

Optimization Strategies for Art Education in Colleges and Universities from the Perspective of Education

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Abstract: With the development of the field of education, art education has become one of the indispensable disciplines in colleges and universities. In order to further strengthen students' comprehensive ability and improve their core literacy, colleges and universities need to optimize the existing art education from the perspective of education. Therefore, the optimization path of art education in colleges and universities is studied from the perspective of education. First, by discussing the value of art education in colleges and universities, analyzing the current situation of art education in local colleges and universities, and then discussing the optimization strategies for art education in colleges and universities from the perspective of education, a systematic summary is made for reference.

Keywords: Educational vision; Colleges and universities; Art education

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1. Introduction

Art is an important discipline that enriches people's spiritual life and improves people's abilities. With the progress and development of society, current art education is becoming more important. From the perspective of education, art education can improve students' comprehensive ability and core literacy, as well as guide students to inherit the great spirit of the Chinese nation and form correct views, which include world views, values, and outlook on life. Colleges and universities play a central role in cultivating students' abilities and helping students strengthen their skills and improve self-cultivation. Therefore, optimizing art education in colleges and universities from the perspective of education is an important effort in the development of the current education field.

2. Value of art education in colleges and universities

2.1. Create an aesthetic atmosphere

At present, it has become a unified standard for all schools to cultivate students' core literacy and help students improve their overall ability, among which aesthetic ability is also a type of ability under core literacy. With the continuous improvement of people's quality of life, people have shifted their focus to appreciating "beauty" and looking for spiritual satisfaction. In daily life, the element of "beauty" is everywhere; be it the development of film and television art or product packaging design, it can fully reflect "beauty." In order to appreciate "beauty" in daily life, colleges and universities need to cultivate students' aesthetic ability through various forms and identify students with society with the aid of "beauty." Art

education is the most common and convenient way of training that can help students appreciate “beauty” from various perspectives and influence students to accept “beauty,” so as to move toward the goal of creating a better life.

2.2. Establish cultural self-confidence

Our country has a long history, with many heritages and cultures worth promoting. We should further strengthen the dissemination and influence of Chinese civilization, adhere to the stance of Chinese culture, and extract the spiritual symbol and cultural essence of Chinese civilization from history, so as to present a credible, lovely, and respectable image of China to the international community ^[1]. With the help of art education, colleges and universities can walk on the path of differentiated education, help students develop their cultural confidence through traditional Chinese culture, and lead them to experience the local conditions and customs reflected in the works of art, so as to inherit the traditional Chinese spirit and national culture of kindness. The qualities of sincerity and honesty have effectively brought into play the value of the era of high-efficiency art education.

2.3. Cultivate comprehensive talents

Since the introduction of core literacy, the direction of most schools has been moving toward core literacy in the hope to cultivate students’ core literacy in various ways and provide assistance to students to gain a foothold in society. Core literacy includes proficiency in professional quality, professional skills, and professional ethics, as well as various excellent abilities such as collaborative spirit, learning ability, and thinking ability. Art education has many domains, not only music and dance, but also film and television, painting, and others. As art education covers many domains, it can cultivate students’ abilities from various aspects and perspectives and nurture art talents. When carrying out art education, teachers should not only cultivate conventional abilities such as collaborative spirit and thinking ability in students but also cultivate unconventional ones such as aesthetic ability and appreciation ability, while broadening their horizons and nurturing comprehensive talents for society ^[2].

3. Current situation of art education in local colleges and universities

3.1. Sound management

With the introduction of core literacy, the emphasis on art education has been strengthened in colleges and universities. In addition, these institutions have established art-related courses and systems following the guidance programs and requirements issued by the Ministry of Education. Therefore, art education has become an important discipline in current local tertiary education. The majority of colleges and universities have established a leadership structure and formulated a management mechanism with clear responsibilities and efficient operation based on their situation. These efforts have promoted the effective development of art education. With the improvement of management, art education can then move toward standardization, which would greatly enrich the extracurricular links and provide a direction for students’ hobbies and interests.

3.2. Improved teaching conditions

With the progress and development of science and technology, teaching conditions have been improved and optimized, and the development of both software and hardware conditions is now evident. In terms of software conditions, as art education has gained significance, colleges and universities have strengthened their emphasis on art education and increased their investment in its resources. In terms of the curriculum and the teachers, significant changes have been made compared with the past ^[3]. Even some non-art colleges and universities have recruited professional art teachers. This effort has improved the level of the teaching

staff as a whole. In terms of hardware conditions, vocal music classrooms, multimedia classrooms, dance classrooms, *etc.*, have been set up in accordance with national standards, and the existing teaching hardware conditions have been optimized to ensure convenience for teachers to teach.

