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"Integration, Diversity and Innovation"—Construction and Practice of the "National and Innovative" Design Talent Training System of Hunan City University

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ABSTRACT: Hunan city college institute of fine arts and design | international education design professional practice of the CPC Central Committee "comprehensive revival of outstanding traditional culture" instruction spirit, under the background of the wave of economic globalization, relying on our and New Zealand institute of nearly a decade of international cooperation in running schools, follow the "look around the world, keep up, combined with local, pay attention to innovation" principle, put forward to build "nationalization, innovative" design class professional personnel training system, actively explore the present society in informatization, big data, people under the influence of the Internet new visual thinking mode of modern transformation, advocating science and technology, economy, culture, design, training, with the international development of local art and modern design art combination of "solid foundation, application, characteristic, high quality" design professionals, put forward to establish suitable for students innovation ability development, national art accomplishment and modern design art and "23456" innovation ability talent training system, perfect the system and mechanism construction, ensure the smooth implementation of personnel training reform and practice.

KEYWORDS: Nationalization, Innovation, Design major, Construction of talent training system.

I. INTRODUCTION

The wave of economic globalization has promoted the deep integration of culture. In this process, design art has played a pivotal role and become a powerful engine to promote cultural exchanges. In recent years, the wind vane of the design industry presents a trend of returning to the local territory and embracing the tradition. Designers are no longer satisfied with promoting the modern design concept to the world, but more committed to deeply excavating and highlighting the unique charm of local culture in the design, activating cultural heritage through innovative methods, so that it can glow with new vitality in modern society." [1] There is no essential conflict between the excavation of traditional culture and the pioneer of innovation, and design is an important way to endow the historical characteristics to historical symbols." This change of design thinking not only enriches the diversity of global culture, but also injects a more profound cultural heritage and soul into the design itself, so that each piece of work becomes a bridge connecting the past and the future.

II. THE SOCIOAL BACKGROUND OF TRAINING SYSTEM CONSTRUCTION AND PRACTICE

University art design education, as the cradle of cultivating future designers, is gradually moving into a new era of distinctive and diversified symbiosis. This trend is not only a profound reflection on the educational concept, but also an inevitable choice to conform to the trend of globalization and information age. The plasticity and inclusiveness of design education firmly support the unique cultural features [2], profound historical background of different countries and regions, as well as the unique positioning in the international division of labour system, and build a design discipline system, talent training system and theoretical framework that meets the requirements of The Times and highlights the personality. In this process, the design discipline shows the profound inheritance of history and tradition, and the deep integration of business wisdom and technological innovation is leading the trend of design field. In the vast regions of Asia and Oceania, design education pays more attention to the essence of local culture and adds rich colors and vitality to the global design landscape [3]. In this era background, Hunan city college institute of fine arts and design of | international teaching institute proposed to build "nationalization, innovative" design class professional personnel training system, parallel practice. By skilfully integrating the treasures of the national traditional culture and the essence of the national art into every link of the design education, students are guided to draw inspiration and

wisdom from the profound soil of the national culture, and at the same time, with the global vision as a mirror, to re-examine and reshape the national characteristics, so as to show their unique cultural confidence and charm in the design.

III. THE DISCIPLINE BACKGROUND OF THE TRAINING SYSTEM CONSTRUCTION AND PRACTICE

School of Fine Arts and Design of Hunan City College, formerly known as the Art and Physical Education Department of Yiyang Normal College founded in 1970, has a history of more than 50 years. In 2022, according to the development needs of the 14th Five-year Plan of the school, the School of Fine Arts and Design / School of International Education was established. College with philosophy and social science key research base of Hunan province —Hunan national craft culture research base, Hunan excellent social science popularization base —Hunan traditional art research base, Hunan cultural creative design professional innovation entrepreneurship education centre, in Hunan national arts and crafts, traditional culture and art research, cultural heritage protection has a profound academic accumulation. In 2015, the major of Visual Communication Design cooperated with The New Institute of Technology. More than 20 teachers from New Zealand, Germany, the United States and other countries came to teach in the school. Foreign teachers were deeply influenced by traditional Chinese culture, and cooperated with the school team to develop school-based teaching materials and compile handouts. In the process of teaching and learning, we always adhere to the concept of deep integration of science and technology, economy, culture and design, and are committed to cultivating modern design professionals who have a solid theoretical foundation and practical application ability, but also have distinctive personality and high quality. These talents will be able to travel freely through in the dual context of internationalization and localization, skilfully integrate the international vision with the essence of local art, and create design works with the sense of The Times and rich in cultural heritage.

