Teaching Research and Practice of the Development of Design Talents Under the Mode of Studio

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Abstract. The purpose of the development of design talents under studio mode is to develop applied talents. Systematic researches has been carried out in many aspects, including theory and practice, teaching and studying, methods and systems, integration of producing and teaching, and cooperation between universities and enterprises, etc. Both the construction of learning course and the outside extension are important, and practical teaching and curriculum planning are connected tightly to build a high-quality and high-efficiency resource cooperation platform. The teaching aim is clear, which is to systematically organize the “Project Teaching Package” and other teaching forms, connecting with practice, developing high-quality design talents who can serve the development of local economy with excellent sense of art and high abilities to control and express visual effect.

Introduction

The studio teaching mode has been practiced in China for a period of time, especially in some well-known Chinese universities, such as Academy of Arts & Design of Tsinghua University and Central Academy of Fine Arts, whose “studio” teaching mode has been comparatively mature. At the same time, we can see that most colleges and universities lack unified curriculum system and teaching method because of the influence of area, economy and history, theories cannot be connected with practice teaching, and the curriculum systems are not scientific. The studio teaching mode in applied university is at the stage of beginning and exploring. Therefore, under that background, it seems very important how the design major of local applied universities research on studio teaching mode with their characteristics.

Studio Teaching Mode Solves the Problems in Teaching

1. Solve the problems of old subject system, routinization, and modelization

Design teaching hasn’t got rid of the design of routinization or modelization to a large extent. Theories and practice get behind with the need of social development. The training of students’ abilities to adapt to society and create is not good enough. Through the reform and improvement of curriculum system, starting with “studio”, the curriculum, project and practice will be integrated, and the traditional closed school teaching will be turned into opening teaching which undertakes social project design. It is based on knowledge learning, aimed at the application of professional skills, and led by professional teachers, designers of enterprises, and experts. The main task of the teaching design of “Project Teaching Package”, which combines production and teaching tightly, and teachers will lead students to undertake and finish social design project to complete the training of general professional skills.

Meanwhile, according to the need of education development, “subject competitions” can be connected with teaching, bringing competitions into professional curriculum system. Through subject competitions, colleges and universities can exchange and share experience with one another, which can not only examine their own teaching effect but also improve their teaching standard and promote the teaching reform.

2. Solve the problem of simple curriculum
To solve the problem of simple curriculum, the “Project Teaching Package” curriculum system is formulated, which meets the development of studio. Curriculums influence one another, forming a three-dimensional teaching mode in which core courses drive assisted courses, focusing on a center project. Teachers use information-based means in teaching to improve students’ interest and consciousness in study.

Constructions of Teaching Mode under Studio Mode

The curriculum system of project teaching package is designed according to the characteristics of studio teaching mode. According to the positions and working tasks stipulated in the developing target of professional talents, “Project Teaching Package” puts forward the requirement of knowledge, ability and quality, selecting and constructing a group of curriculums, finishing a “Project Task”. In each semester, the Project Teaching Package will make a clear teaching target and finish a working task. The effective execution of Project Teaching Package improves students’ professional knowledge, ability and quality, developing high-quality design talents who can serve the development of local economy with better sense of art and the ability to control and express visual effect.

Project Teaching Package is consist of several projects. Each semester has a Project Teaching Package, and each project package has a systematic training and examining standard. Project Teaching Package has 6 parts, including project teaching target, project teaching standard, practical skill training, corresponding position, developing standard and teaching evaluating, which is showed in figure 1.

![Figure 1. Model of project teaching package.](image)

1. Project teaching package comes from the production process of the project, which meets the requirement of production rules.

For the selection of project, it must be the most central and comparatively independent working part according to the production process of the project, which is determined as the teaching project, constructing the curriculum of Project Teaching Package, carrying out the teaching of project curriculum. The teaching content must meet the production rules, according to the production segment or process of products, carried out in proper order. A project should cover the requirement of all the segments of the production task to ensure the accomplishment of the production task.

2. The setting of project should be connected with the plan of talents training and meet teaching rules.

The setting of project should meet the rules of education, teaching, and students’ acknowledgement, from easy to difficult, ensuring the realization of talents training target. The project teaching task of the Project Teaching Package is determined according to the training target and standard of the plan of talents training. The main content of the training target of the project teaching package must contain the working task with both theory and practice to satisfy the realization of the talents training target.
3. Semester setting of project teaching package

The teaching of Project Teaching Package is set in the third, fourth, fifth and sixth semester, one for each semester, four in total, and the number can be more or less according to the practical situation of majors. The four projects should be not only comparatively independent but also connected with and support one another to play an integral role.

