

On the Teaching of Color Design Course in Higher Vocational Colleges

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Abstract: This paper studies the significance of setting up color design course in higher vocational education, analyzes the problems existing in the current higher vocational color design course, and probes into the teaching strategies of color design course in higher vocational education.

Key words: Higher vocational colleges; Design color; Course teaching; Strategy Research

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1 Introduction

Color design course is the basic course of art design major in higher vocational colleges. Color design course can cultivate students' color perception ability and lay a solid foundation for future vocational courses. Therefore, we need to pay attention to the role of design color course in professional basic courses to improve students' cognition and color level. Zhu danqun^[1] focuses on cultivating students' color perception ability, training design color education from all angles and levels to improve aesthetic ability, so that students can easily use color in future professional design, and match with color. Huang Yuecheng^[2] proposed that: Art design major can cultivate more design talents for our country, which has a very important impact on improving our country's modeling design. On this basis, this paper analyzes the current situation of higher vocational education, and puts forward the relevant strategies of

color curriculum design in higher vocational colleges. At this stage, Ju Tianyang^[3] studied the interior style and color design education of China's advanced interior design major, which fundamentally supported the future interior design curriculum, in order to realize the development of education.

2 The significance of color curriculum design in Higher Vocational Education

Design color course is a professional basic course of interior design major in higher vocational schools. The purpose of this course is to establish a solid foundation of color and increase students' perception ability of interior design course. By improving color sensitivity, students can identify and apply colors in the actual design process. At present, most of our vocational colleges adopt the traditional teaching mode to design professional color courses, and pay more attention to students' cognitive training in the connection of color theory. Therefore, according to these traditional methods of color education, its disadvantages are obvious. After entering the society, students no longer pay attention to the correctness of color application in the specific design process, and even ignore the color design. The current design color curriculum reform has become particularly important. Reasonable color matching can not only help them design personalized style, but also improve their understanding of color design. Color matching plays an important role in family decoration design. Therefore, it is particularly important to set up the design color course in the basic course training of Higher Vocational Design Major.

3 The problems of color design course in Higher Vocational Colleges

3.1 Lack of reasonable curriculum education plan

In Higher Vocational design color education, different universities have different education ideas, education plans and education goals, and education plans usually play an important guiding role in the design of education content. At the present stage of education, many universities have not designed scientific and reasonable education plans according to the actual education conditions, so the education effect is relatively low. The determination of science education plan should first be based on the development of schools and the needs of society. Many administrators in higher vocational colleges do not pay attention to the setting of education plan, do not combine with the needs of society, the overall education situation of the school is not clear, and the education plan of the school is not consistent with the actual situation. The teaching objectives of some higher vocational colleges are too high, not in line with the actual development of the school, students are difficult to complete the learning task, and the interest in the course is not high. Therefore, school leaders and teachers must comprehensively analyze the actual situation of education and formulate clear educational goals and plans.

3.2 Students lack the ability of innovation

The independent innovation ability of students is of great significance to improve their artistic achievements and shape good artistic thinking. However, in the current stage of color curriculum design, most teachers do not pay attention to the cultivation of students' innovative thinking ability, which leads to the lack of students' ability to create independence. Students draw pictures through the process set by the teacher, and they only remember how to match the color, and rarely do direct research, analysis and innovation on the principle of color matching. Therefore, students lack the ability to promote the development of art.

3.3 The development of curriculum plan is unitary

The focus of design color course is to cultivate art design talents, make use of the advantages of talents, enrich art culture. In the current stage of education,

the personalized development plan for students is not complete. Many teachers use the integrated education model to educate students, which provides a consistent learning environment for students and lacks personalized strategies. Many teachers have put forward standardized answers for the design of color art education. It is easy for students to seek fixed answers in the process of learning, which makes their learning style more fixed, and the lack of integration of personal ideas hinders the development of art education.

3.4 Lack of color skills training

At present, higher vocational colleges pay little attention to students' color skills. The training of color use skills is of great significance to improve students' design thinking and innovative thinking ability. In order to develop the new era, a new color expression language is needed. At the same time, new technical data and new technologies are emerging, so it is very important to study the diversity of color expression technology. Under the traditional teaching mode, teachers lack of encouraging students to use color boldly and combine imagination and association to create color. Students do not pay attention to the introduction of new technical materials in the creation process, and teachers do not play the role of demonstration and guidance. Teachers should encourage students to boldly apply various technical software, learn color and graphic design skills, innovate China's art development system through various art design, and design new art imagination space. Develop the ability to observe life, learn to consciously capture the color of life, learn the rules of color matching, pay attention to the application and training of color, improve students' observation ability, and promote the development of culture and art.