IV. THE IDEA OF TRAINING SYSTEM CONSTRUCTION

In the face of the surging tide of education internationalization, the importance and urgency of building a set of unique "cross-cultural cross-integration" design talent cultivation mechanism is self-evident. This is not only a profound change of the traditional education mode, but also an active exploration of the development direction of the future design art education. We firmly believe that through the establishment and implementation of this system, we will be able to cultivate more "national and innovative" design elites who are deeply rooted in the foundation of national culture and brave to innovate and breakthrough, and inject continuous vitality and power into the sustainable development of the field of design art. To achieve this goal, we make full use of the forefront of teachers research results, into rich teaching resources, and combined with students innovative entrepreneurial projects, subject design competition and practice training project, build up a "resource chain, course chain, talent chain, industry chain" is closely linked, promote the art design of higher education ecosystem. This system not only promotes the deep integration of knowledge, skills and experience, but also provides a broad practice platform and display stage for students, enabling them to continuously explore and adapt to the modern transformation of peoples visual thinking mode in the wave of modern technologies such as informatization, big data and Internet.

4.1 Take the ability training as the main line, and accurately design the talent training orientation of the professional group

Based on the national "double top" university construction strategy, adhere to the social demand as the guide, dissolve the design education "education supply side" structural contradictions, comply with informatization, big data, the law of professional development of the Internet age, advocating science and technology, economy, culture, design, collection school "cultural creative class" design professional group, put forward "based on the global vision, stick to the pulse, depth fusion local culture essence, continue to stimulate innovative thinking spark" "nationalization, innovative" design professional talents training new ideas. This concept is like a lighthouse, which not only illuminates the frontier channel of international design, but also is deeply rooted in the fertile soil of local culture, showing the firm protection and inheritance of the confidence in national culture [4].

4.2 Social needs for the rudder, carefully build the nationality of innovative design talents training ecology

In order to accurately meet the diversified vane of social needs, we constantly optimize the talent training program, take social needs as the rudder, and carefully create a unique national and innovative design talent training ecosystem. We adhere to the educational concept of "paying equal attention to international vision and national feelings", aiming to cultivate groups of design elites with both global vision and full of national deep feeling. To this end, we have

strengthened the three-party collaborative education network of "school-depth integration, school-enterprise collaborative innovation, and school resource sharing", laying a seamless bridge for students from classroom to society. In terms of innovation and entrepreneurship, we actively expand the four-innovation linkage mechanism of "creative germination, innovation practice, business incubation and excellence guidance". By setting up creative workshops, innovation laboratories, entrepreneurship accelerator and excellence display platform, students are encouraged to transform unrestrained creativity into real results. At the same time, we introduce the industry mentor system and invite industry elites to participate in teaching, so that students can temper their skills and accumulate experience in real projects. In the construction of curriculum system, we have created a five-in-one teaching mode of "classroom theory enlightenment, exhibition hall achievement display, workshop skills training, competition practice, project practical experience", realizing the organic unity of knowledge teaching, skill training and quality improvement. In addition, we have also established a six-party teaching cooperation mechanism of "namely, co-construction of practice bases, co-production of training programs, sharing of teaching tasks, training and management, co-research of social projects, and sharing of scientific and educational achievements" [5], which ensures the coordination and efficiency of talent training process and the maximum utilization of resources.

To sum up, we have successfully constructed a "23456" innovation ability talent training system that takes the cultivation of students' innovation ability as the core and combines national artistic accomplishment and modern design art, as shown in Figure 1. This system not only provides students with rich and diversified learning experiences and growth paths, but also injects a strong source of power into the sustainable development of the field of design art, and draws a strong colour for the prosperity and development of design education in China.

