Research on Humanistic Literacy Education for Higher Vocational Student Majoring in Art Design

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Abstract. Humanities literacy education is necessary and important for higher vocational students' career who major in Art Design. Now days, the actuality of the students' humanities education is alarming. This paper explored principle and effective way to strengthen humanities literacy education in higher vocational college, based on the characteristics of the humanities quality education in higher vocational Art Design specialty with integration of training requirements in Art Design major.

Introduction

The professional characteristics of Art and Design require that practitioners should have certain humanities such as corresponding professional knowledge and professional skills, pretty understanding and communication skills. At present, the Art Design major students’ general education and comprehensive quality could not meet the requirement of professional and long term professional development, because of the limitation of professional background, etc. Therefore, it is imperative to strengthen humanities literacy education in higher vocational Art Design major.

Defining the connotation of the humanities literacy education

Humanistic Culture is established on the basis of certain cultural knowledge making the main body perfect themselves constantly under the subjective or objective factors. It is internalized as the main body’s inherent characters such as personality, temperament, culture and so on, showed as respect of human, society and nature, understanding and pursuit of value and humanistic care in the study, working and practice by the main body including humanistic knowledge, spirit and behavior, as in [1].

Higher vocational art design major students' humanities quality education is an education and practice activity that aims to meet the professional learning, development and individual growth of individual humanities. Its particularity is to meet the special needs of students majoring in Art Design. Humanistic Culture needs their own strive, especially higher vocational education system.

The present situation of higher vocational students’ Humanistic Culture of Art Design in China

It is no doubt that higher vocational education focuses on the cultivation of professional skills rather than the humanities literacy education and the students’ Humanistic Culture is low. In April 2010, Sichuan Construction Vocational and Technical College made a question survey to 987 teachers and 987 students in higher vocational college located in Beijing, Hebei, Zhejiang, Guangdong and other 11 provinces (municipalities). The results show that only 5.1% of teachers think that students have good Humanistic Culture, 33% of the students can't answer what are four Chinese ancient Confucian classic books, 40% of the teachers and students agree to a serious shortage of school humanities courses at present, as in [2].

In terms of higher vocational college students who major in Art Design, disconnection between humanistic education and professional education contributes to the poor humanities knowledge and spirit of the students; Aesthetic level is low, cannot perceive and appreciate beauty, more difficult to make the profound evaluation and judgment to beauty; Students lack of initiative innovation
consciousness and ability, copying blindly and having no intention of innovation to explore practical
problems, etc. These problems make it hard for higher vocational Art Design talents to meet the needs
of society, constraining their career development ability.

Principles to strengthen humanities literacy education Art Design specialty in higher
vocational college

Characteristics and training objectives of higher vocational Art Design decided that the
implementation of the Humanistic Culture education should follow the principles:

Principle of combining Humanistic Culture education and students’ development needs.
Vocational humanistic quality education is through the "culture of vocational and technical”,
promoting the students' vocational ability enhancement. In the practice of the education, realize the
internalization of humanities knowledge into students, grasp the essence of humanistic spirit,
balancing the needs of the students personality growth, serve the students' growth and development
for this, and promote the all-round development of students.

Principle of combining humanities literacy education curriculum and professional course
construction. The combination of humanistic quality education and professional education is the
main way to improve training effect. The humanities literacy education curriculum construction
should be combined with professional course construction because course is the important carrier of
humanity quality education. Humanities course for students majoring in Art Design, should highlight
the application, enhance the humanities literacy education curriculum and professional correlation,
implement the "curriculum integration design", and establish vocational and professional correlation
construct curriculum system eventually.

Principle of combining the Humanistic Culture education and practice. For Art Design
specialty, the practice is not only a skill or profession, but also the interpersonal communication and
the exchange process. Students of Art Design specialty in the school training and outside practice
require face-to-face contact with customers, understand customer demands, and participate in the
creative design, requiring high Humanistic Culture. Practice process, therefore, need to blend in the
humanities literacy education to improve the students' unity cooperation ability, communication
skills, ability to resist setback, finish the internalization from humanities knowledge to humanities,
and reflect the trend of humanities literacy education professionalization.

The way of implementing humanities literacy education for Art Design specialty in higher
vocational college

Change ideas, pay attention to the implementation of Humanistic Culture education.
Nowadays, the target of talent cultivation in higher vocational school is high technical talents or
saying high skilled talents, technology-application talents, the high-quality skilled talents, and so on.
We don't have to struggle with the differences between the concepts except the concept of education
in common. In addition to technical skills, they must have the cultural knowledge accumulation,
sincere personality quality, positive professional attitude and right way of doing things, reflecting the
fundamental education. These knowledge, quality, attitude and method of form cannot leave the
humanities literacy education. With the development of vocational education become more mature
and international, the needs of social and economic development decide that the higher vocational
education should not only pay attention to professional skills but also cultural quality and cultural
character of humanities literacy. Therefore, higher vocational college should really put the
humanities literacy education as an important work to grasp, combine the humanities literacy
education and professional education and change the idea of "ability standard". Higher vocational
college should make a change of the concept and really realize the importance of humanistic quality
education in thought.

Higher vocational college must make the humanities literacy education as an important link and a
process of talent training. On basis of this, the college put the concept of the humanities literacy
education into teachers and students’ heart, making them realize that strengthening humanities literacy education is the conscious action of talent training. For the level of higher vocational college, the school make a systematic design of Humanistic Culture education, and provide its implementation with the necessary manpower, material resources, fund, etc. For Art Design specialty, higher vocational college should fully consider its professional characteristics, making targeted design and implementation, so as to ensure the effect of the humanities literacy education.