3.5 The students are lack of aesthetic ability and independent creativity

No matter it is the design course or the basic course of art major, it is impossible to create exquisite design without unique aesthetic ability. Keen aesthetic ability is the most basic skill that designers need. In the classroom, teachers explain excellent Chinese and foreign works through multimedia, so as to improve students' aesthetic ability, let them judge the works independently, and feel the beauty and shortcomings

of the works when watching them. At the same time, we need to understand and use the ability to analyze and appreciate the works, especially the appreciation of traditional and contemporary paintings, the unique composition methods of various painting forms, color expression and dialogue language. In the work, teachers need to work hard at the source, carry out more creative exercises in the course, and carry out more color extraction training. Teach students to apply natural colors to their work, and understand the basic theoretical knowledge of primary colors, namely brightness, purity, cold and warm colors, and color matching rules.

4 Explore the teaching strategy of color design course in Higher Vocational Colleges

4.1 The innovative design of color teaching mode can cultivate students' innovative thinking ability

The process of color design needs to make new changes to students' painting concept and innovative teaching mode of color design. In order to correct the students' habit of copying works, teachers must combine theory with practice, innovate color design skills, so that students can understand, express and use color in learning. Cultivating students' creative thinking ability is an important part of color education and design. To make artistic works different, students need creative thinking ability. By improving their creative thinking ability, students can shape their own artistic style and broaden their creative vision. Thinking ability is more important than dialogue ability. Without thinking ability, we can't innovate in dialogue. Only through regular classroom training can we gradually improve thinking ability.

4.2 Clear classroom teaching plan and purpose

First of all, according to the students' learning conditions and learning progress to develop scientific and reasonable teaching objectives, and the traditional color teaching concept into color design teaching concept, cultivate students' imagination at the same time, cultivate students' subjective perception of color. Therefore, when setting the curriculum objectives, students must master the basic color theory and art knowledge, and appreciate and learn all kinds of learning materials from the perspective of color design. Through the application of multimedia education, students can watch various video materials

and learn the scientific exploration spirit of Western art masters. Through the analysis, appreciation and study of the master's works, learn the skills of color change. In the process of color design, students must learn the relationship between color composition and color conversion, so as to change the past view of painting color, strengthen students' painting practice, guide students to nature, discover the internal relationship of color in nature through sketch practice, and summarize the general rules. On this basis, learn to innovate and break through the concept of color design, actively organize and design colors and establish subjective color perception. Teachers must make clear the purpose of teaching before teaching, so that students can carry out all kinds of learning under the guidance of the goal, improve their learning skills, and master the color matching skills and plans.

4.3 The combination of color design and humanistic concept

In the color design education, we must grasp the overall national ideological environment, practice the ideological trend, and integrate the educational content with the traditional culture. Pay attention to the humanistic meaning of color design education and combine art design with modern design. Traditional color design is subjective, in folk art design, shadow play, paper cutting, embroidery and other color schemes and application methods can be well reflected. The color, subjectivity and expressiveness of art are integrated to make it lively. Teachers should consciously introduce the color design and application methods of traditional Chinese art to students, fully absorb the artistic creativity of traditional Chinese culture, and master relevant knowledge. The application of national art in China is the application of national color art and culture in China from the perspective of development. Design is not only an application of technical means, more importantly, it deeply reflects the culture of our national thought. Only artistic design can make the audience feel the unique charm of art design. When designing courses, teachers must establish and form a Chinese style art education system, promote and spread China's traditional art and culture, integrate China's ideological and cultural connotation into more and more art works, and promote the combination of color design and humanistic ideas.

5 Summary

Color design course is the basic course of art design major in higher vocational colleges. Color design course can cultivate students' color perception ability and lay a solid foundation for future vocational courses. Therefore, we need to pay attention to the role of design color course in professional basic courses to improve students' cognition and color level. This paper studies the significance of setting up color design course in higher vocational education, analyzes the problems existing in the current higher vocational color design course, and probes into the

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