3.3. Gradual improvement in the evaluation mechanism

Some colleges and universities have integrated the evaluation mechanism with student performance and developed diversified evaluations based on the original evaluation mechanism. Diversified evaluation is mainly based on two aspects: evaluation content and evaluation methods. In diversified evaluation, the evaluation content is no longer limited to grades; instead, students' creative ability, organizational ability, coordination ability, aesthetic ability, expression ability, and other abilities are used as the evaluation criteria. This type of evaluation further improves the comprehensive strength of students. In diversified evaluation, the evaluation methods are no longer limited to paper examinations, but interviews, practical operations, art design, and other methods are included. It not only enhances students' abilities but also increases the reliability of evaluation.

4. Optimization strategies for art education in colleges and universities from the perspective of education

4.1. Strengthen the integration of “five educations”

The integration of five educations refers to the integration of morality, intelligence, physique, beauty, and labor. When colleges and universities carry out art education, they should integrate five educations from all aspects, so as to train students to become comprehensive and all-round talents. In the process of education, teachers should pay attention to the coordination and comprehensiveness of the five educations and integrate them into classroom teaching to maintain the balance as much as possible and thus avert mistakes in certain aspects of education.

For example, teachers can guide students to appreciate art paintings, and when explaining the painting “Playing on the Ice,” they can integrate physical education with art education, help students to understand ice and snow culture through various methods, teach students to exercise correctly, enhance students' sports skills, and strengthen students' physical quality ^[4]. By guiding students to appreciate “Picture of the Merchant,” students' appreciation ability will improve, and they will establish a sense of labor glory. As a matter of course, labor education will be integrated into art education. Setting questions and answers would also promote the collision of thoughts among students and improve their thinking ability.

4.2. Give full play to club advantages

When choosing which club to join, students usually choose the club that they are interested in. Most clubs are art clubs, which can greatly improve students' core literacy. Moreover, club activities are usually carried out outdoors, and outdoor activities can improve students' physical fitness and practical ability. However, most clubs are formed by students themselves, without the participation of the school and their teachers. Teachers should give full play to the advantages of these clubs, encourage students to develop their abilities in their field of interest, plan activities, organize club activities with the help of peers, and grow together, so as to build a good and high-quality art education environment. At the same time, teachers should also encourage students to integrate emerging art content into club activities, develop students' aesthetics, enrich students' daily life, guide students to establish a healthy and positive aesthetic concept, improve their psychological quality, and ensure their mental health ^[5].

4.3. Optimize the teaching methods

Through art education, students' aesthetic ability, appreciation ability, practical ability, and creative ability

can be cultivated. Therefore, teachers need to further optimize the existing teaching methods, strengthen the practice link, and encourage students to design in various ways to improve their comprehensive ability. For example, with the support of the school, teachers can guide students to participate in practical activities, design activity elements according to the theme of the activity, display the works of students in classrooms, libraries, dormitories, and other places, and ask students to explain their design concepts and ideas. All these can enhance students' creative ability, while cultivating their self-confidence, strengthening their cultural self-confidence, and instilling the humanistic spirit in them. In addition, students will also be encouraged to participate, while they broaden their horizons and cultivate comprehensive ability and core literacy.

4.4. Rational use of resources

Compared with society, school resources are relatively scarce, especially art resources in colleges and universities because of the high cost. Therefore, teachers must teach students to use finite resources to create unlimited possibilities. The definition of resources is relatively broad, not only referring to teaching molds, educational textbooks, *etc.*, but also natural resources such as mountains, water, and lakes. At present, most colleges and universities have a large compound with many natural resources. With that advantage, teachers can use natural resources to help students expand their thinking and encourage students to express their ideas, and make use of the resources. At the same time, teachers should also work together with the school to enhance the art experience of students by organizing local art gallery and museum visits and explaining to students, so that students can experience art culture from different perspectives, broaden their perspectives, improve and supplement their existing knowledge, and further strengthen their multi-faceted capabilities ^[6].

4.5. Develop distinctive courses

Each place has its customs, and allowing students to experience these customs is also a key aspect of art education. Art education is as simple as when teachers explain about art to help students improve their creative ability and appreciation ability. The art of different regions reflects the style of the local people and the historical background of creation. Therefore, teachers need to ensure that distinctive courses are developed to provide students with high-quality teaching content.

On the one hand, teachers need to choose a proper teaching direction and clarify the teaching objectives. For example, when teaching songs, the teaching direction can be based on understanding people's lives, while the teaching objectives can be centered on the style in which the songs are composed and their background to understand the relationship between the two. This would help students broaden their knowledge.

On the other hand, teachers should expose students to a variety of ways of learning. Since science and technology are developing rapidly, teachers can use various methods such as videos, texts, and songs; guide students to sing songs, analyze the rhythm, and explore the temperament of songs; and allow students to experience the joy of learning in the classroom.

5. Conclusion

Art education is an important discipline in current education, a necessary prerequisite for colleges and universities to promote the development of education, and an effective way for students to improve their abilities. Therefore, in the process of carrying out art education, colleges and universities should implement the five optimization strategies (strengthen the integration of five educations, give full play to club advantages, optimize the teaching methods, rationally use resources, and develop distinctive courses) to cultivate students' comprehensive ability, improve their quality and accomplishment, and provide more

reliable talents for the society.

Disclosure statement

The author declares no conflict of interest.

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