

# On the Practice of Ideological and Political Teaching of Product Design Major in Private Colleges Based on the Cultural Background with Regional Characteristics

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**Abstract:** With the improvement of people's living standards, art design has become more and more closely related to people's lives, and the market demand and the increasing number of art students have made art design a hot major in private university in China. The integration of ideological and political(IPE) education and art design courses in university is an effective way to improve the artistic level and IPE literacy of art design students in university, which has a certain positive effect on the all-round development of art design students in university, and at the same time contributes to the improvement of the training quality of art design professionals in university. From the perspective of the development of art design, it is no longer in line with the new requirements of the current era for such talents to only teach the conventional knowledge related to design, such as drawing basis, model construction, rendering, and computer-aided software application. Advertising and IPE education in university, and takes case teaching as the starting point, combining with the main content of IPE education for undergraduate, excavates the IPE elements contained in advertising cases, explores the integration of art design professional courses and IPE education, and explores the path for professional course teachers to realize the IPE transformation of the curriculum.

## 1. Introduction

They should not only have excellent strength, but also have outstanding personality and have both moral integrity and ability. Ideological and political education is an important way to cultivate students' ideological and moral quality in university. How to improve the effectiveness of IPE education has been the focus of IPE education in university [1]. The ultimate goal of education is to train socialist builders and successors with all-round development of morality, intelligence, physique and beauty. The eternal theme of education is to cultivate students' patriotism. The IPE theory course in university is the main channel of comprehensive quality education for undergraduate, and the practical teaching of IPE theory course is the main position of IPE education for undergraduate [2]. Through the study of the IPE course, undergraduate have strengthened their understanding of themselves, improved their self-cultivation, loved the motherland, loved the people, and loved the CPC, urged undergraduate to enhance their sense of responsibility and mission, and at the same time, cultivate undergraduate' patriotic feelings, so as to re-establish the three outlooks of undergraduate and consolidate and deepen them through practical teaching [3].

The city's independent personality lies in its unique urban culture, so it can have its unique value and temperament. Nowadays, people's demands for social and economic development are gradually increasing, but they ignore the description of the unique cultural totem and inheritance of the city [4]. At the same time, we can also see that many cultural works of visual design have lost the spirit and value of the city's own cultural heritage in order to meet the aesthetic standards of consumers and their commercial value, which is monotonous and has no heavy feeling. Cities without regional cultural symbols will not have strong social competitiveness [5]. Therefore, the creation and development of art design should be rooted in regional culture; The art design teaching in local university should pay more attention to cultivating the design consciousness of the educated who

combine art design creation with regional traditional culture; Pay attention to the relationship between local folk language and design, such as materials, colors, shapes and aesthetics, which are formed by local natural ecology or humanistic history and culture, and then better use regional characteristics elements in art design to inherit and carry forward the essence of traditional culture in various regions [6].

The imperfect curriculum system, single curriculum content and solidified curriculum presentation in some university have hindered the improvement of the teaching quality of art design courses and the growth and development of students [7]. At the same time, optimize the evaluation mechanism of the combination of IPE education and art design courses, improve the curriculum evaluation standards, and cultivate their good personality quality [8].

This paper aims to find out the restrictive factors that affect the teaching quality of practical courses by analyzing the current situation of classroom practical courses for art design majors in private universities in China, and through the investigation and analysis of excellent practical teaching theories and advanced practical teaching methods at home and abroad, it summarizes some positive and feasible methods and guiding opinions to promote practical courses for art design majors in universities in China. The courses of art design in university include the connotation of implicit IPE education, such as the evaluation of artistic value, the cultivation of aesthetic consciousness, the inheritance of traditional culture, the inspiration of patriotic feelings and the construction of innovative thinking. In the teaching process of specialized courses, teachers can improve students' ideological understanding only by guiding them. Advertising is a professional core course of art design major. Integrating IPE education into advertising course can effectively supplement the single IPE course of art design major and form a synergistic effect.

## **2. Exploration on Ideological and Political Teaching Practice of Product Design Specialty in Private Colleges and Universities**

### **2.1. The Development of Art Design Major in Private Colleges and Universities in China**

"Privately-run university" refer to schools or other educational institutions established by individuals or social organizations other than state institutions for the public in accordance with the law, with the use of non-state financial funds. The levels of running schools include junior university. Private university have a history of nearly 30 years in China. As of May 2007, China has 295 private university with graduation certificates recognized by the state, with more than 2.8 million students [9]. With the development of social economy and the improvement of material living standards, people have higher and higher requirements for spiritual culture and aesthetic taste. At present, many university have added this major, especially private university. In order to increase the number of students and demonstrate the strength of the school, the popular major of art design is also regarded as one of the key majors of the school enrollment [10].

