

## A STUDY ON THE PATH OF CULTURAL AND CREATIVE MAJOR PROFESSIONAL PRACTICE TEACHING SYSTEM

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*Період розвитку культурної та креативної індустрії в Китаї відносно короткий, хоча багато коледжів мистецтва та дизайну додали культурний та креативний дизайн до навчальної програми. За останні роки вони не сформували систему практичного навчання, яка була б більш зрілою та легкою для просування для культурних та творчих спеціальностей. У статті представлено оптимізацію цілей навчання талантів і створення 3 модулів + 3 платформ практичної системи навчання.*

**Ключові слова:** освіта, культурні та творчі спеціальності; система практичного навчання.

*The period of development of cultural and creative industry in China is still relatively short, although many art and design colleges have added cultural and creative design to the curriculum. In recent years, they have not formed a practical teaching system that is more mature and easy to promote for cultural and creative majors. Optimization of talent training objectives and the establishment of 3 modules + 3 platforms of practical teaching system, this paper realizes.*

**Keywords:** education, cultural and creative majors; practical teaching system.

According to the survey, the operating income of cultural and creative related industries all obtained substantial growth in 2018, among which, news and information services achieved operating income of 809.9 billion yuan, an increase of 24.0 % in the same period; creative design services of 116.9 billion yuan, an increase of 16.5 %; cultural communication channels of 101.93 billion yuan, an increase of 12.0 %. During recent years, the cultural and creative economy all over the world has created an average daily industrial output value of 22 billion U.S. dollars. During recent years, the cultural and creative economy all over the world has created an average daily industrial output value of 22 billion U.S. dollars and increased at a rate of 5 %, and in some developed countries, the growth rate is even faster, with the United States having reached 14% and the United Kingdom 12 %.

Cultural and creative industries mainly include animation, games, advertising, visual arts, environmental arts, arts and crafts, product design, film and audio-visual, interactive entertainment products, etc., which itself has the char-

acteristics of «creativity» «cultural» « Cultural and creative design involves the intersection of knowledge in various design fields, which has high requirements for designers, and the core driving force creative design involves the intersection of knowledge in various design fields, which has high requirements for designers, and the core driving force In the background of unprecedented prosperity of China's cultural market and rapid development of cultural economy, the large demand development of cultural economy, the large demand for cultural and creative talents has become a great challenge for the sustainable development of In the background of unprecedented prosperity of China's cultural market and rapid development of cultural economy, the large demand for cultural and creative talents has become a great challenge for the sustainable development of cultural and creative industries, and the innovation and reform of the training method of cultural and creative professionals has become an The innovation and reform of the training method of cultural and creative professionals has become an increasingly serious realistic issue.

As cultural and creative design majors are closely related to economic and market development, they pay more attention to students' comprehensive quality and practical ability cultivation than other disciplines, but at present, domestic art colleges and universities still focus on theoretical courses, and in the basic courses, they mostly focus on cultivating students' basic painting and professional skills. In addition, the limitation of discipline and specialization, the courses that lack intersectionality is not beneficial to the development of students' comprehensive quality.

Most of the practical courses of design majors need to be completed through teachers' demonstration and students' hands-on experience. Therefore, the requirements for space and professional equipment are relatively high, and, for cultural and creative design majors, the market transformation of design results is an important link for students to understand the industrial chain and market demand, but due to the limitations of space and equipment, most schools' practice sessions only stay in the design practice stage, and even if they have laboratories, their utilization rate is not high.

Since many college teachers work directly as teachers after graduation, they lack practical experience, and many experimenters' majors do not match with the laboratory. Therefore, many experimental courses are superficial. At present, many internship courses of design majors are conducted in the way of school-enterprise cooperation, but because the purpose of students entering the enterprises for internship is not clear enough, their participation in design projects is not high, and there are also many companies providing internship positions that are only assembly-line jobs, which do not enhance the profession much.

The core of the training goal of cultural and creative talents lies in the education concept. cultural and creative talents practice teaching system construction, need to systematically organize the education object, curriculum system and methodology, to innovative practice education concept as the guide, so this paper will be cultural and creative talents training goal. In this paper, we set the training goal of cultural and creative talents as composite design talents who can adapt to the economic development of society and have certain innovation and professional practice ability.

For cultural and creative majors to develop a talent training program around the professional training objectives, the overall core of the students' professional knowledge application ability and innovation, creativity ability. Students can master solid theoretical knowledge, complete knowledge system, and highlight professional characteristics and industry features, build a modular curriculum system that includes professional quality education, professional knowledge education and professional practice education, import practice platform, and build a creative platform to form a cultural and creative professional talent training 3 modules + 3 platforms of the practical teaching system. The practical teaching system includes students' entry into the studio and internship in the industry, forming a complete chain from teaching to design practice and then to the exhibition and sale of design results.