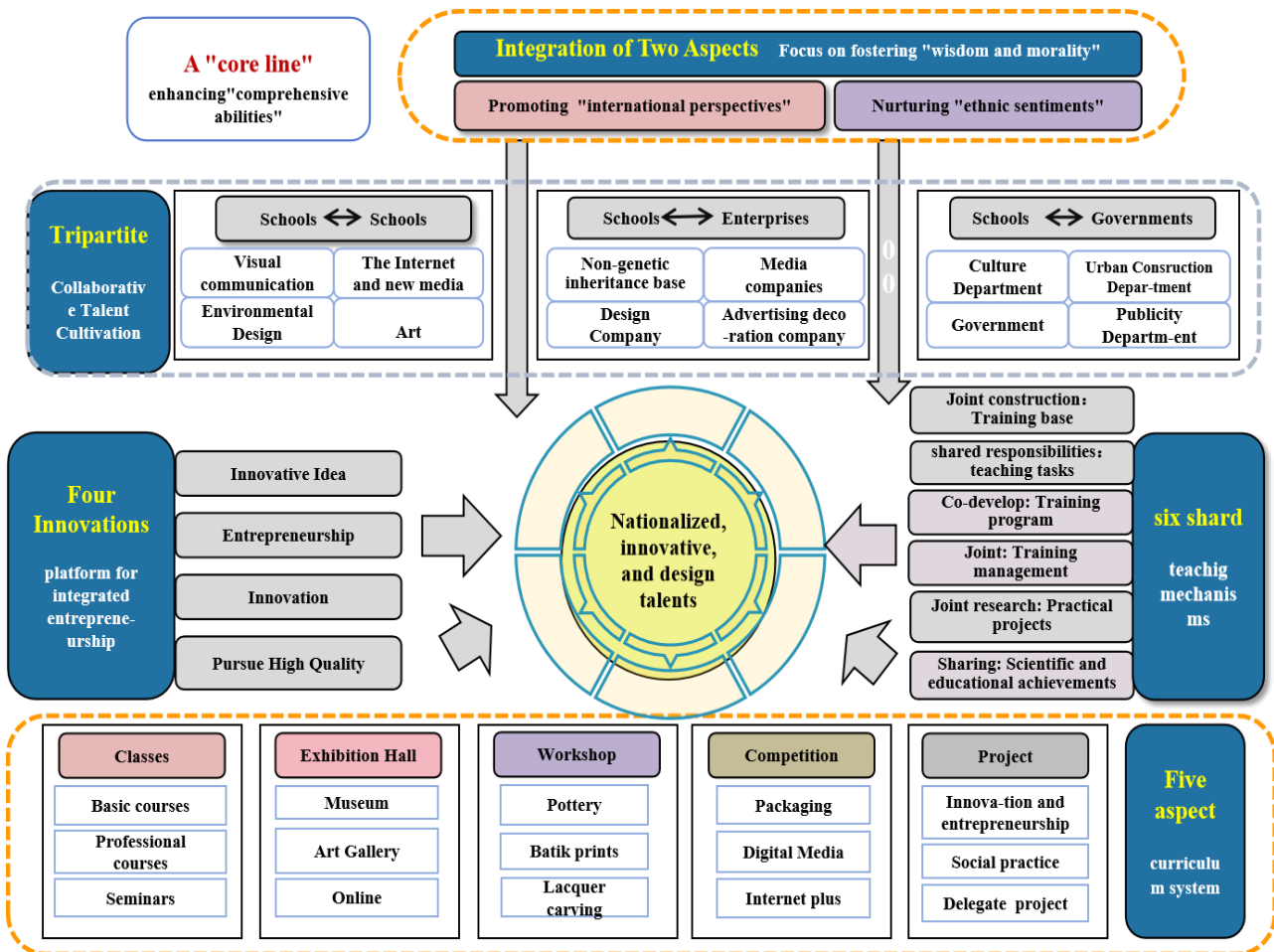


Fig. 1 Structure diagram of the "Nationalist and innovative" design talent training system

