Research on the Teaching Mode of Transition Between Secondary and Higher Vocational Education Based on the Practice of Art Design—Taking Exhibition Planning and Management in Chengdu Tourism Vocational Education Group as an Example

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Abstract. The Chengdu Tourism Vocational Education Group aims to coordinate urban and rural comprehensive reform pilot area with service. Relying on the cultivation of tourism personnel and taking the win-win of its members as the basic goal, it trains talents with relevant enterprises and schools. The students majoring in exhibition planning and management of Chengdu Tourism Vocational Education Group are not art majors from, but can solve the problems of exhibition majors by studying art courses and applying art theory and practice. Nowadays our life is full of all kinds of design elements, such as our clothing, food, housing and transportation. As a result, tourism talents training not only takes art study as a professional education, but also as a general education. Therefore, it is a beneficial exploration for the exhibition planning and management to closely link up the teaching mode of the connection of secondary and higher vocational education based on the artistic design practice project.

The Teaching Mode of Transition of Secondary and Higher Vocational Education of Chengdu Tourism Vocational Education Group

Based on the important guidelines of vocational education of provincial and municipal governments and the development vision of tourism industry in Chengdu with the Notice of Chengdu Education Bureau on the Establishment of Vocational Education Group, Chengdu Tourism Vocational Education Group intends to promote cooperation and alliance between schools and enterprises in the form of group, so as to combine social needs with school running, industrial development with professional construction, and teaching content with production process. The group optimizes the resources of the school, creates alliances with the government, industry enterprises and other vocational colleges, gives full play to their advantages, realizes the optimal allocation of resources, and forms a contractual school-running mechanism with this mode. The ecosphere of regional tourism talents cultivation works well and has achieved remarkable results.

The Rise of School Running through Group and the Transformation of Art Design Education

The idea of running school through group began to be involved in Germany in the 1970s and had achieved great success. This brand-new training mode solved the problem that the relative lag of the production technology of the labor producers cannot match the changing types of machinery and operation for Germany with rapid economic development at that time, so that vocational education of Germany was run more and more by groups. It is worth mentioning that as early as 1919, the founder of modern design education, “Staatliches Bauhaus” had explored this mode of running schools. Bauhaus would employ experienced production and design personnel to teach in the school, which was highly consistent with the school management through groups. The enterprises and colleges was a community of interests due to the common aspirations. The most famous slogan of Bauhaus is “the unity of art and technology”. It raised the craft and technology to equal status with the visual arts. This is essentially the same as running a vocational school, which raises the students' practice to the same level as theoretical study.
Exhibition Planning and Management Major of Connection of Secondary and Higher Vocational Education.

The Background of Connection of Secondary and Higher Vocational Education in Group Exhibition Planning and Management

Exhibition Planning and Management, as the key major at provincial level of Chengdu Tourist Vocational Education Group, has formulated detailed and accurate professional skills training of different stages and competence for the students of secondary vocational colleges who have entered our institute. The training of service skills should be emphasized in the secondary vocational stage, including conference services, exhibition services and festival services. Only when the training of the secondary vocational education skill and theoretical knowledge assessment have been completed can the skill training of the connection be carried out. There is a transitional stage in the middle of the two stages. The students will be familiar with the basic qualities and abilities that the exhibition planning and management need to possess in the higher vocational stage through one week's training - communication and emergency management. Finally, the students are trained in the two core skills of exhibition design and exhibition planning in a higher stage.

The Supplement of Art Design Education to the Connection of Secondary and Higher Vocational Teaching of Exhibition Planning and Management.

The teaching and training of connection of secondary and higher vocational education in exhibition design offered is as follows:

<table>
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<th>Training Items</th>
<th>Training Purpose</th>
<th>Training Contents</th>
<th>Training Suggestions</th>
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<tr>
<td>Item 1: display visual communication design</td>
<td>VI Design</td>
<td>1. Knowledge of printing and color inkjet printing 2. The plane software: CorelDraw</td>
<td>The professional teachers combine industry experts to highlight practical training</td>
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<td>Item 2: Creativity of exhibition venue</td>
<td>Design of medium and small standard stands</td>
<td>1. Size of standard stands 2. The size, material and processing technology of the exhibition board. 3. Good command of the use method of metal standard parts such as bars and truss, can disassemble, assemble and redevelop freely. 4. Design commonly used materials</td>
<td>The professional teachers combine industry experts to highlight practical training</td>
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<td>Design of small special stand (about 36 ㎡)</td>
<td>1. Reasonable space division for special stand. 2. Innovation of design 3. Display design materials and process requirements. 4. Display the design of props</td>
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<td>Design of small exhibition venue</td>
<td>1. The layout of small exhibition venue 2. Design of creative background 3. Construction of exhibition venue</td>
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<td>Item 3: Hand-painted perspective drawing</td>
<td>Hand-painted perspective drawing</td>
<td>1. Knowledge of perspective drawing 2. Presentation knowledge of coloring on rendering.</td>
<td>The professional teachers combine industry experts to highlight practical training</td>
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<td>explanation of the design plan</td>
<td>1. Overall creativity analysis 2. Plane layout of the project 3. Use of color and materials 4. Design of light environment</td>
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Practice Examples about Art Design of Connection of Secondary and Higher Vocational Education in Exhibition Planning and Management

The Practical Project of Visual Communication Design of Connection of the Secondary and Higher Vocational Education of Exhibition Planning and Management.