The modular curriculum system of cultural and creative class includes professional knowledge module, awareness practical training module and project practice module. Under this teaching module setting, it can ensure students to consolidate basic theoretical knowledge and master professional knowledge, but also combine classroom teaching, professional cognition and practical teaching with the demand of cultural and creative industry professionals and the operation law of the market, and take multiple dimensions of training to cultivate students' professional quality and expand their knowledge breadth, so as to target students' practical ability for All-round training.

1. Expertise module. It consists of general education courses, professional foundation courses and professional core courses, highlighting the cultivation of students' professional quality and expertise. With students as the center, while using the traditional means of teaching basic knowledge, combined with the cultivation of students' innovative ability, we adopt various teaching methods such as catechism, micro-lesson and hybrid teaching to cultivate students' professional skills and independent thinking ability in a multi-dimensional and three-dimensional way. At the same time, industry elites and enterprise instructors are regularly invited to discuss and share with students using professional examples and problems in actual operation, and also introduce students to cases of professional cutting-edge knowledge, which not only enables students to lay

a good theoretical foundation, but also stimulates students' learning interest and innovation ability.

2. Cognitive practical training module. It consists of art internship, professional awareness internship and professional internship class. It mainly includes life culture cognition and social industry cognition, leading students out of the classroom and into life to draw inspiration and materials for creation, and into enterprises, professional fields and even production industries to learn and observe and understand the industrial structure and production process. The awareness training module is an important part for students to broaden their horizons and improve their professional knowledge.

3. Project Practice Module. It consists of professional design topics, professional class practical training, and innovation and entrepreneurship topic courses. In the teaching process to integrate social practice, highlighting the cultivation of students' professionalism, professional innovation and practical ability, teamwork ability, etc. Project practice module is led by real project teaching, students through entering the studio, enterprises to complete various research projects, social projects and competition projects to achieve the teaching and training objectives.

The construction of experimental and practical teaching platform is the basic guarantee for the practical teaching of cultural and creative majors. On the basis of the modular curriculum system, the course experimental platform, and the course practical platform are introduced, which realize the practice of technology and process in teaching, and some of the laboratories can also transform their identity and have the function of product display at the same time.

By combining the studio system and the school-enterprise cooperation system to establish the course practice platform. By introducing real projects into the studio practice, students are exposed to the real market demand and their works have more market value. Through the cooperation with enterprises, the enterprises provide students with relevant positions for on-the-job internship, and the enterprise instructors and teachers of specialized courses lead students to participate in enterprise projects, so that students can participate in cultural and creative product projects in a complete way and master the skills and processes of cultural and creative product design. Students will learn about the workflow of the industry and the design and production process to improve and develop their practical skills and teamwork awareness. On the other hand, it allows students to experience the workplace environment in advance, improving their design practice skills and laying a good foundation for them to graduate and enter the corporate world.

According to the characteristics and practical teaching mode of cultural and creative majors, the school can take the lead in connecting with mar-

ket-oriented online and offline cultural and creative creator platforms. Such platforms can provide opportunities for students of cultural and creative majors in different fields of study to showcase their creativity and sales, such as hand pottery making, leather goods making, and silver jewelry making. In addition, the school can regularly hold a cultural and creative market of a certain scale, where teachers can instruct students to combine the teaching requirements of the practical training courses and bring the cultural and creative works designed and produced in the courses to the cultural and creative market for centralized display and sale. By introducing the creative platform into the cultural and creative teaching mode, students can participate in the cultural and creative bazaar to sell their products, so that the results of their practice can be transformed into the market through the creative platform, and they can experience the whole process of cultural and creative products from the design to the product. The students not only learn how to sell cultural and creative products, but also gain some marketing experience in the process of selling, and test the learning results by the market, and help stimulate students' interest in learning and creativity.

Cultural and creative majors involve a wide range of techniques and technologies, and some professional techniques can only be completed by experienced craftsmen. Therefore, schools can relax the hiring criteria in the employment of laboratory instructors, and can break the restriction of education in special majors. Studio instructors can also hire talents with practical experience in the industry to join and fill the shortage of practical experience of college teachers. In the training of teachers, the training of practical ability of young teachers can be strengthened jointly with enterprises.

In order to ensure the rationality of the practical teaching system, a set of comprehensive assessment system needs to be established to support it. In the practical course, students are evaluated in a diversified way, not only with reference to their mastery of the theoretical knowledge of the course, but in the practical course, students are evaluated in a diversified way, not only with reference to their mastery of theoretical knowledge of the course, but also with emphasis on their practical operation ability, professional quality and innovation ability, and the transformation ability of design. The practical teaching mode establishes a «learning and teaching method», which is based on the «teaching method». The practical teaching mode establishes a «2+X» grading system, in which 50% of the students are graded by the school supervisor, 40 % by the enterprise supervisor, and it is a change from the previous grading system, which was based solely on homework and attendance, and is also a test of students' overall quality. The school is a good example of how to improve the overall quality of the students.

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