4. Make the teaching standard of project teaching package

Starting with the need of industry, it is put forward according to the stipulations of professional standard and turned into the teaching standard of Project Teaching Package (turned from industry standard into teaching standard). The teaching contents such as knowledge, skills and comprehensive quality are arranged according to the teaching standard of the Project Teaching Package. For different majors and positions, there are different project standards.

5. Curriculum setting of project teaching package

The curriculum of Project Teaching Package should meet the working requirement and cover the main parts of the major curriculum of the talents training plan. The contents and order of curriculum should be bettered to meet the laws of production, knowledge impartation, students’ acknowledgement and ability training. The courses should be connected with, cooperate and support one another, which cannot be repeated or crossed, and it must be scientific and ordered.

Advantages of “Studio” Teaching Mode

It can solve the systematic problems of curriculum system and setting with practical and serious academic attitudes and creative methods.

1. “Studio” teaching mode can improve students’ practical abilities to adapt to society.

“Studio” teaching mode mainly uses the way of “Project Teaching Package” to construct a three-dimensional teaching mode with multiple curriculums based on the practice of enterprises’ application projects, the characteristics of which are that it is targeted, practical and interacted. Moreover, projects involve wide range of professional fields, which can effectively solve the problems of one-sided curriculum content and lacking connection among curriculums. In the course of teaching, aiming at the practical project, the studio divides a task according to different training targets of different curriculums, divides the work for the students of different majors and grades, carrying out the design around the project, combing the independent curriculums, making them connect with one another, making students form an overall design concept and master all-sided operating skills between curriculums and project.

In the sixth semester of the interior design direction of the environment design major, the studio curriculum has the following courses, “interior project design”, “design and presentation of construction drawing”, “design and presentation of effect picture” and “construction project budget”. “Interior project design” mainly completes the analysis, arrangement, research and plan of the project; “Design and presentation of construction drawing” mainly completes the design of construction drawings of the project, including the knowledge of drawing regulations and fire prevention; “Design and presentation of effect picture” mainly completes the design and presentation of the effect pictures of the project and solves the problems software operation and presentation; “construction project budget” mainly solves the use of material, skills and quotation of the project. When the curriculum is over, the budget, design and construction of the project will be finished.

2. “Studio” teaching mode promotes the construction of subject development.

“Subject Competition” can be brought into curriculums as a complete project. Research institute selects a competition project, organizing teachers to choose a suitable competition and lead students to take part in it, making a competing group, and the university (department) will prepare some awards to stimulate the students. The result of the competition will be brought into the grades of the students. Competition projects can also be brought into the mid-term and final examinations, and the competition projects selected must be connected with the curriculums and related with practical working positions. The students finish the design under the guidance of the teachers, and this process is an essential stage for the students to become a designer and work in this field.
3. “Studio” teaching mode improves students’ professional skill ability. “Studio” teaching mode uses informational teaching means, combining basic and dynamic contents, combining theories and practice, realizing the unification of theory teaching and practice teaching. Teachers use informational means to give lessons, effectively improving students’ theory level and practical operating ability, paying attention to the development of their social practical abilities, shortening their adapting period after graduation.

**Innovation of “Studio” Teaching Mode**

1. Through the deep cooperation between school and enterprises, the practical application transformation of teaching achievement is completed. “Studio” teaching mode focuses on “Project Teaching Mode”. Textbooks are written together with enterprises. Practical projects are completed in the process of teaching and learning, and the enterprise guides teachers to give lessons, which promotes the practical transformation of teaching achievements. On the one hand, the practical ability of both teachers and students is developed; on the other hand, the cooperation between universities and enterprises can be promoted, which is beneficial for the transformation of universities.

2. Informational teaching means are widely used to complete the construction of three-dimensional teaching mode. Internet media is fully used to assist the teaching, depending on “Internet+” mode and new media technique, based on the forms of micro class and mooc, adding the online explanation of experiment equipment, making students fully understand teachers’ teaching contents by self-learning and master practical skills, which can improve their learning interest and complete the construction of three-dimensional teaching mode.

3. Take the opportunity of subject competition, supervise teaching achievements

According to the diversity of subject competitions, teaching contents are fully combined with competitions. In the process of competition, the active attitude, innovating consciousness of students can be developed, the teaching achievement can be examined, and problems can be solved in time, making teaching develop sustainably.

**Summary**

With the development of the society and the requirement of talents, as a main place to develop talents, colleges and universities has the responsibility to provide high-quality talents for the society. The combination between “studio” teaching mode and enterprise cooperation, through the way of “Project Teaching Package”, the professional skills and experience of students can be improved, and they will become applied talents who meet the need of the society by cooperating with enterprises. Meanwhile, teachers’ teaching level and teaching quality can also be improved. The subject advantage of universities will be turned into the advantage of developing innovative talents, innovating constantly in the practice of teaching.

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**Reference**


