Research on Ideological and Political Teaching of Product Design Course for Industrial Design Major

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Abstract. The main purpose of curriculum ideological and political teaching is to form synergy effect of curriculum system. With the main channel of classroom teaching, ideological and political theory courses and other courses are taught together. Based on the related literature research and research, this paper analyzes the nature and characteristics of industrial design. The course combines the relevant contents of the ideological and political theory course and product design research, so as to strengthen the value orientation and correct guidance of students in the teaching of professional courses.

1. Research overview
General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities that we should make good use of the main channel of classroom teaching and all kinds of courses should go with the ideological and political theory courses in the same direction to form a synergistic effect. College education is an important way of Ideological and political education for contemporary young people. It shoulders the important task of training excellent builders of socialist cause. Therefore, we must adhere to the correct political direction. The main purpose of curriculum ideological and political education is to promote the transformation of University Ideological and political education curriculum to curriculum ideological and political education, emphasizing that the important professional courses of various majors in universities should be included in the curriculum content that can guide students to establish correct values and world outlook.

Although great achievements have been made in the research of curriculum ideological and political affairs in major domestic universities, there are still some problems. The erroneous tendencies are manifested in two aspects: first, Intentionally add ideological and political elements to the curriculum. The combination of curriculum content is too rigid and lacks rational cohesion. The second, Some people set up projects in the name of Ideological and political affairs to carry out unreasonable curriculum reform. In fact, not all courses are suitable for embedding ideological and political content and carrying out curriculum reform. Through the analysis of production background, cultural background and professional spirit of industrial design specialty, this paper studies the combination of professional course content and ideological and political course content. Finally, the ideological and political system of product design course is formed. Drawing lessons from the concepts and principles of recessive education, we inadvertently achieved the function of education.
2. Research on Ideological and Political System of Product Design Course

The core program of Ideological and political education in product design course is to connect with the cultural background of teaching in the process of imparting professional knowledge. This background can be either an excellent traditional culture or a history and current achievement of industry and professional development. The content of Ideological and political education is mainly embodied in the background of construction, of course, also related to the content of the course itself.

2.1. Ideological and Political Research of Socialism with Chinese Characteristics in Product Design Course under the Background of New Era

In the report of the Nineteenth National Congress of the CPC, Xi Jinping put forward a scientific judgment on the new historical orientation of China's development. As socialism with Chinese characteristics enters a new era, the main contradiction of our society has been transformed from the contradiction between people's growing material and cultural needs and backward social production to the contradiction between people's growing needs for a better life and unbalanced and inadequate development. As for the people's growing need for a better life, there are two aspects: one is to put forward higher requirements for the quality of material and cultural life, and the other is to put forward higher requirements from the perspective of the overall development of human beings and the overall progress of society.

The people's need for a better life includes the yearning for good products. A good product design can improve the quality of life of users and meet their needs for certain functions of the product from a micro point of view. From a macro perspective, it is conducive to the development of the product industry and contributes to the progress of society. From the scientific judgment of the transformation of contradictions, we can see that the main obstacle hindering social progress and development is not backward social production, but unbalanced and insufficient development. The productivity level of our country has improved significantly on the whole, which is no longer the situation of backward social production. Faced with the new social needs, we still have many problems in product design, development and product innovation. The problem of unbalanced and inadequate supply of products is evident in the context of the new era, which has become the main factor restricting the satisfaction of people's growing needs for a better life.

In product design, we must pay attention to the insufficient imbalance and solve it. The imbalance is mainly manifested in the imbalance of regional development, the imbalance of supply structure and the imbalance of group development ability. The insufficient development mainly refers to the insufficient innovation ability, the low development ability and level, and the quality and efficiency need to be improved. Therefore, in the stage of market research and conceptual design of new product development, it is necessary to clarify the technical means necessary for the realization of new product, whether it meets the basic needs of consumer groups, and whether it solves some social contradictions. The goal of this stage is to strive for better quality, higher efficiency and more sustainable development.

2.2. Analysis of Ideological and Political Modules in Product Design Course

Product design course is an important professional core course for industrial design specialty. The course content can be divided into three modules: product design process, product system design and product design case analysis. Through the previous research and analysis, the first step in product design process, that is, Market Research and defining the design concept stage, can be combined with the theory of socialism with Chinese characteristics and the theory of the initial stage of socialism to analyze how to solve people's growing demand for a better life and imbalance in the field of material life by means of product design. There are three aspects of value orientation of Ideological and political module in this part of curriculum: demand orientation, technology orientation and innovation orientation.
2.3. Application of Marxist Theory in Ideological and Political Education of Product Design Course

For the study of Marxism, we should first establish the philosophical belief that Marxist philosophy is a scientific world outlook and methodology. The philosophical thoughts of Chinese leaders of several generations on state leadership and construction are the theoretical basis of the new development of Marxist philosophy in China and socialism with Chinese characteristics. Product design course is an important professional core course for industrial design specialty. In the course of course teaching, it is the first task to inculcate students' correct concepts and methods.

