

Research on the Implementation Strategy of Integrating Sculpture Design into Contemporary Art and Design Education in Colleges and Universities

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Abstract: With the revival of traditional culture and the integration of modern design concepts, the art of jade carving, as a treasure of traditional Chinese culture, is gradually becoming an important part of the field of contemporary art and design education, and at the same time, how to integrate jade carving design into the teaching of contemporary colleges and universities has become a key link in the current education and teaching. This paper analyzes and discusses the implementation of integrating jade carving design into contemporary art and design education in colleges and universities, aiming to promote the deep integration of traditional skills and modern design, and to cultivate art and design talents with innovative ability and cultural literacy.

Keywords: jade carving design, contemporary colleges and universities, art design education

Introduction

Jade carving art carries the long history and profound cultural heritage of the Chinese nation, and its unique craftsmanship techniques, modeling aesthetics and cultural connotations have far-reaching revelation significance to modern art design. However, in the fast-changing modern society, how to maintain the inheritance and development of jade carving art, and at the same time integrate it into the art and design education system of colleges and universities, has become an urgent problem to be solved.

1. The significance of integrating jade carving design into art and design education in colleges and universities

1.1 Inheriting and developing traditional culture

Introducing jade carving design into the college classroom will help deepen the faithful inheritance of traditional exquisite skills. The teaching of jade carving design is a powerful impetus to the active promotion and sustainable development of the rich and colorful traditional culture of the Chinese nation, and in this process, students, through comprehensive and systematic theoretical learning and hands-on practice, are able to gradually unveil the mysterious and profound veil of the art of jade carving, and profoundly comprehend its unique artistic charm and craftsmanship value, and at the same time, deeply feel the profound cultural heritage and historical inheritance behind the works of jade carving. At the same time, they deeply feel the profound cultural heritage and historical inheritance behind the jade carving works.

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Under the immersive experience, it not only enriches the students' knowledge reserve, but also enhances their cultural consciousness and cultural self-confidence, and lays a solid foundation for them to become the force of cultural inheritance and innovation in the future^[1].

1.2 Broadening design horizons and thinking

Jade carving design, with its unique modeling language and subtle aesthetic standards, has injected infinite inspiration and vitality into the field of modern art and design. In the process of in-depth exposure to and study of jade carving design, students seemed to open a window to a new world, and their design horizons were broadened in an unprecedented way. The cross-border integration not only prompted the students to appreciate the unique charm of traditional art, but also made them think out of the box and try new design concepts and methods. In the corresponding atmosphere, students' innovative thinking was fully stimulated, and they began to dare to challenge the tradition and break through themselves, thus showing richer diversity and deeper connotation in their design works, and injecting new impetus and vitality into the development of modern art and design.

2. Implementation strategies for the integration of jade sculpture design into art and design education in contemporary colleges and universities

2.1 Strengthening the curriculum and teaching materials

Colleges and universities should reasonably set up jade carving design-related courses according to their own characteristics and teaching resources, including theoretical lectures, practical operations, case studies and other links. At the same time, the construction of teaching materials should be strengthened, and jade carving design teaching materials in line with modern education concepts and students' needs should be prepared to ensure the scientific and systematic nature of the teaching content^[2].

Taking a well-known art and design college as an example, the college takes active and fruitful measures in exploring the road of integrating jade carving design into art and design education in colleges and universities. The college first conducts exhaustive market research and evaluation of teaching resources, combines its own deep heritage in the field of art and design, and carefully plans a series of jade carving design-related courses. First of all, from the perspective of curriculum, the college has set up theoretical courses such as *Introduction to Jade Sculpture Art*, *Jade Sculpture Techniques and Materials*, *Jade Sculpture Modeling and Aesthetics*, aiming at laying a solid theoretical foundation for students. This program aims to lay a solid theoretical foundation for students. At the same time, in order to enhance students' practical ability, the Academy also offers practical courses such as *Jade Carving Workshop* and *Jade Carving Design Practice*, which enable students to produce jade carvings under the guidance of instructors, and to experience the whole process from design conception to the completion of the finished product. In addition, the college regularly invites jade carving masters to give lectures and case studies, and through the analysis of real cases, guides students to gain a deeper understanding of the current situation and development trend of the jade carving industry, as well as the creativity and realization process of jade carving design. In addition, in terms of the construction of teaching materials, the college combines the existing teaching materials with the actual situation of students and modern education concepts to further enrich and improve the contents of the teaching materials, as well as incorporating a wealth of practical cases and interactive links, with the aim of stimulating students' interest in learning and creativity. At the same time, the college also pays attention to the updating and improvement of teaching materials, and regularly collects feedback from teachers and students to ensure the scientific and systematic nature of the teaching content, so as to lay a solid foundation for the subsequent development of teaching activities.

