Discussion on the Quality Cultivation of Entrepreneurial Talent of Art Design Major in Engineering College

Lin LIU and Xue-ying DONG
College of Art Design, Hubei University of Technology, Wuhan, 430068

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Abstract. Since entrepreneurship education has been extended from the fields of continuing education, general education and vocational education to the field of higher art education, the entrepreneurship quality education of art discipline has greatly enhanced the enthusiasm of students to learn independently, study and master the knowledge of market economy, and promoted the ability of innovation and entrepreneurship of the students majoring in art. It is necessary to analyze the curriculum system and improve the practical teaching mechanism of art design major in engineering colleges and universities.

Introduction

With the close connection of universities and market economy, the cooperation between schools and enterprises and the innovation of practical competitions become an important task for universities and colleges. The original aspiration of entrepreneurship education is to solve the problem of youth unemployment in poor areas of undeveloped countries, so as enable them to obtain the employability of self-reliance. While the ultimate goal of entrepreneurship education is to cultivate the creative and innovative talents with high quality who can easily adapt to the market and start their own businesses. Since entrepreneurship education has been extended from the fields of continuing education, general education and vocational education to the field of higher art education, high-quality undergraduate has been the target of education. In our opinion, entrepreneurship education aims at cultivating the entrepreneurship and innovation ability through purposed, planned and organized systematic teaching and social practices, instead of simply requiring students to start business or suspend the courses to do businesses. It doesn’t lie in start business or not, but in the cultivation of the entrepreneurial sense and ability. As a consequence, entrepreneurship quality education motivates students to study and improve the creative and innovative ability.

State Quo of the Cultivation of Entrepreneurial Talents of Art Design

First, single model of talents cultivation. In the context of planned economy mechanism, the talents are cultivated according to single specification and standard in art design discipline, and education and teaching system of engineering colleges are fixed and monotonous. In other words, thousands of colleges and universities and people follow the same pattern. Furthermore, the pattern of art design discipline has no distinctive characteristics and doesn’t show its professional skills. On one hand, in the curriculum setting, the proportion of theoretical courses for cultural courses is relatively high. On the other hand, for the assessments of professional teachers, degree is more important than the practical ability, which leads to emphasis on the teaching of theoretical knowledge and the lack of the cultivation of practical ability.

Second, the overall quality of students is no high. Because the teaching of art design doesn’t closely related with society and enterprises, and the enterprises rarely learn about the talents cultivation, as a result, it is difficult for students to really involved themselves to the internship. Even though many students majoring art design have practical lessons, the work that they choose during the internship are often out of touch with their future work. For the graduates in recent years, the employers give some comments, such as active thinking, quick absorption of new knowledge, and great improvement in foreign language and computer skills. However, the graduates shoe many deficiencies in knowledge structure, specialty knowledge, ability of management and practice and
the time to adapt to the work. In addition, professional ethics, cultural quality, psychological quality are quite far from the employer's requirements and expectations.

Third, teaching system of over specialization. Due to the characteristics of high specialization, narrow specialty caliber, the model of art design teaching limits students to great extent, causing the students lacking of the personalities. The contents of specialized textbooks left behind society and economy development and don’t introduce the latest design concept, which can’t reflect the changes and growth of science technologies and economy. Affected by the education mode, students can’t put the knowledge what they learned into the practice. As a result of tying the general knowledge courses with the specialized courses in a inflexible way, the curriculum are composed of the systematic basic courses and specialized courses, lacking the flexibility of and adaptability.

There is a phenomenon that the model of art design teaching disconnected from the market economy, therefore, the colleges and universities need to reform the model of talents cultivation so that art design can adapt to the development of modern society and meet the requirement in the age that is fast-changing.

**Specificity of Talents Cultivation of Art Design**

Different from the knowledge structure of general art and science major education, the specificity of the talents quality of art design determines the special process of talents cultivation and requirements. Specifically, the specificity can be introduces in the following three aspects.

First, the particularity of the objectives of talents cultivation. Unlike the other higher education, the cultivation objective of art design has its specificity, which characterized by distinct career orientation. It mainly manifests three points. First, the cultivation enables students study and acquire the relevant professional knowledge. Meanwhile, students obtain the basic practical ability and necessary competence that suits for future professional development. Second, students can gain the flexible professional skills and acquire the capability for adapting to the change in the positions. Third, through the cultivation of art design discipline, students not only acquire some basic professional theories and skills, but also have a good command of the basic theoretical knowledge about natural and social science. Fourth, the purpose is to endow design major with the spirits: creative mind, innovation spirit and entrepreneurial ability.

Second, the particularity of the mode of talent cultivation. Taking the personalities of students into consideration, Art design discipline needs to connect the professional ability training and society requirements that change constantly, so that students have great potential and adaptability when facing the future career. Therefore, in the process of cultivating the talents in art design discipline, the guiding principle is to help students to acquire the competence in the relevant fields. Teaching plan, curriculum setting and quality assessment should oriented to cultivate students' comprehensive competence. Art design has high demand on practice, and the teaching focuses on imparting professional knowledge, helping build the creative thinking and passing on the practical experience, and cultivating the ability to raise question and solve them further. In essence, teaching process of art design major refers to an over-teaching mode that emphasis on quantitative knowledge turning into practical ability and the integration between classroom teaching and practical teaching.