V. PRACTICAL EXPLORATION OF THE TRAINING SYSTEM

5.1 Deeply excavate teaching resources and empower the training of ethnic innovative design talents

Build a "three skills" innovation and entrepreneurship education teachers. Its main measures have five points: first, docking system construction, strengthen the grass-roots teaching organization management. The implementation of the "five modernization" construction project, make teaching and research activities regular, team building high quality, scientific work system, standardized position construction, teaching and education professional. Second, the docking of talent training, increase the construction of teachers. On the one hand, young teachers are encouraged to work or off-job doctorate; on the other hand, it is encouraged to further implement the tutorial system and train young teachers through mentoring. Third, docking with professional development and cultivating advanced and sophisticated leading talents. To strengthen the "internal training and external introduction", to invite famous universities and industry experts to give part-time teaching as a long-term mechanism, to establish a teaching and research team to jointly tackle key problems, to train "double high" teachers. Fourth, the docking characteristics of the development, the implementation of the "three skills" famous teacher project. Teachers are encouraged to practice in the post, and we have built a dynamic team of "three skills" of "art, technology and academic" composed of domestic and foreign teachers, elites outside the school industry and non-genetic inheritors. Fifth, we should coordinate and open education and strengthen international cooperation and exchanges. Through the introduction of high-quality foreign educational resources, teachers are encouraged to visit students abroad for further study, cooperative research and other foreign exchanges and cooperation, so as to improve the internationalization level of teachers.

5.2 Improve teaching methods and explore ways to cultivate ability

(1) Deepen the revolution in classroom teaching

We will strengthen the construction of "golden courses", "Curriculum Ideological and Politics" and "Internet + Classroom", make full use of MOOCs, open video courses, quality online courses, course cloud space and other new technological means, improve traditional teaching methods, integrate Hunan craft culture courses into design art teaching, and create a number of provincial high-quality courses.

(2) Implement the "double tutorial system" of school-enterprise cooperation

In the way of "invite in and go out", go to the craft museum, "intangible cultural Heritage" heritage museum and folk handicraft workshop for investigation and practice; invite craft masters to the school, master the craft process, experience the artistic charm of the intangible cultural heritage craft culture, and inspire students creative thinking. Adopting the way of "invite in and go out to build a communication platform" to learn handicrafts from non-genetic inheritors, as shown in Figure 2.



Fig. 2 The way of "invite in and go out to build a communication platform" to learn handicrafts from non-genetic inheritors

(3) Encourage students to innovate in scientific research

Encourage students to declare the traditional culture elements into modern design as the theme of "college students innovative project", such as the Xiangxi Miao traditional silver technology into modern packaging design innovative research, etc., through in-depth study, for design art nationalization development to lay a good foundation, but also enhance the enthusiasm of students study national traditional culture. We make full use of all kinds of teaching resources to provide strong support for the training of ethnic innovative design talents. First of all, we should deeply explore the national cultural resources, integrate the essence of the national traditional art into the modern design education, improve the students' comprehensive cultural literacy, and cultivate the national and innovative high-end design talents with international market competitiveness [6]. Secondly, we should give full play to the leading role of teacher culture, improve the theoretical knowledge and skills of teachers, promote the integration of local and international design concepts, explore the convergence of national art and modern art education, and stimulate students innovative thinking.

Finally, we should make full use of the teaching platform resources, attach importance to the mining and arrangement of the traditional national fine arts, share the teaching resources of the practical innovation ability cultivation, carry out the design practice activities extensively, and realize the personalized development of students' professional design ability. Foreign teachers teach students to combine Miao embroidery elements with modern design elements to make graphic design, as shown in Figure 3.



Fig. 3 The graphic design which combines Miao embroidery elements with modern design elements

(4) Strengthen the teaching research and practice of folk implantation design, and promote the improvement of students' design innovation ability

First, to study the law of innovative transformation of national culture. The innovation and transformation of national craft culture should be based on the present, bring forth the new from the past, serve the present and serve the past, develop in inheritance and innovate in sublation. The transformation law can be studied from four aspects of transformation: endogenous, absorption, integration and innovation [7]. The second is to explore the methods and theories of national culture creative design. Cultural and creative design should abide by market rules, reflect cultural connotation, strengthen creative planning, and need a series of design methods and thinking changes, such as users thinking, connecting thinking and reconstructed thinking. Third, focus on the development and practice of the creative design of national culture. Cultural and creative design will be incorporated into normal teaching, relevant majors and courses related to traditional crafts will be opened, skills master studios will be built, and students will be led to participate in relevant cultural and creative discipline competitions, to improve product reengineering ability and cultural quality, and serve rural revitalization.