**Creating a good humanities literacy education atmosphere.** John Dewey, An American pragmatism educator, considered the ideal school environment as a museum. Humanities literacy education is different from the skills, students only in a strong atmosphere of humanities literacy education can obtain the subtle infection and the humanities literacy education can deeply root in their hearts.

First of all, strengthen publicity and education, making the concept of the humanities literacy education root in the hearts of the people. Form good atmosphere of the college leadership giving great importance and support, enthusiastic teachers and students actively participating in, making the humanities literacy education obtain broad support. Second, improve the campus environment. For the material culture, it is offered support to carry out humanistic quality education by the construction of the humanities literacy education related material culture including classrooms, fate, restaurants, training venues and other campus environment creation; For the spiritual culture, actively carry out relevant literature and art and sports activities, organizing lectures to make the student immerse in culture. Finally, support the construction of the cultural community, encouraging students to actively participate in community activities accordingly, guide society by professional teachers, improve the level and quality of club activities, release the charm of communities.

**Build the humanities literacy education course system of Art Design.** The implementation of the humanities literacy education needs complete curriculum system. The humanity course in vocational college is difficult to form the curriculum system, especially for art design specialty, because its humanities curriculum is still in the fragment and discretization of the state. Therefore, Art Design specialty in higher vocational college must reform humanities literacy education curriculum because it is difficult to meet the implementation of humanistic quality education requirements, set up implement curriculum system which meets the requirements of the humanistic quality education. Higher vocational college should consider humanistic literacy class construction as part of the school curriculum reform, making systematic design and construction of the humanities courses. For the curriculum construction of humanistic literacy education for students majoring in arts design, it should be synchronous with the whole college, and make systematic design from the curriculum goal, curriculum content, curriculum structure, curriculum implementation and curriculum evaluation, etc. on the basis of professional talent training target and characteristics of professional courses. Determining objective must fully embodies its idea of combining with professional education on the basis of the goal of talent cultivation; the selection of curriculum content should be based on the current situation of students' humanities accomplishment, professional teaching and training requirements, etc. organized in the form of case and the present; Curriculum structure should change the current single status of the humanities curriculum structure, according to the characteristics of the Art Design specialty, considering to take the "three-dimensional" model, as in [3] to form professional courses, professional development courses, humanities courses three modules and the humanities spirit, realizing the humanities literacy education for three years; Curriculum implementation should use several ways including the courses, extracurricular activities, practice and social practice, conducting the credit management of extracurricular activities, enhancing the effect of education; Throughout the whole process of talent training. The humanities literacy education must be implemented to the students' real life and work, through practice and social practice to apply the humanities knowledge that students learned to practice, as in [4].

**Improve the level of teachers' humanistic quality.** Teacher is the key to the implementation of the humanities literacy education and humanities literacy education put forward higher requirements for teachers. In addition to the noble ethics and business ability, teachers also need to have good humanistic quality and increase their own personality charm. At present, teachers in higher
vocational college are difficult to finish humanities literacy education in Art Design professional, so the college needs to vigorously promote the teachers' cultural literacy. First of all, strengthen humanities related training. The higher vocational college should strengthen the specializing in humanistic quality education teacher training and training for the professional teachers, encouraging teachers to self-improvement and ascension, mastering the education theory and method of system, permeating the humanities spirit in the process of teaching, meeting the needs of the humanities literacy education. Secondly, take some incentive measures. Reform the teacher evaluation methods and arouse the enthusiasm of teachers' humanistic quality education, focusing on effect evaluation of the student humanities accomplishment education by the student scoring. Thirdly, build a face-to-face communication platform. on the one hand, school create opportunities of communication for teachers who work in the frontline of teaching in the school such as humanities courses, professional theory and professional practice, exploring the methods and measures to strengthen the humanities literacy education; on the other hand, organize teachers to participate in some seminars of the humanistic literacy education which are held both at home and abroad, such as to establish the platform of "going out" for teachers. Finally, lead teachers to see industry and enterprise further, make teachers to grasp the connotation of the humanities cultivated manners of the specialty through contacting specific career situation and research, enhancing the level of individual humanities accomplishment, and take the initiative to incorporate the professional humanities content in teaching process.

Construct the evaluation system of humanities quality education in higher vocational Art Design specialty. Humanities quality education of higher vocational Art Design specialty is a systematic project and the construction of a scientific and reasonable evaluation system is the important guarantee for its implementation. First of all, establish the evaluation index system of Art Design professional humanities cultivated manners. Humanities accomplishment evaluation is mainly made on the basis of Art and Design professional humanities literacy education goal, according to the characteristics of higher vocational education evaluation index system, and the development of the humanities literacy education has the function of guide, lead, and specification. Secondly, establish a flexible humanistic accomplishment evaluation mechanism. It is divided into internal evaluation and external evaluation because that the student accept humanities literacy education is different. Internal evaluation focuses on students' self-evaluation, mutual between the classmates, the counselors’ and teachers’ evaluation, etc. External evaluation is mainly composed by the practice enterprise and departments. Finally, strengthen the process evaluation. Considering that the cultivation of humanistic quality education is a gradual process, evaluation should focus on the ordinary especially students' humanities cultivated manners in the usual study and life changes. So promote the scientific and authenticity of evaluation through the combination of process evaluation and summative evaluation.

Conclusion
It is necessary to improve the level of Humanistic Culture in higher vocational Art Design specialty. Higher vocational college should focus on students’ needs and the current needs of the enterprises, strengthening the humanities literacy education. Through the construction of curriculum system, It can improve teachers' humane quality and establish evaluation method, improve students' humanities accomplishment, improve the virtual level of higher vocational college students, and train comprehensive Art Design talents, so as to realize the all-round development of students.

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