opportunities and space for artistic creation. The geographical advantage of the community can provide more opportunities and broad space for art majors to carry out art practice. Through the Internet, the art education resources of the university can interact with the community cultural market in an efficient way, forming a long-term cooperation mechanism between supply and demand. Then the community becomes a fertile soil for students to stimulate artistic potential and show artistic talent. The teaching method of art has also changed from the simple in-class teaching to the combination of in-class and out-of-class teaching, focusing on the practical process and market feedback, so that students can have a deeper understanding of the multiple values of art. At the same time, the long-term output of art education by colleges and universities to the community can inspire the public's interest in and appreciation of art. If we make people in communities become closer to art, have the ability to appreciate art, and create their own artistic atmosphere, college art education will gradually cultivate potential energy for the market of popular art [6].

In 2015, ping99.com was reported by mainstream media as a successful case of online college art education, causing wide public attention. It provides a comprehensive service platform for online database, exhibition, transaction and communication, and provides online art education consultation and offline one-to-one guidance channels from more than 1,000 teachers of Academy of Fine Arts to the public users, so that more people can have access to professional college art education. At the same time, ping99.com also put forward the innovative service concept, namely "experiential art consumption". The users can first take the artworks home to get close to it, and then decide whether to buy after experiencing them for three months. The open Internet communication platform and professional art education atmosphere attract many potential college artists and people with artistic appreciation to carry out "socialized and interactive art education" online. This innovative mode based on the interaction between college art education and social resources on the Internet platform has also received business investment. At present, the platform has realized Series-A financing.

3.2 Mutual support and nourishment of college and rural art education resources
Rural community is also a form of community. Due to the diversity of regional environment and national personality, the characteristic cultural tradition and artistic form of rural community can be inherited and preserved. The folk custom in the countryside is a treasure house which can be excavated and developed by our college art education.

3.2.1 Since the Internet is not limited by time and space, we could utilize it to make up for the shortage of professional art education teachers. At present, the consciousness of traditional education in rural schools is relatively serious. Art courses are not given due weight; the overall quality of art teachers is not high; and only a few teachers graduated from art academies. After the implementation of the national targeted poverty alleviation policy, the Internet has entered the countryside. Art teachers and art courses from all over the world can enter the classrooms of rural schools, which has broadened the horizons of students and solved the problem of faculty for schools. [3]

3.2.2 We should use the Internet to reduce costs and establish a mechanism for tracking and exploring folk art. The establishment of a long-term mechanism to track and record rural folk art can provide a channel for the exploration and accumulation of artistic creation materials. For a long time, China's art education has been dominated by the western model, which makes the national art resources appear relatively weak and receive insufficient attention. The establishment of art education system with Chinese characteristics should be based on the consciousness of traditional culture. Most of the traditional culture is well preserved in underdeveloped villages, and is handed down from generation to generation mainly in the form of folk art. Internet technology can help college art teachers and students reduce the cost of field investigation and improve the efficiency of information dissemination.
3.2.3 We should use the extensive publicity of the Internet to form brand characteristic and create market value. Apart from the economic backwardness and the neglect of schools, the reason for the large development gap between urban and rural art education lies in the lack of understanding of the market value of characteristic folk art. After the folk art is condensed and sublimated into an art work, it will be understood and accepted by the public, and even go abroad to the world stage. We should make use of the extensive publicity of the Internet to build a unique brand image of folk-art works, and obtain commercial value through modern means such as cultural rural tourism and on-line sales, so as to improve the quality of life and inherit folk art. [7]

The "New Channel" project is an excellent case in which colleges enter the countryside to participate in art education, carry out joint research and development through the Internet and realize commercial operation, and promote national cultural brands to the world stage. The project, originating from Tongdiao Dong autonomous county of Hunan province, is launched jointly by Hunan university, 16 internationally renowned universities, and some non-profit organizations, social enterprises and industrial research institutions. It aims to sort out minority cultures in central and western regions and explore innovative practical activities in the international society. The "New Channel" project brings together researchers from different art specialties and social disciplines to conduct research and produce works of art in the countryside, including video recording, product and environmental design, and art education. The convenience and openness of the Internet enable rural areas, universities and enterprises to interact with each other effectively, build a design innovation network and a social participation platform, and improve the cultural awareness of the urban and rural masses and the development of the art industry. The "New Channel" project has been exhibited at the Shenzhen International Cultural Industry Fair and the Milan Design Week successively, and won the approval of the art talent training project of China National Arts Fund and the special award of "G-mark" community research in Japan. Its value and significance have been widely recognized by domestic and foreign authorities.

4. Conclusion
The model of "Internet +" has created a new social environment and a new ecology. Faced with new environment, college art education should also renew its development idea, carry out initiative changes and reforms and fulfill the responsibilities and missions entrusted by the government. By constructing the model of "Internet + art education", colleges and universities can realize mutual assistance and benefits with communities and rural areas, which is the spark generated by the collision of emerging technologies and traditional art education system. The mutual-aid mode of "Internet + art education" is not only an effective way for colleges and universities to participate in the construction of cultural confidence, but also a new window for us to introduce the brand image of Chinese culture to the world with the help of new Internet technologies. The mutual-aid mode of "Internet + art education" has strong realistic significance and practical condition.

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