Guide university to cultivate talents according to the needs of talents, and promote the professional development and professional quality of art design students. First of all, the integration of IPE education and art design courses in university is helpful to promote the quality of curriculum construction of art design majors in university. The application of IPE elements in art design courses in university can enrich the content of art design courses, optimize the presentation form of courses and improve the educational effect of courses. Secondly, implement the IPE requirements of the curriculum. The integration of IPE education and art design professional courses in university is an effective implementation of the "great IPE" education idea. Art design professional teachers can effectively connect IPE education knowledge with the content of art design professional courses, and promote the improvement of students' IPE practice ability while enriching students' artistic knowledge reserves. There are many meanings in the elaboration of culture in the field of sociology. Here we refer to the broader meaning in the field of sociology, which refers to all the learned behaviors, knowledge, language and value systems in economic, moral and spiritual aspects such as goods, customs, concepts and consciousness, some technological processes and value concepts in the social heritage of a nation. Laws and regulations, economic structure, art, education and

witchcraft are the basic elements of this particular culture. It can be seen that advertising and IPE education have something in common.

In terms of object, both are aimed at people, but the advertisement is aimed at a broader social group, not just undergraduate; In terms of methods, both take flexible means as the main means of propaganda and persuasion; In terms of purpose, IPE education is to help undergraduate establish a correct outlook on life, values and the world, while advertising is to help organizations shape a good image. Both need to carry out a value and theory dissemination. Therefore, the introduction of IPE education in the course of advertising has its rationality and advantages, and can play a good role in the collaborative education of the two.

## **2.2. Lack of systematic theoretical guidance of actual combat teaching**

In recent years, China's private university have made brilliant achievements, but at the same time, in the process of rapid development, many problems that need to be solved are gradually exposed. After a large number of enrollment expansion of art design major in university, there is a serious imbalance between the training capacity and scale of the school and the needs of students. There are a series of problems in private university in China, such as more students, fewer teachers, lack of materials, and blank practice sites. Especially after the expansion of enrollment, there is a serious imbalance between teachers and students in art majors, which greatly exceeds the usual international ratio and the ratio stipulated by the national education administrative department. It is both a descriptive theory and a prescriptive and normative theory. The teaching theory of art design specialty in private university defines the training objectives of professional talents, standardizes the course teaching system, and points out the key and difficult points of course teaching, the formulation and implementation of teaching modes and teaching methods. It can be said that a reasonable, perfect and unique teaching theory is the embodiment of the school-running characteristics of different universities, and it is also an important method and guarantee for schools to achieve their school-running goals.

Integrating the content of IPE courses into the professional curriculum system of art university will help improve the quality of IPE education and curriculum teaching, strengthen the academic quality, artistic accomplishment and practical skills of design students, strengthen the cultural quality and ideological and moral quality of students, enhance the patriotic feelings and national pride of contemporary undergraduate, and inherit the excellent traditional culture of the Chinese nation. Design is a comprehensive art discipline. Students need to be familiar with cultural knowledge, proficient in painting skills, and have excellent aesthetic taste, design planning ability, and strong comprehensive quality. Integrating the excellent traditional culture of the Central Plains into the IPE education of the design professional courses can enlighten students how to behave and do things in modern society by telling various cultural stories in the traditional culture of the Central Plains, make the boring IPE education vivid and interesting, make the IPE education of the courses rich in cultural background and era connotation, broaden students' knowledge and cultural depth, and guide students in private colleges to better understand and practice excellent ideological will, Improve the quality of IPE teaching and cultivate high-quality design professionals.

Therefore, to express urban cultural products with visual design language requires designers to extract a subjective, abstract and vivid expression of the soul and image of urban culture. As mentioned above, urban culture is equivalent to the soul of a city, so if a city wants to develop rapidly, it must rely on urban culture as an important support. The sense of belonging and pride that urban culture gives urban people will be an important force for people to continuously build cities and make them better. As a result, the classroom practice teaching of art design major in many university is scattered and chaotic, and even some teachers let go of their homework in the practice class, and students are in a mess in class and hand in their homework at the specified time to deal with it. When asked about the teaching situation of students' practical classes, some students replied disdainfully, "It's just drawing a picture and doing an assignment".

