

# ***Research on Educational Innovation Practices in Art and Design Major under the Context of Rural Revitalization***

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**Abstract:** The value of design is not only reflected in its unique aesthetic and creativity, but also in its ability to integrate and innovate knowledge and skills in different fields. The major of Art and Design in the School of Art and Design has greatly enhanced students' ability to understand and analyze rural development issues by bringing students into rural communities and participating in various practical projects. From the research stage of the project, to the planning stage, to the final execution stage, the students directly face the challenges of reality, by solving the practical problems of farmers, not only improve their professional knowledge and skills, also learned how to combine art design and rural reality, for rural revitalization of their strength. Under the promotion of China's rural revitalization strategy, art and design major, as an important way, has been given a new historical mission to cultivate innovative talents. This paper aims to explore the integration and innovative practice of art and design under the background of rural revitalization, and put forward the specific application strategy of art design in rural revitalization through the combination of theoretical analysis and practical cases. The article will elaborate on how to combine art and design with rural economy, culture, ecology and other aspects, in order to provide strong support for the prosperity of rural economy, cultural inheritance and ecological protection, so as to promote the process of rural revitalization of the whole way.

## **1. Foreword**

### **1.1 Research Background**

The report of the 19th National Congress of the Communist Party of China proposed the implementation of the "rural revitalization strategy", and put forward the general requirements of "thriving industries, livable ecology, civilized local customs, effective governance, and rich life". The rural revitalization strategy is an important part of the cause of socialism with Chinese characteristics in the new era. It aims to modernize agriculture and rural areas, improve farmers' living standards, and promote the integrated development of urban and rural areas.[1] The rural revitalization strategy is an important part of the cause of socialism with Chinese characteristics in the new era. It is not only related to the long-term development of the country, but also directly related to the well-being of hundreds of millions of farmers. The core goal of the strategy is to realize agricultural and rural modernization, improve the efficiency of agricultural production

through scientific and technological progress and innovation, while paying attention to ecological and environmental protection to ensure sustainable development. In addition, the rural revitalization strategy is committed to improving the living standards of farmers and enabling farmers to enjoy the same public services as urban residents by improving infrastructure, education and medical conditions. More importantly, the strategy aims to promote the integrated development of urban and rural areas, narrow the gap between urban and rural areas, and achieve the comprehensive progress and harmonious development of society. In this context, art design, as a way of cultural communication with wide influence, can effectively enhance the connotation and taste of rural culture and promote the development of rural culture. By beautifying the rural environment and innovating cultural products and services, art design can revitalize the rural culture and attract more tourists and investment, so as to drive the development of the rural economy. At the same time, the art design can also help to inherit and carry forward the excellent traditional culture, enhance the farmers' cultural confidence, and promote the harmony and stability of the rural society.

## **1.2 Study significance**

Art design is characterized by service, is a creative transformation of the way of life, is in order to provide people with a new life possibility. The practice of art design is to create excellent products that enable us to enjoy higher value and higher quality lifestyle and to deal with the problems we encounter in our daily lives.[2] Further study in the background of rural revitalization strategy, art design professional integration and innovation practice, not only can effectively improve the cultural soft power of rural areas, and to promote the upgrading of rural industrial structure, broaden the channels of farmers' income, and promote the all-round development of rural economy and society is of great significance. Through the integration and innovation of art and design majors, the traditional rural culture and modern design concepts can be combined to create cultural products and services with local characteristics and a sense of The Times, so as to enhance the attraction and influence of rural culture. At the same time, this innovative practice can also stimulate the development of creative industries and related industrial chains in rural areas, provide farmers with more employment opportunities and platforms for entrepreneurship, thus increase their income and improve their living standards. In addition, the integration and innovation of art and design majors can also promote the improvement of rural infrastructure and public services, improve the quality of life of rural residents, and provide strong support for the realization of the strategic goals of rural revitalization.

## **2. The relationship between rural revitalization and art and design**

### **2.1 Strategic Goals of rural revitalization**

According to the national guidelines, the general requirements of the rural revitalization strategy clearly point out that the rural revitalization strategy should achieve "thriving industries, livable ecology, civilized rural customs, effective governance, and a rich life".[3] These five aspects are closely linked. They are interdependent and promote each other to jointly build a comprehensive rural revitalization system.

