

Exploration on the cultivation of art quality and innovation ability in colleges and universities

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Abstract: Currently, the importance of art education in colleges and universities is becoming increasingly prominent. Therefore, it is very important to cultivate the art quality and innovation ability of college students in this situation. Through art education in colleges and universities, the thinking of college students can be divergent, allowing them to exhibit beauty without being bound by fixed forms. The current problems in the cultivation of art quality and innovation ability in universities mainly include a single teaching system and a lack of consideration for the aesthetic demands of modern people. Based on this, this article first explains the importance of cultivating students' artistic literacy and innovation ability, then describes the current situation of students' artistic literacy and innovation ability in art teaching in colleges and universities, and finally explores the cultivation strategies for art literacy and innovation ability in universities.

Key words: colleges and universities; artistic quality; innovation ability

1 Introduction

Art courses in colleges and universities can help improve the overall quality, innovation ability, and aesthetic taste of contemporary college students, while also effectively regulating the pace of students' learning and promoting them to maintain a good mental state. The cultivation of innovative awareness and artistic literacy in the process of art teaching is a requirement of art quality education. Meanwhile, it is also a manifestation of the improvement of the art teaching level in colleges and universities, assisting the sustainable development of subjective thinking in art creation for colleges students.

2 The importance of cultivating students' artistic literacy and innovation ability in art teaching in universities

Firstly, cultivating students' artistic literacy and innovation ability can help to enhance their professional level. Under a good artistic background, many high-level works have emerged. In the process of conducting art teaching, art teachers in colleges and universities need to recognize the important significance of art curriculum education for the development of colleges students. Therefore, it is necessary to focus on conducting art course training activities in daily life, in order to effectively improve the artistic literacy of colleges students and lay a solid foundation for their future artistic path.

Secondly, it helps to broaden students' artistic horizons. By studying and analyzing good art works, it enhances the artistic appreciation ability of colleges and universities students. It can also enhance students' artistic level and broaden their artistic horizons through emotional evaluation, line depiction, and the combination of virtuality and reality.

Finally, it helps to enhance the ideological and moral cultivation of colleges and universities students. Good values

can promote the artistic expression of colleges and universities students. Different values and ways of thinking to a certain extent determine the ability and direction of art learning and different values can create different styles of art works. Through teaching, art teachers in colleges and universities are able to establish the correct three values for students, further ensuring the improvement of students' artistic quality.

3 The current situation of students' artistic literacy and innovation ability in art teaching in colleges and universities

Due to the long-standing traditional teaching mode and exam-oriented education, most colleges and universities students have become accustomed to rigid learning of theoretical knowledge and lack sensitivity to new things. Therefore, most students often lack self-directed learning ability and rely more on learning materials to create similar art works, making it difficult to create good art works, which requires art teachers in colleges and universities to pay attention to the cultivation of creativity and artistic qualities of students in teaching practice. Innovation is mainly a continuous driving force for art, which involves learning advanced art techniques and skills both domestically and internationally, and combining innovation awareness and personal emotions for re-creation. It is not simply copying [1]. In the process of art classroom learning, colleges and universities students first need to understand art theory knowledge through teachers' explanation and master basic knowledge, then improve their creativity based on the theoretical knowledge they learned, and ultimately complete a work that aligns with their own emotional expression, which is the reasonable learning mode and creative method. If there is no creative creation of artistic works, the whole process loses its meaning and it is difficult to conduct subsequent research on it, let alone create good artistic works.

4 Strategies for cultivating art quality and innovation ability in colleges and universities

4.1 Cultivating students' practical ability in painting

In addition to providing students with knowledge about colors, art teachers in colleges and universities should also focus on training students' practical painting skills, so that they can have a deeper understanding of the use of colors in painting practice. In this regard, the teaching characteristics of painting are different from other courses, as they focus more on cultivating students' painting ability. In the final demonstration process, students can demonstrate their understanding of colors. Therefore, teachers should pay attention to improving students' ability to use colors in teaching practice. To achieve this goal, after students have mastered basic color skills, the teacher can set a creative topic for them and allow them to complete their own creative works within a certain period of time, and require them to apply the color skills learned in the art classroom to their own painting works. In order to accurately grasp students' current painting level and color application ability, and to analyze the differences in color and tone mastery levels among students at different levels, teachers should set students' creative requirements and grading standards. Throughout the entire process of painting, art teachers need to provide guidance to students at appropriate times. In terms of the application and mastery of tones and colors, they should promptly correct the problems that students encounter in painting, so that students can develop a scientific and rational painting thinking through continuous practice, gradually improve their painting and color application abilities, and have a clear sense of hierarchy in their painting works, laying a solid foundation for their learning of art knowledge. In addition, in the art classroom, it is not only necessary to train students' practical ability in color application, but also to encourage them to create in life at any time, apply the knowledge learned in class to reality, so as to gradually improve their ability to copy and sketch from life. It is of great significance for improving students' comprehensive art application ability.

4.2 Exploring diversified forms of art creation

At present, there are certain problems in art teaching in colleges and universities in China, such as outdated teaching methods and insufficient practice with information technology. In order to effectively solve these problems, teachers need

to try to utilize diverse creative methods to achieve a close connection between art knowledge and practical application in colleges and universities [2]. The philosophical theory of this method is that after the process of divergent thinking falls into a bottleneck, that is, when the current path is not feasible, one can choose to take a different path. And this "path" is not limited, as long as it can solve the current problem. For example, in terms of the creative method of sketching works, the traditional 2B pencil and paper drawing board need to be done in one go, making it difficult for students to modify after writing. If there are errors, the entire work will be ruined. But if you have computer intelligent drawing software, combined with an intelligent hand drawing board, the difficulty of creation will be greatly reduced. No matter what problems you encounter during the creation process, you can make modifications at any time. In addition, in carrying out art teaching practices in colleges and universities, teachers also need to use the "coverage" function attached to this software to make a comprehensive comparison between the displayed works and the works created by students. Through this approach, students can have a more direct understanding of their shortcomings in the creative process [3]. Moreover, due to changes in creative methods, it may be possible to unintentionally find ways to make works more aesthetically pleasing, which also helps to cultivate students' creativity.

4.3 Emphasizing the implementation of potential personalized teaching

In traditional education, most teachers usually do not like personalized teaching, mainly because students' stratification can lead to changes in their attitudes towards the classroom. Stratified teaching is often seen as "differentiated treatment", which can easily dampen students' enthusiasm. Therefore, it is necessary to achieve hidden personalized teaching. For example, when learning the content of *The Creation of Cardboard - Forming Methods*, different teaching methods must be implemented based on different learning levels, but potential layering must also be carried out. Generally speaking, art teachers organize some "cardboard" activities in the classroom, such as forming an interest group to involve students in the creation of cardboard. In group discussions, teachers can pay attention to the main performance of students with weaker abilities and provide timely assistance. After the creation is completed, the teacher can invite members of other groups to showcase on stage to examine the level of cooperation among the group members. Students with high levels of self-education are able to independently complete learning tasks without the help of teachers. This type of thematic activity can effectively improve the effectiveness of classroom teaching.

5 Conclusion

In summary, the learning of art knowledge is mainly the foundation and prerequisite for the development of art, and is also the key to artistic creation. It aims to cultivate the artistry and creativity of colleges students and continuously narrow the gap between teachers and students. In the eyes of students, learning is a subtle process, especially the cultivation of artistic emotions and aesthetic abilities, which cannot be rushed. Therefore, teachers need to help students understand the charm behind works, and cultivate their artistic qualities and innovative thinking, so that they can create good works of art.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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