



Research on Innovation and Reform Strategy of Fine Arts Education in Colleges and Universities

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Abstract

Under the situation of the new curriculum reform, art education in colleges and universities has also undergone some changes, and teachers' teaching ideas, teaching methods and other aspects have undergone innovative changes. However, at this stage, there are still some colleges and universities that adhere to the traditional concept and teaching mode of art teaching, which has a certain blocking effect on the innovative development of art education in colleges and universities. Therefore, in order to adapt to the development needs of the new era, art education in colleges and universities should be brave to innovate and change, actively explore new directions conducive to the innovative development of art education in colleges and universities, start to solve the adverse effects of traditional models, innovate teaching concepts and teaching methods, and inject new vitality into art education in colleges and universities. This paper mainly discusses the innovative reform strategy of college art education, hoping to bring some reference for college art education.

Keywords

New curriculum reform, College art teaching, Innovation-driven development, Reform strategy

Introduction

Art education in colleges and universities is an important position to cultivate art professionals for the country and society. In the context of the new curriculum reform, innovative educational goals have also been proposed. Art is a professional subject widely loved by the public. It can not only bring people aesthetic appreciation, but also promote people's artistic quality. It has unique advantages in promoting people's aesthetic education. In the current reality, the society's demand for art talents is increasing, but the traditional education model of colleges and universities obviously does not meet the needs of the current era. Based on this, art education in colleges and universities has also carried out innovative reforms, trying to find a new direction of art education, and cultivate high-quality professional art talents for the country and society.

1. Innovate the curriculum and change the traditional teaching mode

Art education in colleges and universities should be open and diversified. Art classroom teaching is a professional base for cultivating art talents. Every place on the campus should be able to incorporate the shadow of art teaching. Under the development situation of the new curriculum reform, the art education in colleges and universities should integrate various art resources and introduce them into the art classroom teaching. Teachers can make full use of modern information technology, and constantly enrich the art teaching content and expand the students' art

vision through the online and offline organic combination of teaching methods. In the art teaching practice, teachers should pay attention to cultivating students' innovative spirit and creativity, guide students to use information technology to collect large teaching resources, and combine life practice to innovate, further enhance students' innovative consciousness and creative ability. At present, the teaching concept and teaching mode in the art teaching of colleges and universities in our country are too traditional and single, which should cause the art education in colleges and universities to face up to it, innovate and reform constantly, so as to break the shackles of the traditional teaching system and develop towards the new direction of reform. In teaching, teachers should guide students to master the theoretical knowledge of art culture, so as to consolidate the art base of students. They should change their teaching models, constantly enrich the options of art teaching, introduce diversified teaching methods, further extend the classroom teaching model, and explore scientific and reasonable teaching methods, so as to meet the needs of the times to cultivate comprehensive art talents.

First of all, teachers should let students lay a good foundation of art theoretical

knowledge and have a better understanding of art education. Colleges and universities can invite experts or scholars in the art industry to give special lectures, so that students can learn the advanced knowledge and practical experience of experts or scholars in the industry, further expand students' art vision, and enable students to accumulate more rich art knowledge. Secondly, teachers should attach importance to the development of art extracurricular practice activities, and organize more colorful art practice activities in daily life, so that students can form good art discipline literacy in art practice activities (Manlin Qin, 2006). For example, art teachers in colleges and universities can organize some art surveys, life painting activities, etc., so that students can get a more comprehensive and three-dimensional art experience in nature and the broad society. Finally, teachers can encourage students to participate in art competitions and other activities organized on campus, so that students' sense of competition can be constantly stimulated. At the same time, they can also send out students' thinking, further improve students' innovation awareness and creative ability, so as to improve students' comprehensive quality and aesthetic ability.

2. Expand the teaching of basic courses and stimulate students' innovative thinking

In traditional art teaching, art teachers in colleges and universities only focus on cultivating students' art professional skills, but only teach students' painting skills in classroom teaching, and pay little attention to cultivating students' ability and cultural knowledge input, which is undoubtedly not conducive to cultivating students' innovative thinking and ability development. Based on this, college art teachers should further cultivate students' professional skills and innovation ability on the basis of cultivating students' basic courses. In the art teaching in colleges and universities, teachers should carry out innovative reforms in art teaching, pay attention to the cultivation of students' innovative thinking and creativity in teaching, and further practice the integration of basic art courses and innovative development of art teaching. Only when teachers combine art theoretical knowledge with students' aesthetic ability and innovative ability in teaching practice can they fully mobilize students' interest and confidence in art learning and make students' innovative thinking and creativity develop significantly. At the same time, on the basis of paying attention to cultivating students' cultural level and quality education, teachers should also strengthen art practice, further improve students' art professional skills, and effectively improve students' innovative practice ability (Zhong Liu, 2016).