To achieve these goals, a series of practical measures must be taken. First, industrial prosperity is the foundation of rural revitalization, which needs to be achieved by developing modern agriculture, promoting rural industrial upgrading, and encouraging innovation and entrepreneurship. Secondly, ecological livability emphasizes the construction of beautiful countryside, protecting and improving the rural ecological environment, and creating a livable and suitable rural environment. Rural civilization requires us to carry forward the traditional culture, improve the civilized quality of

farmers, and build a harmonious rural society. Effective governance means to ensure the stability and harmony of the rural society by improving the rural governance system and improving the governance capacity. Finally, living a rich life is the ultimate goal of rural revitalization. It needs to increase farmers' income and improve rural infrastructure and public services, so that farmers can enjoy a more prosperous life.

## **2.2 The role and role of art and design**

As an important means of cultural innovation, art design is not only a visual beautification, but also a deep way of cultural expression and communication. Through the creative design, the quality of the rural environment can be effectively improved, making it more livable and livable. Art design can enrich the cultural connotation of the countryside, combine traditional culture with modern aesthetics, and create a unique cultural landscape. Such a cultural landscape can not only attract more tourists, but also enhance the attraction of rural tourism, so that tourists can enjoy the beautiful scenery, but also experience the unique cultural atmosphere in the countryside. In addition, art design can also promote the diversified development of rural economy. Through the development of industries related to art and design, such as handicraft production, characteristic home stay, cultural experience activities, etc., it can provide more employment opportunities and economic income sources for rural residents, so as to drive the prosperity and sustainable development of the whole rural economy.

## **3. The practical application of art and design in rural revitalization**

### **3.1 Transformation and beautification of rural environment**

By using creative methods such as wall painting and landscape sketch design, the vacant areas of the countryside can be transformed into a public space full of artistic atmosphere, thus improving the aesthetic value of the whole countryside. For example, the use of local natural materials and traditional crafts to create distinctive landscape sketches can not only highlight the unique charm of the countryside, but also further deepen the villagers' sense of identity and pride in their hometown.

### **3.2 Development of rural tourism products**

On the basis of deeply exploring the natural scenery, cultural characteristics and historical heritage of rural areas, we can develop a series of tourism and cultural creative products with local characteristics. These products can not only reflect the unique charm of the countryside, but also bring new vitality to the rural tourism market. For example, some IP images with strong rural customs can be designed, which can be cartoonish farmers, traditional craftsmen or local legends. Through these images, tourists can feel the cultural heritage of the countryside more intuitively. In addition, the packaging design of agricultural products can also incorporate rural elements, such as the use of local characteristic patterns, colors and handicraft styles, making product packaging a cultural carrier. Through these ways, we can not only enrich the structure of rural tourism products, but also effectively enhance their competitiveness in the market, and attract more tourists to experience and consume.

### **3.3 Communication and promotion of rural culture**

By carefully planning and organizing a series of colorful rural cultural festivals, art exhibitions and other various forms of cultural activities, we can fully display the unique charm and profound

heritage of rural culture. These activities will not only help to enhance the cultural confidence and sense of belonging of local residents, but also enhance the transmission power and influence of rural culture, so that more people can understand and appreciate the unique value of rural culture. At the same time, we will also actively use new media platforms, such as social media, video websites and blogs, to promote rural culture. Through the extensive spread of these platforms, we hope to attract more attention and support from the outside world, so as to inject new vitality into the protection and development of rural culture.

#### **4. The fusion and innovation practice case of art and design major**

Case: Chengdu Jintang County Tuqiao Town brand and local specialty packaging design practice

Local specialty brand and packaging design practice in Tuqiao Town is a meaningful project. It is not only committed to helping the farmers in Tuqiao Town to increase their income, but also aims to improve their knowledge level and cultural literacy. Through close cooperation with Tuqiao Town, we use the professional knowledge and skills of art and design to create a unique brand and exquisite packaging design for the local products of Tuqiao Town. Our goal is to enhance the market competitiveness of local products, so as to promote the prosperity and development of the local economy. We believe that through such practice, we can not only help farmers to achieve economic self-sufficiency, but also promote them to gradually get rid of poverty and live a better life through study and practice.