### **3. Present situation of practical teaching of educational technology specialty in local university**

#### **3.1. Optimize the construction of the curriculum integration system of IPE education and art design specialty in university**

The integration of IPE education and art design courses in university is an effective measure to promote undergraduate' artistic level and IPE practice ability, and plays a positive role in the cultivation and all-round development of students' professional ability. First of all, university should encourage teachers to formulate clear and feasible curriculum construction goals, and provide clear direction for the formulation of teaching plans and teaching strategies. Secondly, in the process of the integration of IPE education and art design courses, university should optimize the curriculum structure of art design major, fully adjust the proportion and presentation form of IPE education content and art design major curriculum content, and further promote the improvement and all-round development of students' professional quality. At the same time, cooperation with enterprises is also conducive to the realization of "school-enterprise combination" and "two-track teaching" and other teaching modes. Some design and operation personnel of the enterprise come to the school to teach. At the same time, the first-line teachers of the school lead the graduating class students to undertake some design projects of the enterprise, which not only provides students with a place for practical operation, but also gives students practical training. In order to implement this cooperation relationship, the school must pay attention to it and organize special personnel to take charge of it, and constantly expand and improve the scope of cooperation. For example, the teacher can explain to the students such allusions as Yue Fei's loyalty to the country and Mu Guiying's command, introduce the philosophy of "sacrifice life for justice" and other philosophic ideas, deeply elaborate patriotism and feelings of home and country, and also organize the students to watch videos or impromptu performances to strengthen their cognition.

In addition, teachers can also guide students to discuss with the current social phenomena, and encourage students to recall the sentences and stories in the excellent traditional culture of the Central Plains during the discussion, so as to fully infiltrate the excellent traditional culture of the Central Plains into the course of IPE teaching. In the implementation of practical teaching, reasonable practical teaching modes can be introduced according to the course needs and teaching conditions. Secondly, in order to cultivate students' practical ability, teachers must constantly innovate the means and ways of practical teaching. Schools should encourage teachers to move practice classes to laboratories or practice bases, so that students can get exercise in production and practice.

#### **3.2. Perfecting the curriculum evaluation mode of combining IPE teachers with art design courses in university**

The effectiveness of IPE courses should be judged according to the students' moral practice. At present, China is building a harmonious society. When integrating the traditional culture of the Central Plains into the curriculum ideology and politics, we should pay attention to combining with the current social development, update the ideological and moral concepts of the traditional culture of the Central Plains, better guide people to practice the socialist core values, and build a harmonious society. The teaching mode of the course must be carried out closely around the training specifications and objectives of educational technology talents. The basic basis and starting point of constructing the teaching mode should be the cultivation of advanced application ability, and on-site technical application, management and service. Corresponding to social needs, the construction of teaching mode should be a dynamic and constantly updated process. Because only in this way can we meet the needs of technological progress and enterprise development. Especially for education technology, the teaching content and methods should be updated accordingly, which requires that the teaching mode should also be enriched, innovated and developed continuously.

Folk literature, architecture, painting, handicrafts and other cultural forms in the regional environment all contain the unique aesthetic taste of local people. This aesthetic interest is manifested in the image of specific things, which forms a unique artistic language in modeling style,

color expression, composition and layout, pattern decoration, etc., so the introduction of regional culture has high artistic value for artistic design and creation. Specifically, this artistic value can be divided into two levels: first, regional culture can expand the expression methods of artistic design creation. For example, Jiaozuo's twisted porcelain craft can provide "shape" reference for artistic design creation in terms of pattern decoration, color expression and modeling style. It is to do what they have not done. " Therefore, when designing the virtual teaching community, attention should be paid to the transmission and evaluation of the IPE elements of the curriculum. For example, when students discuss in groups, they should focus on the evaluation of the IPE dimensions such as respect for others, courage to take responsibility, willingness to contribute, overall situation awareness, and collective awareness. Understand emerging social trends, and ensure that they are at the forefront of IPE education. In this process, we should actively collect all kinds of cases that can be used in teaching, so that the teaching content can be connected with social hot issues, which will help stimulate students' enthusiasm for learning. At the same time, the college should also regularly organize teachers to study and exchange on the latest IPE teaching policies, trends and the spirit of education work meetings, so as to ensure that the teachers can understand the latest national policy requirements and actively implement them in teaching practice.

#### **4. Conclusions**

At present, China has entered a new journey of building a socialist modern country in an all-round way and marching towards the goal of the second century. Most students who receive higher education, especially foreign language majors in higher vocational colleges, show the characteristics of innovation, persistence, active thinking, high cultural identity and national pride. We must first make clear the teaching orientation of private colleges, that is, the training goal of cultivating applied senior talents, and formulate a scientific and systematic practice teaching system and a specific course practice teaching outline according to the training goal, market demand and the college's own situation. Therefore, in the process of "curriculum IPE" reform, teachers should first accurately grasp the students' ideas, and can understand the topics and ideological trends of students' attention through inter-class conversation, WeChat interaction, campus forums and other channels. College students have already developed immunity to didactic education, and even some aversion. Therefore, teachers should maintain a good heart of discovery and innovation, and communicate with students in ways that students like to hear and see, so as to achieve the effect of moistening things and cultivating people silently.

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