3. Strengthen aesthetic consciousness and cultivate students' comprehensive artistic accomplishment

Art is a professional discipline that integrates artistic aesthetics and creative emotion. Therefore, art teachers in colleges and universities should try their best to highlight all aesthetic elements in teaching, so as to strengthen the cultivation of students' aesthetic awareness and creative ability. College students in the new era are in an important period of realizing their life values, and their "values" consciousness is not stable. This special period is in need of the correct guidance of college teachers to make it more solid, so as to constantly improve their artistic cultivation and innovation ability. First of all, teachers should carry out moral education in classroom teaching through art teaching, and at the same time integrate traditional culture education, so that students can experience all kinds of emotions, so as to guide students to form good morality and sound character such as integrity, kindness, love, sense of justice and patriotism.

In addition, when implementing teaching activities, art teachers in colleges and universities should also strengthen the guidance and inspiration of students' cultural service awareness, so that students can have a certain sense of

art and cultural service, and obtain good artistic sentiment and wisdom on the basis of learning art professional knowledge. At the same time, art education in colleges and universities can also be vigorously publicized at the social level, so that more social enterprises, groups and individuals can support college art projects, such as holding college art exhibitions and extracurricular sketching activities (Jiao Lin, 2020).

Through this kind of social practice activities, students' aesthetic awareness and appreciation ability are further cultivated, and their painting skills are further improved. Finally, good art innovation and creativity are formed, and students have formed good art literacy.

For example, when teaching the art work *The Gleaners*, this is a classic work of Millet. While teaching the painting skills of the work, teachers should also let students have a deeper understanding of the pastoral beauty embodied in this art work, and also have a better understanding of the deep meaning of the work, such as hard work and economy, the hard work of working people's lives, the harmony between man and nature, and other ideas. Under the guidance of teachers, students have a clearer understanding of the creation background and the feelings contained in the works of art, so that students can form a certain cultural identity, a certain aesthetic interest, and thus cultivate their aesthetic and artistic appreciation (Tao Yang, 2017).

4. The goal of training talents should closely follow the needs of social talents

Under the background of quality education, the society also has new requirements for the comprehensive quality of art talents. As an educational position for cultivating art professionals, colleges and universities should attach importance to the cultivation of the comprehensive ability and artistic quality of art talents, and also cultivate professional art talents according to the cultivation of high-quality art talents by the society, and regard it as an important teaching goal of art education in colleges and universities (Jing Zhang, 2017).

First of all, in view of the current social demand for art talents, colleges and universities have sought all-round and diversified cultivation of art professionals. There are many types of majors in art education, such as Chinese painting, watercolor painting, oil painting, sculpture, etc. According to the diversified needs of society, various emerging courses should also have room for development, such as ceramic art, paper-cut, New Year painting, etc. in national culture. Colleges and universities should also add such majors to promote the inheritance and development of China's excellent traditional culture education.

Secondly, in terms of cultivating comprehensive art talents, colleges and universities should not only pay attention to the cultivation of skills, but also enrich the teaching content to effectively enhance students' aesthetic awareness and innovation ability. Only in this way can we expand the employment scope of college art students and let them sublimate their comprehensive theoretical knowledge. After graduation, college art students can not only engage in art education, but also engage in art creation, art editing and art counseling. The innovation and transformation of college art education in terms of talent training objectives is also an important embodiment of upgrading art culture, and also a change to adapt to the needs of the new era society for art talents, and an important embodiment of adapting to the new needs of social development for comprehensive art talents.

5. Conclusion

In a word, in the teaching of art education in colleges and universities, teachers should attach importance to the innovation and reform of the curriculum system and teaching mode, but this process is a gradual process, which requires perseverance and patience to practice in daily art teaching. College art teachers should constantly abandon the traditional teaching mode and teaching methods, comply with the development needs of the new era, integrate college art teaching with the needs of the society for comprehensive art talents, and constantly explore new teaching modes on the way of innovation and reform, so as to achieve the teaching purpose of cultivating high-quality comprehensive art talents.

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