In the implementation process of the project, we have an in-depth understanding of the characteristic resources and cultural background of Tuqiao Town, combined with the market demand and consumer preference, and designed a series of brand image and packaging schemes with local characteristics and cultural connotation. These designs not only highlight the unique features of the local products in Tuqiao Town, but also enhance the added value of the products through exquisite packaging, making them stand out in the market.

At the same time, we actively organize training and exchange activities to help local farmers to master the basic knowledge and skills of brand building and packaging design. Through our training and guidance, they have not only learned how to build their own brand, but also learned how to use design thinking to enhance the attractiveness and competitiveness of their products. The mastery of these skills not only helps them to increase the sales volume of their agricultural products, but also lays a solid foundation for their future self-development.

#### **5. Strategic suggestions for integrating innovative practice education in art and design majors**

##### **5.1 Strengthen school-enterprise cooperation**

Higher education institutions should actively establish closer cooperative relations with local government departments, enterprises and other relevant organizations, and work hand in hand to jointly promote the in-depth application of art and design in the rural revitalization strategy. Through the project mode of school-enterprise cooperation, it can not only provide valuable practice opportunities for students to exercise and improve their professional skills in practical work, but also inject new vitality and creativity into the sustainable development of rural areas, so as to promote the diversified development of local economy and the enrichment of cultural life.

##### **5.2 Cultivate innovative talents**

Higher education institutions should attach importance to and devote themselves to cultivating students' innovative consciousness and practical ability, and actively advocate and encourage them

to devote themselves to various kinds of rural revitalization projects. Through carefully designed curriculum, fruitful practical teaching activities and diversified learning methods, students can effectively improve their comprehensive quality and enhance their innovative thinking and practical operation ability.

### **5.3 Excavating rural cultural resources**

When promoting the application of art design in rural revitalization, we should dig deeply into the cultural resources of rural areas and fully combine the local characteristics to carry out creative design. By combining traditional elements with modern design concepts, it not only retains the unique charm of rural culture, but also gives it new significance to The Times. Such a approach can not only promote the inheritance of rural culture, but also stimulate the vitality of rural economy and promote the prosperity and development of rural culture.

In addition, the integration of art design should also pay attention to the interaction and participation with rural residents. Encouraging local residents to participate in the art creation by organizing activities such as workshops and design competitions will not only enhance their cultural confidence, but also enhance the cohesion of the community. At the same time, art and design projects should consider sustainability to ensure that they can bring long-term benefits to the countryside in three economic, social and environmental dimensions.

### **5.4 Strengthen policy support and guidance**

The government should formulate and implement a series of policy measures to support and promote the wide application of art design in the rural revitalization strategy. These could include providing financial support, such as setting up special funds or providing low-interest loans, and implementing tax incentives, such as reducing the tax burden on related businesses and individuals when participating in rural revitalization projects. Through these incentives, more enterprises and individuals can be effectively encouraged to devote themselves to the cause of rural revitalization, and the power of art and design can be used to improve the environmental quality of rural areas and enhance the attractiveness of rural areas, so as to promote the development of rural economy and cultural prosperity.

## **6. Conclusion**

In the context of the current rural revitalization strategy, the integration and innovation practice of art and design major is particularly important, which not only has practical significance, but also carries far-reaching historical value. By strengthening the cooperation between schools and enterprises, we can cultivate more design talents with innovative spirit and practical ability. At the same time, by deeply excavating the rich cultural resources in the rural areas, and integrating these unique cultural elements into the art and design, we can inject new vitality into the rural revitalization. In addition, strengthening policy support and guidance to provide a good external environment for the application and development of art design in rural areas is also the key to promote this process. Looking into the future, we should continue to explore the combination of art design and rural revitalization, and constantly find new innovation paths, in order to contribute more wisdom and strength to the goal of building a beautiful countryside and realizing the goal of comprehensive rural revitalization.

The integration and innovation practice of art and design major in rural revitalization is not only limited to the scope of visual art, but also should cover many fields such as environmental design and product design. For example, improve the rural living environment and enhance the ecological

aesthetic value of rural areas, and develop cultural and creative products with local characteristics to promote the diversified development of rural economy. In addition, art design can also be combined with modern agriculture, to enhance the added value of agricultural products through design innovation, to create a brand of agricultural products with regional characteristics. In this process, art and design education should keep pace with The Times, integrate the concept and needs of rural revitalization into the curriculum system, and cultivate students' sense of social responsibility and innovative practical.

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