Research on the Current Situation and Countermeasures of Cultural and Creative Design Talents Training in Chinese Universities

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Abstract. The cultivation of creative talent is the core of cultural and creative industries, with the further development of cultural and creative industries, application oriented university, and higher occupation colleges are required to cultivate the cultivation of innovative entrepreneurial culture and creative design talent to meet the needs of market. In this paper, from the set of disciplines and professional categories, to analyze the problems of talent training, the paper puts forward a new model of cultural and creative design personnel training.

Introduction

The university plays an important role in cultural creative industry talents training, and training of creative talent is the core of cultural creative industry talents training; what kind of cultivate creative design talent should be trained by colleges and universities, is the focus of the impact between the current art and design education and the development of cultural industry. First at all, we need to give out the exact definition to the scope of cultural and creative design talent; secondly, we need to reflect on the root of the existing problems during the cultivation of art design talents of current art specialty of colleges and universities; if these problems cannot be resolved timely and effectively, effect of talent training will be greatly reduced. If relevant national requirements and policies cannot be carried out and implement very well during talent training, there is gap between talent training and the needs of cultural and creative industries economic development, definitely, the talent training would be inefficient and useless.

Attributes of the Cultural and Creative Design Talent

British scholar Nick Clifton deepened Florida’ concept which name is “Creative class”, he divided creative class to super-creative core and creative occupation (knowledge-intensive industry). The creative core talents include scientists, engineers, University Professor, poet and novelist, artist, actor, designer, architect, also includes the modern social thought leader, such as editing, cultural figures, consulting analyst, they are responsible for creative, planning or design of the cultural and creative industries; and creative occupation are those staff which work in the knowledge intensive industry, they use their innovation to solve problems, and use complex knowledge to find innovation solutions. [1] Designer is one of the creative core talents to provide creative and design services.

The Chinese State Council issued and published the "Several suggestions on promoting the cultural and creative design services and related industries integration development " in 2014, and it clearly put forward that Chinese cultural and creative design services includes cultural software services, architectural design services, professional design services and advertising services, obviously, all above personnel are belong to the cultural and creative design services category. Professional design service is the core of creative design, and also is the key to the implementation of creative design.

The cultural and creative design talent in this paper is mainly to provide professional design services, creative design, including architectural design services and advertising design services related practitioners. What this kind of talent needs is not only need the training about art and design
skills, but more important is the cultivation about the composite knowledge structure based on creative thinking, design skills, market awareness, marketing planning the market needs, they need more comprehensive, cross-subject and cross-major training.

Cultural and creative design personnel training mainly through school training, enterprise staff training, Crafts master apprentice training and self-study and other ways. The university undertakes the important mission in the cultivation of cultural and creative talent, is the main base and gathering area of talent training, research on the cultivation of talents of creative industry is an urgent need to construct the subject of the art of colleges and universities, it’s also the realistic need to promote the development of cultural and creative industry.

Cultural and creative design talents, although they have unique personality characteristics, and as the creative class, they have distinct group feature. The famous scholar Florida Richard’s opinion, first at all, they have originality and creativity, they often have innovative ideas, create new technologies, and enjoy creative work; secondly, members of the creative class have similar sense of worth, they respect individuality, they advocate competition and strength doctrine, and they enjoy the open and diverse urban social environment; thirdly, the creative class has its unique life style and value orientation, they place great emphasis on the importance of the significance, flexibility and stability of work. All of these remind us, universities need to respect the social characteristics of such groups in the cultivation of cultural and creative design talent.

**Current Situation of the Establishment of Departments of Disciplines in Colleges and Universities**

High education is the leader of advanced culture, research on the cultivation of talents of creative industry is an urgent need to construct the subject of the art of colleges and universities, and it’s the realistic need to promote the development of cultural and creative industry.

**Corresponding relationship between the establishment of departments of disciplines in colleges and universities and the training of creative design talents.** The cultivation of creative talents in our country is mainly through the cultivation of "art discipline" in the undergraduate level. Scholar Li Xiaoxi believes that the Professional College of art science is the major source of cultural and creative industry chain on the cultivation of creative talents, namely Richard Florida professor of creative class theory in the super creative core layer in the United States, known as the "core group of creative" talent. [2] However, until 2011, after the publishing of *Notice on printing and distributing the catalogue (2011) of the academic degree awarding and personnel training (degree [2011]11)* by Academic Degrees Committee of the State Council and the Ministry of Education, “Art” was officially classified as an individual discipline by Chinese colleges and universities, and there were 5 prima subjects under it, they are the Theory of Art, Music and Dance, Drama and Film studies, Fine Arts and Design studies, and added Animation, Digital media art, Art design and other emerging professional into the arts team. "Design" has become the most direct discipline of training creative design talents, see Fig. 1.

