Teaching Research on the Integration of Local Intangible Cultural Heritage into College Art Design Courses

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Keywords: Local intangible cultural heritage; Colleges and universities; Artistic design; Curriculum resources.

Abstract. Intangible cultural heritage is a living culture created jointly by a country and a nation and constantly regenerated in inheritance. This paper studies the integration of local intangible cultural heritage into college art design courses. On the premise of enriching classroom resources, designing art courses according to local conditions, introducing intangible cultural heritage into the art class, improving students' understanding of traditional cultural connotation, developing design thinking, it plays an important role in the diversification of art curriculum resources and the inheritance and development of local intangible cultural heritage.

Introduction

\textsuperscript{a}National school art education development program\textsuperscript{b} gave a clear instruction to Chinese art education. Specific provisions of the plan, the classroom teaching should be enriched according to the needs of different students. The art courses of colleges and universities should combine the cultural resources of the school to create their own characteristics. Under the new curriculum reform requirements, combining the intangible cultural heritage of the school district with the syllabus of art and design courses, we will extensively absorb excellent cultural resources from the region, combined with classroom teaching of art design, creating course resources that are both local and don't violate the syllabus and curriculum standards, create course resources that are both local and don't violate the syllabus. To meet the requirements of local economic and cultural development, integrate the local intangible cultural heritage into the art and design curriculum resources, it helps students to actively participate in the inheritance and exchange of intangible cultural heritage, it is beneficial to enrich the teaching resources of art design courses.

Current Status of Art Design Course Resources in Colleges and Universities

The teaching theme of art and design is to improve students' aesthetic taste and creativity. The curriculum resources of traditional art and design courses are mainly campus curriculum resources. Maximize the utilization rate of campus resources, use degree of library, classroom, teacher, etc. As a result, universities pay too much attention to the cultivation of subject knowledge and skills in the setting of course objectives. The art and design professional skills that meet the needs of society will be the main goal. In terms of course content, too much admiration for western design culture and western expertise, Chinese and western culture cannot be fully integrated in college art and design courses. Students' knowledge and skills cannot be fully developed. Goes against the education goal of full scale development. Paying attention to students' professional skills and ignoring the cultivation of humanistic qualities in the setting of course standards, In addition, students face severe social pressure and employment reality. The emphasis on knowledge and skills and the neglect of traditional humanistic knowledge in university art design courses lead to the loss of the spirit of "art for art". This leads to an imbalance between the physical and the mental.
The Importance of Incorporating Intangible Cultural Heritage into Art and Design Courses

Intangible cultural heritage is one of the symbols of national and ethnic cultural achievements. It is a living culture with life as the carrier constantly innovated with the change of natural environment and historical conditions. The inheritance of intangible cultural heritage is mainly carried on from generation to generation with people as the main body. Of folk origin, Its emergence and development is very regional. It is closely related to customs, national aesthetics and regional culture. Such as the torch festival, the art of matouqin and other customs or art are to be inherited with national characteristics. Non-material culture does not have material barriers like material cultural heritage, it was handed down from generation to generation mainly by the way of the master with his apprentice. It is difficult to protect and inherit. It can be faulted for some historical or human reason. Polanyi once said, "a craft which cannot be told in detail cannot be passed on by rule. Because it doesn't exist. He could only pass on through the demonstration of his master's apprentice. In this way, the spread of craftsmanship is limited to personal contact. Accordingly, we find that craftsmanship tends to circulate within closed local traditions.” In modern life, with the development of network culture, Some intangible cultural heritage requiring long-term learning is divorced from the current process of social development, It has weakened its function in today's society and caused many intangible cultural heritage to be interrupted in the inheritance chain. Take woodblock New Year pictures, It is most widespread among the people, Carrying the emotions and beliefs of the people, But at present, Sales of wooden New Year pictures have declined sharply. Wooden New Year artists lack successors, the art of Chinese New Year engraving is dying. The art of board New Year painting is going to die.

2003《Convention on the protection of intangible cultural heritage》 “put forward Education inheritance of intangible cultural heritage, especially education inheritance of heritage sites, is an extremely important way of intangible cultural heritage protection and inheritance.” In recent years, various colleges and universities across the country have been trying to introduce intangible cultural heritage into the classrooms of colleges and universities, especially the art and design schools, In the attempt to take the intangible cultural heritage system as a college curriculum to cultivate inheritors and enthusiasts, At the same time for the cultural quality of students education broaden the road. After years of unremitting efforts, colleges and universities through the curriculum structure curriculum resources deployment, to increase the proportion of intangible cultural heritage in the curriculum, Expand influence and guide students to take the initiative to learn intangible cultural heritage.《National school art education development program》 A clear instruction for the university art education: “According to the needs of different students, education should create unique features in combination with local conditions and arrange the development of elective courses of art.” Intangible cultural heritage covers a wide range of contents and is rich in cultural content, which is one of the important knowledge sources of art design education. Therefore, the art design courses in colleges and universities should combine with the local intangible cultural heritage to enrich the curriculum resources and increase the construction of intangible cultural heritage courses.

Suggestions on the Integration of Intangible Cultural Heritage into the Teaching of Art Design

1. Giving play to teachers' initiative to enhance teachers' learning and understanding of local intangible cultural heritage, and giving play to teachers' role in teaching, is one of the important conditions for the intangible cultural heritage to enter the design curriculum, Teachers need to integrate intangible cultural heritage into teaching on the premise of following the teaching syllabus and curriculum standards, Show and explain the cultural connotation of intangible cultural heritage to students, And combine artistic design idea to carry on innovation exploration, strengthen the connection of intangible cultural heritage and society, It also enables students to have a systematic
cognition of intangible cultural heritage, laying a foundation for cultivating students' interest and inheritors.

2. The intangible cultural heritage will be integrated into the art design curriculum design for local intangible cultural heritage. Training courses and elective courses are offered, and intangible cultural heritage inheritors are invited into the class, Share creative attitudes and ideas to make students feel the cultural charm of intangible cultural heritage, Thus becomes the main force of inheritance and development. Show excellent cases of the combination of intangible cultural heritage and modern design to expand students’ design ideas. To open regional intangible cultural heritage survey and collecting activities to let students out of the campus and truly feel the cultural charm of intangible cultural heritage, Actively guide college students to pay attention to and participate in local intangible cultural heritage cultural activities, and create a good learning atmosphere of intangible cultural heritage in schools.

3. It is purposeful to encourage students to attempt to design intangible cultural heritage, currently art and design courses pay too much attention to the training of professional knowledge and skills, It reduces the proportion of cultural connotation and traditional culture learning. Chinese and western culture cannot be perfectly combined, and design works lack traditional cultural connotation, By introducing local intangible culture into the classroom, students are encouraged to integrate traditional cultural elements into the design while developing their knowledge and skills. For example, the teacher assigned classroom tasks while presenting excellent cases combining intangible cultural heritage and design on a regular basis. And regularly complete the class tasks through the grouping mode. Help students understand the art design from the perspective of intangible cultural heritage.

Conclusion

Intangible cultural heritage is the treasure of Chinese culture, which is introduced into the art design courses in universities, And from the curriculum setting course content and the teaching form carries on the innovation, coincides with the current society advocates the university art education, The intangible cultural heritage should be inherited and developed while improving the traditional cultural accomplishment of students in art and design colleges.

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