(5) Improve the system and mechanism construction to ensure the smooth implementation of the reform and practice of personnel training

One is the construction of the operation mechanism." School-enterprise and local" cooperation realizes the six joint education mode of "jointly building practice base, jointly making training program, sharing training tasks, jointly cultivating management, jointly researching social projects, and sharing scientific and educational achievements", so as to avoid internal friction and conflict from the system and mechanism.2 Incentive mechanism construction. The achievements of innovation ability training will be linked with teachers "professional title evaluation, year-end assessment and evaluation", and with students "credit recognition and evaluation", so as to activate the drive of ability training.3 Construction of the management mechanism. In turn, students' practical innovation ability is managed for professional groups, majors, innovation studios, projects and discipline competitions, managing the training process of practical innovation ability from five levels, realizing the full coverage of students' ability training. Illustration of achieving goals for cultivating practical innovation abilities of design majors is shown as Figure 4.

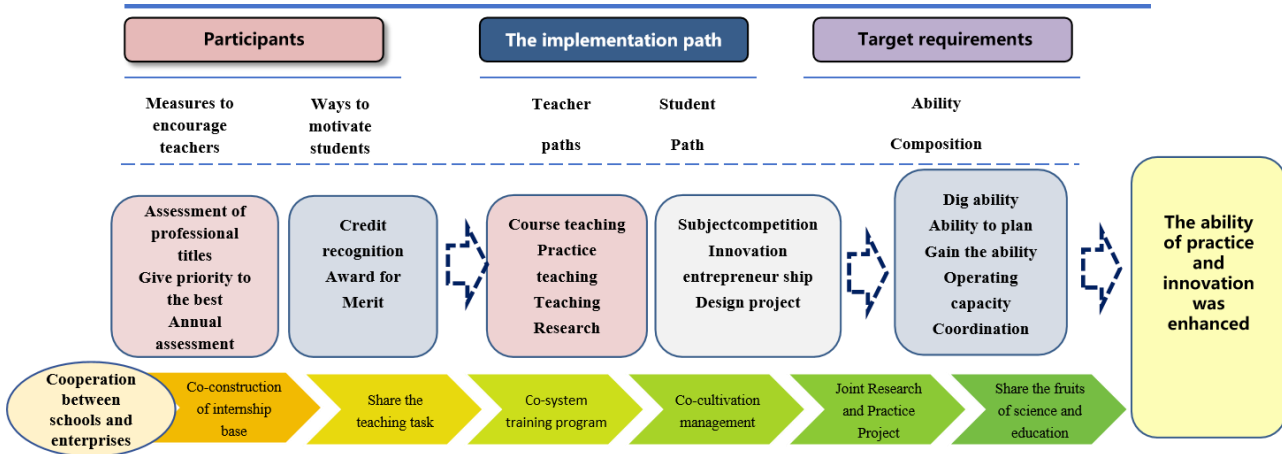


Fig. 4 Illustration of achieving goals for cultivating practical innovation abilities of design majors

Strengthen teaching management and promote the construction of teaching quality assurance system. One is to improve the teaching quality awareness of the teaching staff. Through education and teaching thought seminar, teaching work, student conference, teaching briefing publicity, the education of teachers and staff, improve the awareness of teaching quality. Second, to strengthen the management of personnel quality control training. Make the management personnel of the job responsibilities, business process understanding level and the technical level of information collection, analysis and processing can be comprehensively improved, to provide a guarantee for the teaching quality monitoring. Third, to improve the teaching quality assurance system. The teaching supervision mechanism of "school leading, college main body, and Sino-foreign coordination" has been established. We will comprehensively monitor the blind spots and weak links in personnel training programs, teaching programs, and practical teaching links. Fourth, establish and improve an effective incentive and restraint mechanism. Further improve the teaching reward system and the effective restraint mechanism, increase the reward strength, expand the typical demonstration effect, and strive to improve the enthusiasm and creativity of teachers engaged in teaching work. Fifth, the establishment of teaching work self-evaluation mechanism. Teachers and departments (teaching and Research section) are required to write a summary of the teaching work at the end of each semester, review, reflect, elaborate on the teaching quality problems and the work done, and put forward the measures for improvement.

In order to ensure the smooth progress of the reform and practice of talent training, we constantly improve the construction of the system and mechanism. In terms of operation mechanism, strengthen the combination of "school, enterprise and land", so as to realize the deep integration of the six joint education mode, and avoid internal friction and conflict [8]. In terms of incentive mechanism, the achievements of innovation ability cultivation are linked with teachers' professional title evaluation, year-end assessment, and evaluation and evaluation, as well as students credit recognition and evaluation, so as to stimulate the drive of teachers and students to participate in the cultivation of innovation ability. In terms of management mechanism, a multi-level management system from professional groups to innovation studios, projects and discipline competitions, so as to achieve full coverage and fine management of the training process of students practice and innovation ability. Schematic diagram of teaching resource development, transformation, sharing and application is shown as Figure 5.

