Study on the Education of Artistic Design in the “Internet +” Era

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Abstract: The advent of the "Internet +" era has expanded the Internet from consumer to manufacturing and into all aspects of life. The Internet has become a new tool for entrepreneurship and innovation. How to be integrated the art design with the Internet in the new era to promote the value of industrial development and creative culture is an important opportunity facing the development of collaborative industry in art design and education industry.

Keyword: "Internet +" era, art design education, collaborative innovation

1 Introduction
Since Premier Li Keqiang put forward the concept of "Internet +" in his government work report during the two sessions in March 2015, "Internet +" has become the most popular term in the development of social science and technology and entrepreneurship and innovation since 2015. "Internet +" is quietly forming a new economic form. "Internet + Industry" has accelerated the data analysis and remote control of manufacturing and expanded the source of creative design. "Internet + Commerce" has generated annual turnover of trillions of dollars E-commerce company Alibaba, so that the Internet economy has become the biggest growth point of China's economy; "Internet + Finance" so that the balance Po was born, Internet finance quickly become more diversified investment choice of the general public; "Internet + traffic" spawned Dribbling a taxi, online booking, travel navigation, etc ;; "Internet +" also led to a variety of new lifestyles such as WeChat payment, Internet medical and so on.

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In the face of the impact of the Internet, art education inevitably has undergone tremendous changes. Under the background of open and connected information technology, the global knowledge base is accelerating, the quality educational resources are being enriched and shared to a great extent, the authoritative knowledge of teachers and teaching materials is also affected by the impact of network information, school education Organizations are also strongly influenced by the business sector and social training and education institutions. In the face of the changes in the ecological environment of education, how should we achieve the self-improvement and evolution of education in order to adapt to the talent cultivation and cultural inheritance in the new economic changes? Especially the education of art design guided by creativity and innovative culture should be implemented on the Internet + "Era to seize the opportunity to update their thinking, cross-border integration so that art and design education with the" Internet "wings, fly higher, more stable and farther.

2 "Internet +" Era and Art Design Education
"Internet +" is "the Internet + traditional industries", but this is not simply a combination of the two. Instead, it uses information and communication technologies as well as the Internet platform to deeply integrate the Internet with traditional industries and create a new ecological environment for development the new industrial growth point, to provide support for industrial intelligence. Enter "Internet +" era, follow the trend of the Internet is also an inevitable choice in the field of education, "Internet + Education" will make all future teaching and learning activities around the Internet, information flow on the Internet, offline Activities become a complement and expansion of online activities. "Internet + Education" enables everyone to create knowledge that everyone can share knowledge and can access and use knowledge anywhere, anytime. "Internet + Courses" not only produce online courses, but more importantly make great changes to the entire school curriculum, from the organizational structure to the basic content. "Internet + teaching", formed a network teaching platform, network teaching system, network teaching resources, network teaching software, network teaching video and many other new concepts. As a result, "Internet +" not only helped teachers establish advanced teaching concepts, changed classroom teaching methods, greatly improved their teaching accomplishment, and also revolutionized traditional forms of teaching organization. It is precisely because of the development of internet technology that the "flip classroom" characterized by pre-school learning is truly a reality. "Internet plus learning” creates what is now thriving mobile learning, but it is not just a concept that exists as a simple, anywhere-learnable way of representing the concept of active learning and the in-depth exploration of behavior change.
The art design specialty is a comprehensive discipline that integrates science, art and technology. It occupies an increasingly important position in the pillar industries of modern manufacturing industry and modern service industry. In the course of more than 20 years, art design major has cultivated a large number of professional technicians such as product design and environment design for China in the method of combination of quality art training, engineering quality training and computer technology application quality training. However, the overall educational level of art design education in our country, the fit between professionals and the needs of industrial development, and the core competitiveness of graduates' market practice ability and innovation awareness are still relatively lacking. The "Internet +" era of knowledge and technology open, cross-border integration, reshaping the structure, innovation-driven features such as art design talent and art design education put forward higher quality and quality requirements.

3 Art Design Education Reform in "Internet +" Era

In order to adapt to the era of "Internet +", we must make overall adjustments and strategic positioning of art design education, grasp the policy environment and establish a sound teaching system. Teaching content and teaching methods and means should adapt to the requirements of the times, focusing on students' practical skills and innovative skills, we must speed up the overall quality of teachers, improve the convergence of teachers of different ages. Art and design education in colleges and universities should combine the regional characteristics and ethnic and regional cultural traditions to form a unique and sustainable teaching system and teaching model.

In the new period, art design education in our country will undergo a revolutionary adjustment. 600 undergraduate colleges and universities across the country will gradually transform vocational and technical colleges, focusing on cultivating high-quality laborers such as engineers and senior technicians. Most of these institutions have design programs. The State Council's "Opinions on Promoting the Integration of Cultural Creativity and Design Services and Related Industries" clarified the strategy of promoting the development of China's knowledge-based economy with "design services" and pointed out that by 2020, "leading industries in cultural and creative design and services Role "will be more enhanced.

4 The Challenge of Art Design Education in "Internet +" Era

In the information education facing, the teaching conditions are advanced day by day, the knowledge content continues to expand, the style and means of education are constantly changing, and the evaluation of education is also increasingly diversified. In this new and old ecological changes and reconstruction, the Internet has brought all kinds of good for art and design education, but in this strong impact, art and design education will also face a series of challenges.
This open, high-capacity network of knowledge of the art teachers put forward higher requirements, professional teachers not only have a wealth of expertise and literacy, but also superb classroom teaching and control ability; both professional projects Design and development, weaving management, operational capacity, but also the curriculum teaching, micro-class, mock class production management capabilities; both have independent teaching management ability, but also have the ability to teamwork teaching comprehensive. Although art design majors have their own professional research and development, the continuous updating and updating of new knowledge and skills as well as the ability to produce and manage online courses will be the responsibility and mission of every art educator in the Internet age. With the development of education network, the educational function of art design education faces the risk of being weakened. In the traditional classroom education, teachers face to face to impart knowledge and operating skills to students, in the process, the instructors will be integrated into the classroom ideological and moral, people doing things, professional skills, problem solving programs and other comprehensive education to students in a comprehensive The infection of knowledge and art level. However, in the education of the Internet age, too much emphasis is placed on human-computer interaction at the level of knowledge and information, and the above-mentioned function of educating people is weakened and inevitable. Art design education must enhance the function of educating people through the practice of teaching projects and other activities in the studios, which must be emphasized during the Internet age.

5 Conclusion
The "Internet plus" economic model is the trend of the development of the times. In the field of art design education, we should give full play to the advantages of network technology, integrate information resources, enhance the awareness of innovation, and create new economic growth points in modern manufacturing and modern service industries. At the same time, we must also thoroughly excavate and inherit the regional culture and traditional culture and form a modern art design education with its own national characteristics.

References