In the process of teaching professional courses, we should educate students on the basic principles of Marxism. For example, in the process of explaining the systematic view of products, students can grasp the basic viewpoints, standpoints and methods of Marxist philosophy by combining the material theory of the world. Combining the knowledge content of Marxist world outlook and methodology in practical teaching, we can help students set up correct outlook on life and values. In the teaching of product system composition, students are trained to analyze and solve problems with the viewpoints and methods of Marxist philosophy. In the teaching process of product function, structure, form, color, human factor, material and environment, students are guided to analyze and solve problems with the theoretical knowledge of dialectical materialism, substance, practice, connection and development, and knowledge in Marxist philosophy, so as to achieve a certain value orientation.

3. Research on Product Design Talents Training Based on Chinese Traditional Culture

3.1. A Study on the Course Ideology and Politics of Chinese Traditional Culture

Chinese traditional culture is the fundamental creativity of the achievements of Chinese civilization. It is also the overall inheritance of morality, various cultural ideas and spiritual concepts in the national history. The cornerstone of Chinese traditional culture is the basic thought of Taoism and Confucianism. Taoism and Confucianism, such as "Taoism follows nature", "Benevolence, righteousness, courtesy, wisdom and faith", play a guiding role in product design. Chinese traditional culture includes Chinese traditional festivals, as well as the characteristic cultures of different regions and nationalities. The ideological and political content system of product design course can not be established without the support of Chinese traditional culture.

In our efforts to move from "Made in China" to "Design in China", we will undoubtedly experience difficulties and obstacles. Therefore, in the course of curriculum teaching, it is particularly important to cultivate students' love for specialty and their determination to contribute to the development and revitalization of the industry, which involves the cultivation of family and country feelings.

The feeling of family and country is one of the excellent traditional cultures of the Chinese nation. Its basic connotation is the main body's recognition of the community and the ideas and concepts that promote its development. The external manifestation of the feeling of family and country is to attach importance to family, mind the world, national spirit and patriotism. For the personnel training of product design, it is important to build professional pride, professional loyalty, and realize the leap from loving profession, loving profession to loving country. Therefore, in the process of education, we should not only connect closely with traditional culture, but also innovate and surpass traditional culture. The feeling of the country is epochal. In contemporary society, this excellent cultural tradition transcending nationality and ideology plays a great role in social construction, national development and national unity.

3.2. Ideological and Political Talents Training Objectives of Product Design Course

The feeling of family and country studied in this paper refers to a kind of thought and idea that individuals, under the influence of Chinese traditional culture, have a high degree of recognition of the value community and promote it to develop in a positive, positive and benign direction. The individual refers to the students majoring in industrial design in the course of teaching, and the value community refers to the whole industry of industrial design in China. The fundamental purpose of Ideological and political education in the course is to promote students' understanding and love of industrial design,
and then to form a sense of professional pride. Only by recognizing and being loyal to a major, can they participate in the work to the maximum extent possible. The industry contributes and realizes its own value. In order to stimulate students to study hard, study hard and innovate constantly, we should sort out the well-known persons and events at home and abroad in the work positions related to product system design in the course of development of this major, study their essence, nature and contribution to the country and nation, and implant them into the content system of Ideological and political course. In addition, we choose well-known alumni to start businesses and serve the country, so as to educate the students of this major in the value orientation of their national feelings.

4. Research conclusion

According to the analysis of this paper, the task of product design course for industrial design specialty is refined, and the task analysis is carried out with the corresponding ideological and political theory. Then the fundamental purpose of solving the task is achieved through the realization of the goal and the guidance of the value. The specific research results are shown in the table1.

Table 1 Ideological and Political System of Product System Design Course

| Task Proposal: Content Basis of Product Design Course | Task Analysis: Application of Philosophical Method and Implantation of Ideological and Political Contents | Task Solution: Teaching Objectives of Course Ideological and Political Education |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Market Research and Analysis | Socialism with Chinese Characteristics has entered a new era | People’s growing need for a better life |
| Definition of Design Concept | Unbalanced development | Product direction |
| | Inadequate development | Demand orientation |
| Product System Design | Marxist Philosophy | Universal Connection and Eternal Development of the Material World |
| | | Function and structure |
| | The Dependence of the Spiritual World on the Material World and the Active Role of Consciousness | Material orientation |
| | Examination and Evaluation of Practical Result | Form and color |
| | Material and Technology | Human factors and dimensions |
| | Theory of Sustainable Development | Humanized Orientation |
| Case Analysis of Product Design | Chinese Traditional Culture | Taoism and Confucianism |
| | | Product form |
| | National culture | Cultivation of cultural connotations |
| Family feelings | Famous Product Designer | Professional Identity |
| | Outstanding Alumni | Professional loyalty |
| Industry Events | Industry pride | |

| Curriculum objectives | Value orientation |
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| Technology oriented | |
| Innovation oriented | |
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