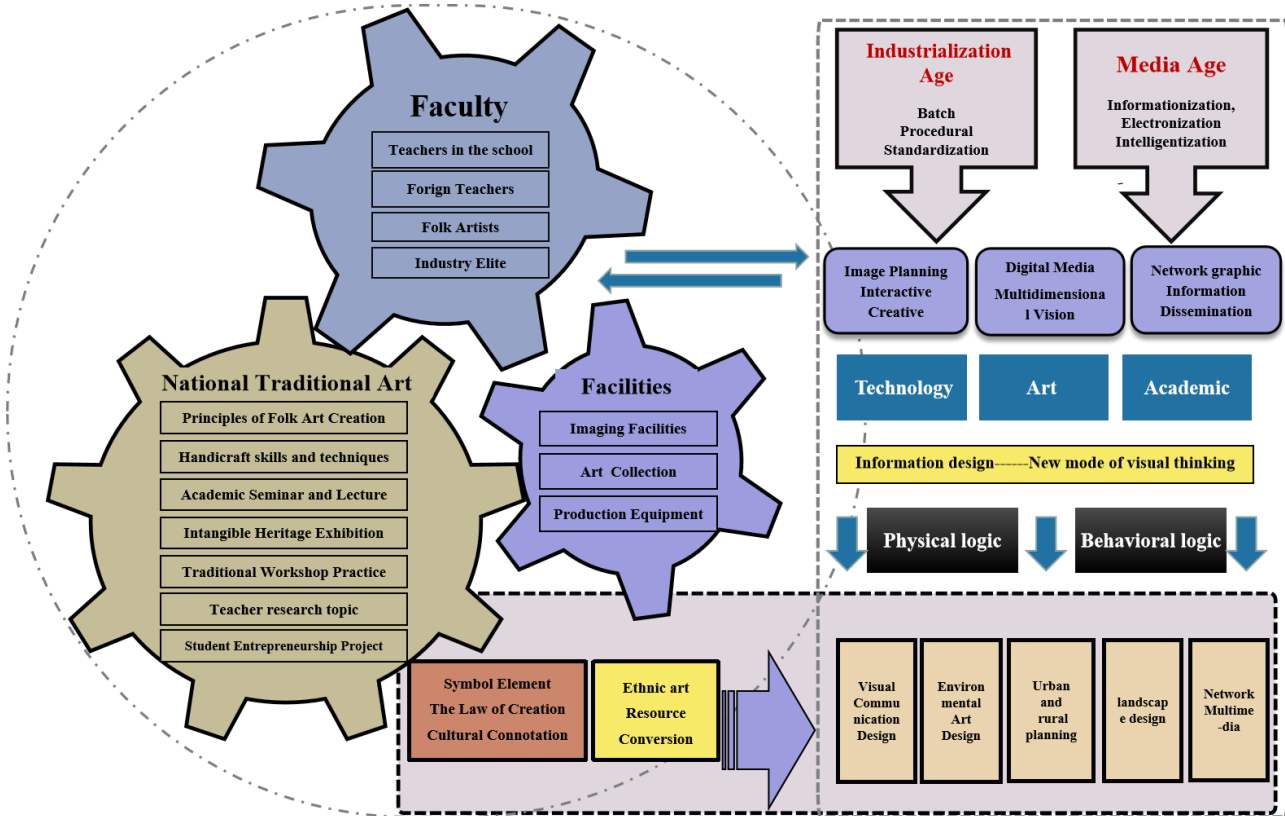


Fig. 5 Schematic diagram of teaching resource development, transformation, sharing and application

(6) Attach importance to connotation construction and build a scientific evaluation system

The Design School of the School of Fine Arts and Design of Hunan City University strengthens the supervision and management of the teaching process, reforms the evaluation method, and carries out the multi-dimensional evaluation of the teaching results. On the general education and subject course assessment, change the traditional teachers, students answer, educational administration organization supervise mode, encourage students to play their own skills, using the survey report, video records, create various forms of "paper", to use extracurricular time to protect the traditional culture and inheritance practice students give certain points for affirmation and encouragement. In the design course, professional practice assessment, according to the product design professional comprehensive, practical, innovative characteristics, established by the instructor, industry mentor, craft master, student representatives of teaching quality evaluation team comprehensive stereo score, the design of the product selected market or get competition reward students give certain points for affirmation and encouragement. The evaluation method is more diversified, scientific and reasonable, which is more in line with the social needs and students' reality [9].