2.2 Faculty development

Establishing a high-quality and specialized jade carving design faculty is the key to implementing the strategy. Colleges and universities should actively introduce jade carving artists and designers with rich practical experience and

profound theoretical skills, and at the same time strengthen the training and further training of existing teachers to improve their teaching level and scientific research ability^[3].

An art and design college has adopted the strategy of combining "bringing in" and "going out" when building the faculty of jade carving design. The college first searched extensively throughout the country and successfully introduced several jade carving artists and designers with great reputation at home and abroad as visiting professors or special teachers. The addition of experts and scholars not only brings cutting-edge design concepts and techniques, but also greatly enhances the students' professionalism and practical ability through face-to-face communication with them by opening workshops and supervising graduation designs. Meanwhile, the college also attaches great importance to the training and further education of existing teachers. The college regularly organizes seminars, workshops and academic visits on jade carving design topics, encouraging teachers to actively participate, update their knowledge structure, and improve their teaching level and scientific research ability. In addition, the college has set up a special fund to support teachers to visit and exchange with famous art schools and jade carving studios at home and abroad, so as to broaden their international vision and enhance their cross-cultural communication ability.

3. Practical teaching and school-enterprise cooperation

Practical teaching is an important part of jade carving design education. Colleges and universities should establish a perfect practical teaching system, including on-campus practical training bases and off-campus internship bases, to provide students with sufficient practical opportunities. At the same time, it should strengthen the cooperation with jade carving enterprises, workshops and other institutions, and carry out cooperative projects between industry, academia and research, so as to realize resource sharing and complementary advantages^[4].

In order to strengthen the practical teaching link, the college has established close cooperative relationships with a number of well-known jade carving enterprises and workshops. The college has established a jade carving design training base on campus, equipped with advanced equipment and materials for students' daily practice and creation. At the same time, the institute also actively strives for off-campus internship bases, so that students can have the opportunity to go into the front line of enterprises, understand the market demand and industry dynamics, and participate in real design projects. In addition, the college also cooperates with enterprises to carry out a series of industry-university-research cooperation programs. For example, the college and enterprises jointly set up the "Jade Sculpture Design Innovation Fund" to subsidize students to carry out innovative design research, and jointly held the "Jade Sculpture Design Competition" to select outstanding design works for market-oriented operation. The corresponding cooperative projects not only provide students with valuable practical opportunities, but also promote in-depth cooperation and resource sharing between the college and enterprises.

4. Cultural inheritance and innovation guidance

In jade carving design education, it is necessary to pay attention to the inheritance of traditional culture and guide students to practice innovation. Through organizing cultural lectures, art exhibitions, design competitions and other activities, students are inspired to create enthusiasm and innovative thinking, and are encouraged to make bold attempts and innovations on the basis of respecting tradition.

In jade carving design education, the college always takes cultural inheritance and innovation guidance as important tasks. The college regularly invites experts and scholars in the field of jade carving art to give cultural lectures and art exhibitions, so that students can understand the historical origin, cultural connotation and artistic characteristics of jade carving art. At the same time, the college also encourages students to participate in activities such as design competitions and creative exhibitions to stimulate their creative enthusiasm and innovative thinking. At the same time, in order to guide students to carry out innovative practices, the college has set up the "Jade Sculpture Design Innovation Laboratory" to provide students with the space and resources for free creation. The laboratory encourages students to break the traditional constraints, try new materials, new technologies and new ideas, and create jade carvings with unique styles and characteristics of the times. In addition, the college also actively cooperates with domestic and international art institutions

and museums to organize cross-disciplinary art exhibitions and exchange activities to broaden students' artistic horizons and creative ideas.

5. Conclusion

In summary, the integration of jade carving design into contemporary college art design education is an important way to realize the integration of traditional culture and modern design. In the actual teaching process, teachers should combine the actual situation of students and constantly adjust the teaching strategy, so as to guarantee the effectiveness and completeness of the teaching process, effectively promote the inheritance and development of the art of jade carving, and cultivate art and design talents with innovative ability and cultural literacy. In the subsequent teaching process, with the deepening of education reform and the rapid development of science and technology, jade carving design education will usher in a broader development prospect.

Conflicts of interest

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

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