The Development Space of University Art Design Education in the Era of Big Data

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Abstract. After the arrival of the era of big data, colleges and universities of art design are also facing new challenges and opportunities. How to stand out in the fierce competition has become an important issue facing art design education. The purpose of this article is to explore the development space of art design education in colleges and universities in order to deliver a steady stream of fresh talents for national construction, market operation, and enterprise development. This article analyzes the problems and blind spots in art education by discussing the status quo of art design education in some universities in Province A. It is concluded that 73.08% of college art design education lacks standardization; 65.38% of colleges and universities emphasize on mastering technology and cultivating creativity. Targeted development strategies are provided to provide a wider space for the education of art students in order to develop our art education cause construction and improve the art talent training environment.

Keywords: The Era of Big Data, Art Design, Education System, Expansion Capacity

1. Introduction

Under the background of the era of big data, college education reform and innovation are also the trend of The Times. In this process, college education reform must conform to the characteristics of the era of big data and optimize classroom teaching actively with the help of big data technology, so that students can be promoted effectively in diversified teaching classes[1-2]. Art design specialty is set up by the social development in the course, application scope is broad, but the teaching difficulty is higher also, most of art design in colleges and universities is one of the traditional classroom teaching, to stimulate students interest in learning, teaching effectiveness is greatly reduced, not conducive to students' employment and design innovation in the future. Especially in the era of big data, after all, art itself has very rich connotations[3-4]. In the era of big data university art design education to develop, would not be confined to the classroom teaching[5].
In recent years, the enrollment market of design art colleges has been increasing, and the number of applicants and enrollment have been increasing year by year. Due to the rapid development of art design education, many schools have also set up this professional education in order to meet the needs of society\cite{6-7}. However, some colleges and universities have less experience in professional construction, which has led to reference to fraternal schools in the province when formulating talent training programs and even specific teaching plans. They did not pay attention to more specific issues such as professional characteristics and school resource advantages\cite{8}. However, art design education is different from the traditional art education model. It is an independent discipline developed on the basis of art education\cite{9-10}. In my country's contemporary college education system, art design education as a new discipline is playing an increasingly important role. Especially in today's highly developed market economy, it is of great social significance to discuss the development prospects of art design education in the context of the era of big data.

This article will find out the problems and blind spots in art education by in-depth understanding and analysis of the current status of art design education and teaching, and propose targeted strategies. Provide a broader space for the education of art students to develop our art education and improve the environment for the cultivation of art talents.

2. Method

2.1. Art Design

The so-called art design is from a technical, economic, social and cultural point of view, with the purpose of functional utility and pleasantness, using certain material materials and process technology, using certain artistic means, according to the beautiful Regularly plan and transform it into practical creative activities with specific use function, external form, interpersonal relationship and cultural meaning. Art design is based on the "people-oriented" starting point, and is innovated on the platform of established mature laws and experience. The purpose is to meet the comprehensive needs of human material and spiritual life to the maximum. The innovation and development of art design is a relationship with design education that has a profound influence on the direction of our future art.

2.2. Current Situation of Art Design Teaching in Colleges and Universities

Many colleges and universities during the education teaching reform, the reform of education become a mere formality, teaching ideas and the big data age requirements, cannot achieve good results. Based on the current teaching situation of art design major in colleges and universities, there is still some lag in its teaching thought. Excessive emphasis is paid to the cultivation of students' theoretical knowledge during the teaching period. However, art design talents required in the era of big data need to have good innovation ability and practical ability. Pays too much attention to teaching during the teaching unification and normalization, without considering the students individual differences and creativity. For example, during the teaching of art design, teachers make their own explanations and analyses in class. In this case, although students can form a certain understanding of art design in a short period of time, it is not conducive to the effective improvement of students' design ability, lack of aura and innovation, and is not conducive to their future employment and design. During the teaching reform, teachers did not give full play to their leading role in demonstration, which could not meet the professional requirements for art design talents in universities in the era of big data. In the era of big
data, with the continuous development of information technology and the emergence of various teaching methods, schools can only better promote the development of art design specialty by paying more attention to and actively encouraging teachers to make educational exploration during teaching.

3. Experiment

This paper uses a combination of theoretical research and empirical research to conduct a systematic and comprehensive study of art design education in colleges and universities in Province A, mainly including literature data method and questionnaire survey method. This article screens academic papers related to the research of this article by collecting and reading literature and books on art design, and by searching China Knowledge Network and Wanfang database. At the same time, I collected relevant materials for art design in some schools in Province A and the enrollment guidance for colleges and universities in the province in recent years. These provide sufficient literature and more authoritative data information for the research of this subject. Among the 45 colleges and universities (including independent colleges) with art and design majors in province A, 15 questionnaires were used to select 15 undergraduate colleges and technical colleges (mainly vocational and technical colleges) with art and design education, a total of 30. 30 questionnaires were distributed, and questionnaires from 26 universities (15 undergraduates and 11 colleges) were recovered. The recovery rate of the questionnaire is 86.67%, and the effective rate of the questionnaire is 100%.