VI. TRAINING SYSTEM TRAINING SYSTEM PRACTICE RESULTS

6.1 Carry out cooperation in running schools and promote cultural exchanges and mutual learning between China and foreign countries

In the past five years, more than 20 teachers from Singapore, Germany and the United States have taught in the school. The foreign teachers have been deeply influenced by traditional Chinese culture, and they have cooperated with teams to develop school-based textbooks and compile handouts. For example, Dr. Brenda from New Zealand asked students to extract elements from the Miao costume patterns for graphic design, wrote handouts and related papers based on the Interpretation of Hunan Miao Textile art symbols-Drawing Design and playing cards, and German professors Dieter and Nils also wrote tutorials such as Paper-cut project-fictional Existence. Foreign teachers integrate the Chinese national cultural elements into the design teaching, shown as Figure 6, which promotes the cultural exchanges and mutual learning between China and foreign countries.



Fig. 6 The design teaching combined with Chinese national cultural elements

Chinese and foreign teachers take the opportunity of loving national arts and crafts, attach importance to the reference and integration of Chinese and foreign cultural education, pay attention to the localization and nationalization of overseas curriculum resources in the training process, and actively explore the education and teaching reform of "cross-cultural and cross-integration". Foreign teachers apply the research results to foreign teaching and practice, spread the Chinese traditional national culture, and promote the cultural exchanges and mutual learning between China and foreign countries.

6.2 Resolved the structural contradictions on the supply side of design education

We will expand the supply of quality educational resources and optimize the allocation of educational resources [10]. Through the reform, the problems solve the problems of students practice innovation ability, the problems and the problems of teachers traditional cultural quality and students innovative practice ability in the process of education internationalization; In terms of teaching resources, it provides more and better choices for the educated, solves the problem of closure and block of the college system, and realizes the sharing of teaching resources for practical ability training.

6.3 A large number of research results on scientific and educational reform have been incubated

The team has long been committed to integrating the reform and practice of art education in colleges and universities. Through 12 years of efforts, the team has developed 38 Chinese and foreign teachers, including 2121 talents, 7 professors, 8 associate professors, 7 doctors, and 10 doctoral students. The team focuses on the theoretical research of Hunan folk art, leading 56 related science and education projects, including 3 national level, 20 provincial level and 33 bureau level; published 99 related papers (18 core journals and 32 educational reform papers); 18 monographs and textbooks. Achievements have won many awards, such as the ceramic work "Goddess of Dongting" won the gold medal of "Hundred Flowers Cup" in the 19th Arts and Crafts Competition; "Research on Xiangxi Folk Art and its Industrialization" won the third prize of provincial social science achievements; and "Value Theory research and practice of Ethnic Traditional Art into college art education" won the second prize of provincial ethnic education

excellent achievements. The excellent team and scientific and educational achievements have laid a solid foundation for the sustainable development of Huxiang excellent craft culture inheritance, innovation and reform.

6.4 The reform has achieved remarkable results in the training of innovative design professionals

The implementation of the curriculum system with unique national characteristics has enhanced students' artistic innovation ability, and the primary design concept and creative thinking of folk art have broadened students design vision and improved their aesthetic quality. In recent years, students have integrated traditional cultural elements into modern design, and completed a total of 31 "undergraduate innovative projects" under the guidance of teachers; including 5 at national level, 10 at provincial level and 16 at school level. The students won one gold medal and three third prizes in the "Internet +" Innovation and Entrepreneurship Competition. In recent years, students have won 181 prizes in various discipline competitions at the provincial level, 2 national first prizes and 6 second prizes in the authoritative competition "National College Students Advertising Art Competition" designated by the Ministry of Education, and 27 provincial first prizes recognized by the provincial education department. In addition, he has also won many awards in China Packaging Creative Design Competition, China College Student Advertising Art Festival College Award, Golden calf Award and other industry competitions. Art and design art works with strong ethnic customs and deep cultural connotations are shown as Figure 7.