Third, the particularity of conditions of talents cultivation. The particularity lies in the demand for the quality of teachers. It is the weakest part for the art design at present, and it is significant to solve the problem for the growth of the discipline. The solution is to build a group of teachers with both the quality of ordinary university teachers and practical ability in design. By engaging famous designers from board level as the part-time teachers in the college of art and design, they can provide guidance in doing experiences, practicing and internship and other practice teaching process. Another solution is to build the teaching buildings and experimental and practice training bases, and invest more into the experimental and teaching equipment.
The Features of Talents Cultivation of Art Design

There are two outstanding characteristics of running an engineering college: the first is to serve the growth of local and regional economy and the requirements of social development, the second is to pursue the principle of multi-level education pattern and the diversity of disciplines. Since China joined WTO and entered into the world of higher education internationalization, engineering colleges serve the local and regional economy development. It is necessary to attach great importance on the cultivation of technical talents and advanced technical talents who have wide-ranging expertise, solid foundation, high quality and strong competence, and it focus on the cultivation of overall quality and practical ability as well. As a result, there are higher expectations for the graduates of art design in engineering colleges in terms of knowledge structure, the way of thinking and comprehensive skills. This requires us to emphasize the objectives of talents training to cultivate the innovative talents with strong desirable for knowledge and rich imagination; to the compound talents with a wealth of professional knowledge and good at foreign language communication, who know about WTO rules and international economic laws, and can actively participate in international competition and safeguard national interests; to cultivate advanced application-oriented talents with firm basic knowledge, perfect personality and innovative spirit who are able to solve practical problems, and communicate, compete and cooperate with other countries in the world.

What’s more, as a matter of fact, the diversity of pattern of talent cultivation has two meanings. Broadly, due to imbalance of economic development in various regions, there are great differences in the quality and quantity required. Therefore, colleges and universities should cultivate the talents from different level and following various pattern. In order to fit the needs of versatile talents who adapt themselves to the advancement of regional economy, the colleges are required to form the training modes in great diversity. Diversification of talent training modes is another feature of art design talent training in local engineering colleges.

Quality Requirements of Entrepreneurial Talents of Art Design

Particularity of the Objectives of Talents Cultivation

The objectives of cultivation of art and design talents in universities are different from the knowledge structure in fine art colleges. Through the training, students should have the basic knowledge of the design field and the ability to adapt to the fast-changing art and design market in the future. And students gain the professional theories and skills, and learn about the theory on the natural and social science. In addition, this mode of education boost students to pursue the innovative spirit. Taking the students as the objectives, art design education connect the cultivation of practical ability with the increasing variety need of market, which enable students easily adapt to their career in future time.

The Features of Talents Cultivation of Art Design

The art design discipline in engineering colleges should be based on the growth of regional economy and the requirements of personnel training. On one hand, the engineering colleges adhere to the road of the combination between art and science, and take the market into account, so as to cultivate the advanced application-oriented talents with abundant knowledge and practical ability. On the other hand, in pursuit of the fundamental purpose of “competence and innovation”, the advanced talents who broaden the scope of knowledge and have strong practice ability should be trained and cultivated. The last but not least, it is necessary to enable students become talents with new thoughts, ideas, advanced skills.

The Requirements of Talents Cultivation of Art Design

The new requirements for the training of art design talents in engineering colleges include at least four aspects as follows. First of all, the students should have high moral quality, which includes strong political consciousness, noble public morality, scientific and technological ethics and morals,
and a sense of strong dedication and social responsibility; second, professional quality. It refers to solid foundation of art design, strong adaptability, sufficient knowledge, reasonable structure, and professional ability (creativity, adaptability, learning ability, cooperation and competition, basic ability of planning and management); The third is cultural quality. Art designers should have higher cultural cultivation, because humanistic spirit exert a subtle influence on artistic taste in design practice. The fourth is physical and mental quality. Students must be strong in health and mentality. Entrepreneurial rescue education is a quality education for all students.

Entrepreneurial education not only needs to cultivate the entrepreneurial spirit, but also to teach students to master entrepreneurial skills that seize business opportunities and achieve practical values. Only in this way can students benefit from the education for whole life. Because the purpose of entrepreneurship education is to cultivate pioneering talents with innovative spirit and creative ability. Therefore, It is vital of significance to stimulate college students' entrepreneurial awareness and develop the world view of entrepreneurship; Furthermore, the cultivation of the quality plays a role in the education. Importantly, students should enrich entrepreneurial knowledge and improve innovation ability.

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Author: Lin LIU (1965.7-), male, master degree, professor of School of Art and Design, Hubei University of Technology, Master Candidate, pursuing the teaching and study of visual communication design.

Xue-ying Dong, (1997.1-), female, master student of School of Art and Design, Hubei University of Technology, pursuing graphic design visuals.

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