The higher occupation education as an integral part of higher education, the Chinese Ministry of Education announced the latest version of “*Catalog of Specialty and major of Higher Vocational Education of General Institutes (Year 2015)*” in 2015. The file gave the specialty a very detail division and adjustment, which mainly based on industry classification, also considered on subject classification. It’s divided to Primary Majors Category, Specialty Category and 3-grade Specialty. The primary major categories match their whole corresponding industry, the specialty categories matches detail section of its corresponding industry, and 3-grade specialty matches professional position groups or technical fields. This division is essentially in order to connect "Middle school – High school – Undergraduate course" in the modern vocational education system to be a complete channel. Cultural art institute is still the core group of creative design talent, as shown in Fig. 2.

From the corresponding relationship between the establishment of departments of disciplines in colleges and universities and the training of creative design talents, we can see that art specialty of undergraduate course and the design specialty group of higher vocational education are the source of creative design talents training.
However, facing the demand of transformation and upgrading of the new normal cultural and creative industries, the problems in the development of art and design disciplines are very obvious, firstly, the target of training is not clear enough. The current domestic colleges and universities art design education, although both advocate the development of talents according to the needs of the community, but the implementation is not as good as expectation, just mere formality is very common. Secondly, the curriculum system structure is not reasonable enough. Traditional art design education is too stressed on the subject standard, not only there are too many subjects, and lack of integration of these subjects, but also value theory much more than practice. Thirdly, the practice section is very weak. Design specialty is a typical innovative specialty; practical ability is the basic requirement for design professional talents. Fourthly, students' evaluation method is homogeneous. The cultivated students are lack of issue consciousness, innovation thinking and creative ability, cannot achieve the target of cultivation of innovative talents. [3]

![Art Specialty](image1.png)

**Figure 1. Undergraduate College Creative Design Talent Pool.**

![Cultural and artistic categories](image2.png)

**Figure 2. Creative Design Talent Training Library in Higher Vocational Colleges.**

**Matching relationship between cultural and creative design talent positioning and the college professional settings.** Cultural creativity and design service talent is the main object of this paper; sorting out the current status of the relevant specialty settings in the colleges and universities, is very critical for the positioning and relationship matching during the cultivation of talents. There are 8 majors set under the art specialty in the undergraduate education, mainly focus on the training of “Professional Designer”, with 38% proportion of total 21 art design majors of higher vocational schools. See table 1. Thus it can be seen that the most closely related to the cultivation of creative
design talent and industry is the higher vocational education. In addition, we classify, compare the “main occupation category” in the Higher Vocational Education (Professional) directory and have summary about them, we can concludes that the corresponding specialties in the cultivation of “professional design service personnel” involve 5 major, 11 professional class, and total 42 professional. The corresponding specialties of "Arts and crafts and creative design professionals" have 4 major categories, 6 professional class of a total of 23 professional. Among them, total 14 major categories of cultural and art, total 2 professional training for professional design services, as well as the professional arts and creative design professionals”. See table 2.

Table 1. Corresponding Relation of the Subject of Art and Design in between Colleges and Universities.

<table>
<thead>
<tr>
<th>Index</th>
<th>Design categories (undergraduate)</th>
<th>Art Design Specialty (Higher Vocational)</th>
<th>Corresponding relation</th>
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<tbody>
<tr>
<td>1</td>
<td>Art design</td>
<td>Art design</td>
<td>High correspondence</td>
</tr>
<tr>
<td>2</td>
<td>Visual communication design</td>
<td>Visual communication design and production</td>
<td>High correspondence</td>
</tr>
<tr>
<td>3</td>
<td>environmental design</td>
<td>Environmental art design</td>
<td>High correspondence</td>
</tr>
<tr>
<td>4</td>
<td>product design</td>
<td>Product art design</td>
<td>High correspondence</td>
</tr>
<tr>
<td>5</td>
<td>Clothing and apparel design</td>
<td>Clothing and apparel design</td>
<td>High correspondence</td>
</tr>
<tr>
<td>6</td>
<td>Public art</td>
<td>Public art design</td>
<td>High correspondence</td>
</tr>
<tr>
<td>7</td>
<td>Industrial art</td>
<td>Arts and crafts design</td>
<td>High correspondence</td>
</tr>
<tr>
<td>8</td>
<td>Digital media art</td>
<td>Digital media art design</td>
<td>High correspondence</td>
</tr>
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</table>

Table 2. The Matching Status of Professional and Creative Design Talents in Higher Vocational Education.

We can draw the following three conclusions through the research on the current situation of the professional setting and the professional post of cultural and creative design talents. Firstly, higher vocational colleges are the main force in the development of cultural and creative design talents. We should strengthen the professional construction of Higher Vocational and technical efforts, broaden the dimensions of the relevant professional, and strengthen the depth of the professional mastery. Secondly, the training of creative talent of undergraduate art disciplines, how to combine the cultural and creative industry and the needs of the industrial position, still need to break the one-way professional depth, increase the comprehensive training management and creative culture and management, to bridge a gap with the training of college students. Thirdly, the 14 major cultural and artistic categories are the core of cultural and creative design services professionals, with support of other related professional, together constitute the cultural and creative design talent training system.
Problems and Causes of the Cultural and Creative Design Talent Training in Colleges and Universities