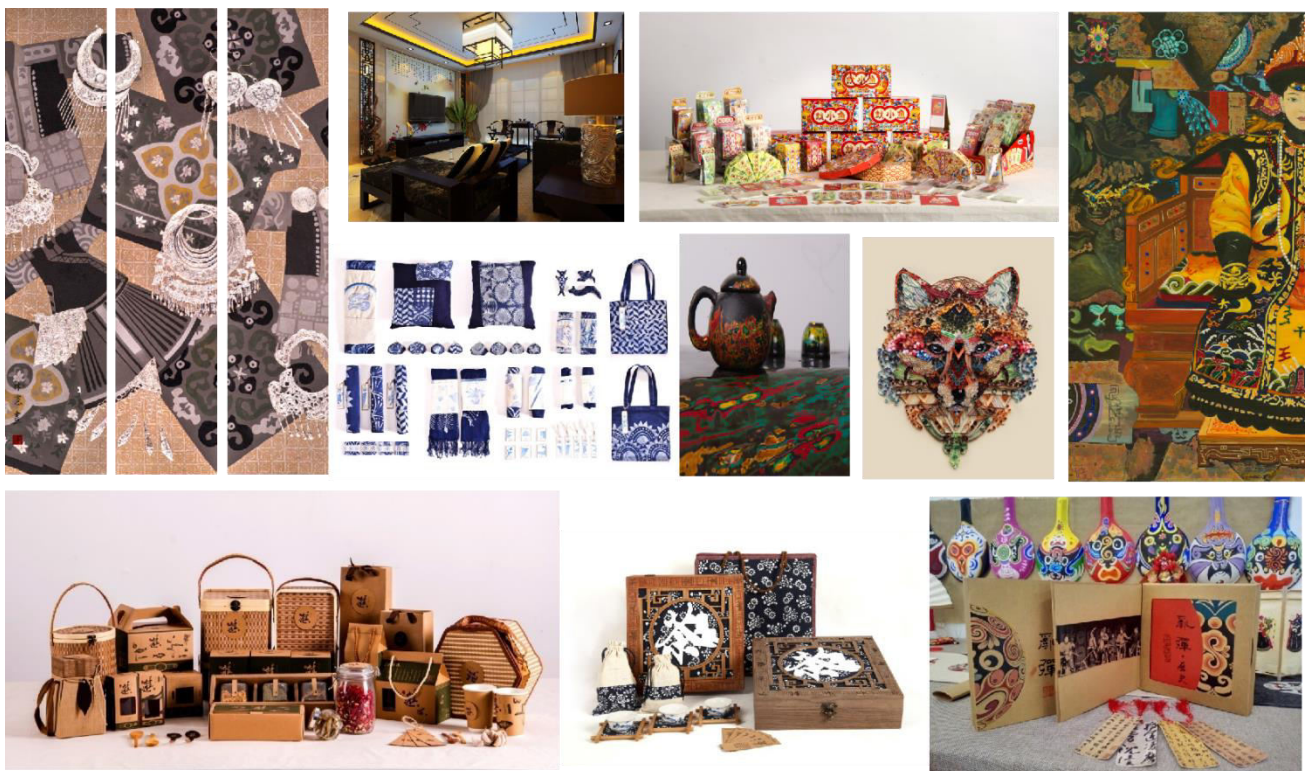


Fig.7 Art and design art works with strong ethnic customs and deep cultural connotations

In terms of talent training ability, the innovation and entrepreneurship ability of graduates has been significantly improved, the number of students studying overseas has increased significantly (12 overseas graduate students in 2023), and the design level of students has been widely recognized by the society. The employment rate reached 98.7 percent in 2023, up 3.5 percentage points from 95.2 percent in 2020.

VII. CONCLUSION

We should adhere to the guidance of core socialist values, adhere to creative transformation and innovative development, find the connection point between traditional culture and modern life, and constantly meet the peoples growing needs for a better life. Under the strategic guidance of " double first-class " construction of Hunan City

University, the institute deeply excavates the teaching resources and deepens the research and practice of the implantation design through the construction, and continuously improves the system and mechanism construction to provide a solid guarantee for the reform and practice of talent training. This series of measures not only effectively improve students' professional quality and innovation ability, but also promote the deep integration of national culture and design education, and make a positive contribution to promoting the modern transformation and high-quality development of design education.

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