4. Discussion

4.1 Survey Results and Analysis

Taking into account the geographical division and economic development of Province A, combined with the current status of art design education in universities in Province A, such as the scale of training and professional settings, the specifics are shown in Table 1 and Figure 1.

| Questionnaire |
|--------------|
| The teaching link is lack of standardization and strong randomness. It emphasizes the practice of technical mastery and the cultivation of creativity |
| Design training becomes pure styling skills training, focusing only on design form and styling, regardless of the practical habits of thinking |
| Employment rate of 15 undergraduate colleges in the past three years |
| Employment rate of 11 colleges in the past three years |
| Percentage |
| 73.08% |
| 65.38% |
| 96.69% |
| 94.49% |
Figure 1. Current status of art design education in some colleges in Province A

It can be seen that in the course of the survey, 73.08% of colleges and universities in the arts design education are lacking in the grasp of all aspects of teaching. Teachers have strong arbitrariness in class, and there are less preparation, less teaching, less demonstration, less tutoring, less internship and more Phenomenon such as commenting makes students' concepts vague and often turns design works into design drawings. 65.38% of colleges and universities emphasize on mastering technical skills and cultivating creative ability, so that design training becomes pure styling skills training, thus falling into the misunderstanding of blind design. This teaching method makes students develop a thinking habit that only pays attention to design form and shape, regardless of the practical function of design, which is incompatible with the essence of design. Regardless of whether there is a problem in the teaching link or the teaching management link, it seriously affects the quality of teaching and the quality of talent training. A survey of the employment status of college art design graduates found that the average employment rate of 15 undergraduate colleges in the past three years was 96.69%, and the average employment rate of 11 technical colleges in the past three years was 94.49%. The employment rate of graduates majoring in art and design is ideal.

4.2 Future Development Direction of Art Design Education

(1) Pay attention to the broadening of the horizon and the cultivation of innovative thinking

Art design education happens to be a society, the representative culture of novelty, and the intellectual power that leads the development of social creativity, so the cultivation of college students’ innovative thinking is extremely important. Innovation is the thinking of art design. The talents that colleges and universities need to cultivate are high-quality talents who have both innovative ideas and practical ability. The first condition for the cultivation of innovative thinking is that we should lead our students to truly feel the outside world, to understand fresh knowledge and interesting design.

(2) Improve the diversification of curriculum arrangements and enhance market design awareness
Now that the market is a diversified market, the emergence of media, magazines, the Internet, etc. has accelerated the pace of market diversification, and the development of the world economy has led to an increase in the mobility of social talents. Students at home and abroad are flooded in the environment of market competition, so the curriculum of students must be diverse. The original single curriculum arrangement is not suitable for the development of today's society, and the curriculum arrangement for art design in colleges and universities must revolve around this change in the market, so that the students trained in four years of college can truly integrate into the society and the market after graduation. Only by integrating into the enterprise can we create the best value for the society. During the school period, the school's curriculum arrangement should be connected to the market, such as leading students into the enterprise, and linking the learned design to the enterprise's design, so that the students can truly understand the marketability, practicality, and design of the design. The resulting benefits increase the students' feelings about art design. Depart from the dogma of book knowledge, and theoretical knowledge of metaphysics. It promotes the culture of the Chinese market and promotes the development of contemporary design.

(3) Pay attention to practical links and strengthen teaching management

Practical teaching is an important part and component of teaching in various disciplines. Art design is a subject with strong practical operation. Students must strengthen practical operation training on the basis of mastering a certain professional theory. This requires colleges and universities to pay attention to practical teaching in the teaching process of art design. On the one hand, the ratio between theory and practice courses should be reasonably arranged; on the other hand, the teaching conditions of practice courses should be improved. There are many ways to improve the teaching conditions of practical classes. First, the school should strengthen the necessary investment and improve the conditions for running the school. Second, the school should strengthen its connection with the society and make full use of the relevant enterprises and companies in the society to create an environment for students' professional practice. Thirdly, students must do a good job in professional internship. Professional internship is not only a professional practice link, but also an important channel for students to get in touch with the industry and understand the society. At the same time, the internship stage is also one of the important ways for students to push themselves to the society. Do a good job in the construction of internship bases, which will have a certain impact on the employment of students. Therefore, colleges and universities should strengthen the practice teaching link through various ways, and do a good job of students' internship work. The loopholes in teaching and management are also one of the important factors that affect the quality of talent cultivation. "Management yields benefits", so is education, and art education is no exception. It is recommended that colleges and universities should pay attention to the standardization of teaching and the institutionalization of management. We must start with a good grasp of teaching routines, and strict requirements for teachers and students should establish a relatively complete teaching management system and its evaluation methods, and strengthen implementation and supervision. Only in this way can the teaching effect and the quality of talent training be further improved, and the art design education can better adapt to the needs of society.

5. Conclusion

As a creative activity closely related to human life, art is to a certain extent complementary to the development of the times. The development of the era of big data is inseparable from the processing of
artistic images, and the sharing and exchange of art resources is also inseparable from the promotion of data. Under the background of the era of big data, the requirements faced by college students are also constantly increasing, and traditional teaching methods and concepts cannot naturally meet the needs of talents in the new era. If the art design major in colleges and universities wants to develop during the education and teaching period, it is necessary to keep pace with the times to innovate and optimize the teaching classroom, with the help of diversified teaching paths to effectively improve the teaching quality of the art design major. So as to effectively cultivate the high-quality and high-ability talents needed in the background of big data era, and lay a good guarantee for its future development and employment.

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