As we all know, the traditional art and design disciplines in Colleges and universities have been lagged behind the needs of the rapidly developing cultural and creative industry. To achieve the "creative design province" goal by year 2020, the Jiangsu provincial government has clearly put forward a slogan in the "Opinions of the Jiangsu provincial government on accelerating the development of cultural and creative and design services industry", the slogan says “that “the implementation of creative design talent support program, improve education and training model...Jiangsu to build creative and innovative entrepreneurial talent gathering heights.” To achieve this goal, we need more accurate professional planning and more careful design talent training model. At present, there is a clear gap between the talent training mode and the development of cultural and creative industry in the application-oriented undergraduate and Vocational College. It mainly shows several aspects as following:

1. **Lack of reform emotion is the main cause of the inflexible talents training of the traditional discipline system.** In colleges and universities, the traditional training mode of Art discipline has deeply rooted, in accordance with the inertia of thinking training in the past, with a background that no students source pressure and no market examination, has lost the emotion and power of reform. Course system is independent of each other, pay attention to the cultivation of artistic appreciation and aesthetic ability, emphasize the students’ creative thinking but often divorced from the reality of the creative industry. Even though many patents are granted each year, it is rarely translated into useful results. In contrast, the training of creative design talent in higher vocational colleges in training are more focus on industry. A lot of teaching reform and practical exploration, and also achieved some results. However, higher vocational colleges are still facing the problem of reduction of students, excellent students of higher vocational colleges still try to get rid of its “Identity of Higher Vocational Education” by continue training and transferring to undergraduate students, and have less willing to learn skill. Private higher vocational colleges fall into the vicious competition vortex of student source; it is difficult to really feel at ease in teaching reform and personnel training. Without the original power, the quality of personnel training in Colleges and universities is hard to be guaranteed.

2. **Lack of theoretical and practical experience is the root cause of cultural and creative design personnel training.** Cultural creative industry is a new industry in our country, its still in the exploration stage, many theories and practices are based on the successful experience of foreign countries, is lack of the development prospective theoretical research based on the local conditions, this situation is just like “A blind man is crossing a river.” Also there was a phenomenon of overheating and just fashion following. In comparison, as the core of culture creative industry – the training of creative design talents in colleges are "cautious", the training mode of higher vocational colleges based on "studio system" is “adding a flower onto the silk clothes” of the traditional art design talents training. No mature theoretical guidance, excellent typical successful cases, the connotation of personnel training of creative design is difficult to truly reflect the exposure, the truth of personnel training mishap lagging behind the industry demand is keep bare.

3. **Lack of industry depth integration is the key factor affecting the quality of cultural and creative design personnel training.** The cultivate creative design talents, must base on the real requirement of cultural creative industry, the scholar Li Xiaoxi thinks that the cultural creative industry should be such an industry, which its core is creativity, it integrates with other industries, and produces high value-added products and services with cultural elements, it can meet the needs of human sensibility and rational spirit. The occurrence and development of cultural and creative industry mainly through two ways as following: first is the upgrading of the manufacturing sector, and then followed by the integration of traditional industries and technology to promote the development of new industries. Art plays an important role in the development of cultural and creative industry. The "Some opinions on promoting the development and integration of cultural and creative design services and related industries” which was issued by the Chinese State Council clearly pointed out that the development of key areas to promote the integration of cultural software services,
architectural design services, professional design services, advertising services and other cultural and creative design services and equipment manufacturing, consumer goods industry, construction industry, information industry, tourism, agriculture and sports industry. So we have to carry out in-depth integration with other industries, and to create new innovative cooperation training mode.

Selection of Cultural and Creative Design Talent Training Path

Many scholars have put forward valuable opinions and suggestions in terms of cultural and creative talents training. The author believes that the quality of personnel training should be strengthened from three aspects as following:

Firstly, we need to learn from foreign advanced talent training ideas, combined with China's national conditions, to have top-level planning, hierarchical guidance on talent cultivation of Undergraduate and Higher Vocational Colleges. According to the theory of the creative class, we can combine the creative design talent classification management and the difference of creative talents and market based talents, train creative talents in undergraduate, and train how to realize the creativity in the higher vocational education.

Secondly, actively maintain close contact with local government departments, cooperate with the third party to form a Production – Study – Development platform, build a Cultural and creative industries incubator, and realize its functions of the business incubator, experiment, research, training, exhibition, trade, demonstration, and radiation etc. The cultural and creative industries incubator is a platform, it serves the creative economy, can realize the training of personnel, and transform the creative achievements, it also can lead all social circles to understand creativity, experience creativity, consume creativity and enjoy creativity, it has a strong ability to aggregate creative resources and radiate creativity power, it’s an integrated new platform of colleges and universities for production – Study – Research.

Thirdly, based on the impact of intelligent production on the technical skills talent work mode, build high-end modern apprenticeship system based on the deep cooperation between schools and enterprises. Especially with regard to those Intangible Cultural Heritage Inheritance skills, need to establish the implementation of master technique inheritance and time cost creative skills. Therefore, it’s worth to have more research and exploration on high-end creative and design services personnel training with construction of "Culture + creativity + Design + service + transboundary +conversion”.

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