Visual communication is a preliminary attempt of exhibition design by students majoring in exhibition planning and management after learning the three major components. This project makes students understand that a successful exhibition needs publicity and packaging through design to improve its propaganda through VI design and graphics and format design.

On the connection of secondary and higher vocational education in exhibition planning and management, the group teaches students the knowledge about printing and color jet, the basic principles of format, and lets students of secondary vocational schools have practice and in-depth study in the group's exhibition studio. It also strengthens the corresponding plane software study after the student enrolls in the higher vocational college, which can guarantee the uninterrupted design study and the continuity of teaching thought from the source. Fig. 1 and 2 show the background design of the exhibition hall completed by the students with CorelDraw and Photoshop of exhibition planning and management of Chengdu Polytechnic.

![Figure 1. Background plate of the Eighth International Exhibition Culture Festival of China.](image1)

![Figure 2. Background plate of 2017 the Second Global Investment Conference.](image2)

Practice of Hand-Painted Techniques Design of Connection of Secondary and Higher Vocational Education in Exhibition Planning and Management

Hand-painted technique is one of the professional skills that must be mastered by exhibition planner and management personnel. Students are trained to understand and master the skills of modeling, expression and originality required for hand-painted rendering, which lays a good foundation for in-depth study of courses through systematic professional training of materials and drawing techniques.

The group's secondary vocational schools master fast rendering with markers and other drawing techniques, and focus on the cultivation of spatial awareness from the understanding of the representation methods of exhibition space design and sketch drawing skills. After entering the higher vocational colleges, the emphasis is on training and improving the students' ability to express the concept of space design, presentation of props modeling, techniques and different materials, while improving the students' aesthetic ability through the study of this course. Fig. 3, 4 and 5 are the renderings of the exhibition hall drawn by the students majoring in exhibition planning and management of Chengdu Polytechnic.
Creative Design Project of Exhibition Space of Connection of Secondary and Higher Vocational Education in Exhibition Planning and Management

A professional exhibitioner needs to have the ability to understand and control the space, be familiar with the material characteristics of the exhibition hall, and understand the direction of the human flow. The project maximizes the quality of the products to attract the attention of the guests and increase their trust through the design of the exhibition hall.

Combined with the cultivation of students' comprehensive ability of exhibition, the transition of secondary and higher vocational education in exhibition planning and management lays clues of the tasks and work flow of exhibition service in the secondary vocational direction, and carries out the design practice from the shallow to the deep according to the selection and the planning of exhibition venues and the characteristics of the arrangement of exhibition venues instead of pure theoretical knowledge. The higher vocational education starts from the design basis of secondary vocational school, and sets work task combining theory with practice from simple to complex, low to high-level comprehensive management. It puts all aspects involved in the layout and construction of the venue into the whole teaching design, that is to say, designing the exhibition model by oneself also plays a part in the current training. Figs. 6 and 7 show students participating in the training of exhibition planning and management. Figs. 8 shows models for students majoring in exhibition planning and management in Chengdu Polytechnic.

Inspiration from the Teaching mode of Connection of Secondary Higher Vocational Education under the Practice of Art Design

The students majoring in exhibition planning and management of Chengdu Tourism Vocational Education Group have realized the major exchange and the promotion of the comprehensive quality through the two-way development of planning and design skills training. Using art principles to solve the problems in the study of exhibition and linking up the teaching mode of connection of secondary and higher vocational education based on art design practice are beneficial exploration for the exhibition planning and management. Design education should not be regarded as a professional education, but should be a general education to assist other disciplines for in-depth study, so as to inject new vitality into tourism. The Tourism Branch of Chengdu Polytechnic, the leading school of the group, has offered art design courses in the major of aviation service, scenic spot development and management and cultural creativity, which lays a foundation for the
cultivation of applied talents with both good professional qualities and operational skills. Under the leadership of Chengdu Education Bureau and Chengdu Academy of Education, Chengdu Tourism Vocational Education Group has condensed the theory and practical results of running school through group, made great efforts to create a connecting system of secondary and higher vocational education with artistic design characteristics, and unified standards, courses and evaluation based on the Guidance Committee of connection of secondary and higher vocational education. As of August 2018, the group has 30 enterprises, 47 colleges and two industry association. I believe that the group will have their own world with the teaching mode of connection of secondary and higher vocational education under the overall planning and optimization of artistic vision.

References


