

# Research on Innovative Practice of Curriculum System of Art Design Specialty under the Background of New Liberal Arts

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**Abstract:** The development of the new liberal arts construction has put forward higher requirements for the training of art design professionals in colleges and universities. Under this background, colleges and universities should optimize the professional curriculum system setting, update the curriculum teaching model, and take the initiative to meet the changes of the current time. Based on this, this paper studies the innovative practice of the curriculum system of art and design majors under the background of new liberal arts. First of all, it analyzes the characteristics of the new liberal arts construction and its new requirements for the cultivation of art design talents. On this basis, the paper puts forward the strategy of curriculum system innovation practice, including clarifying the concept of curriculum system construction, promoting the integration of liberal arts courses, optimizing the practical curriculum system, introducing innovative and entrepreneurial practice projects, and so on, to cultivate high-quality art design talents with innovative spirit and practical ability.

**Keywords:** New liberal arts; Art design; Major; Curriculum system; Innovation practice; Colleges and universities

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## 1. Introduction

With the in-depth development of the new liberal arts education concept, art and design major education is facing unprecedented opportunities and challenges. The new liberal arts not only emphasize interdisciplinary integration but also focus on cultivating students' innovative abilities and practical spirit. In this context, the innovative practice of the curriculum system of art and design majors is particularly important. Teachers should deeply explore the effective path of curriculum system reform and discuss methods to carry out innovative practice of the curriculum system of art and design majors under the background of new liberal arts, to further improve the training quality of art and design talents and cultivate more high-quality art and design talents with innovative spirit and practical ability that adapt to social development and industry demand.

## **2. The characteristics of the new liberal arts**

The new liberal arts refer to the teaching activities that effectively integrate modern network technology into the curriculum system of philosophy and literature, create a comprehensive interdisciplinary learning model for students, and effectively expand students' thinking and knowledge horizons. As a new concept and practice in the field of contemporary education, the new liberal arts have obvious characteristics, which are mainly reflected in the following aspects. First are the strategic characteristics. Under the background of the new era, liberal arts education is no longer limited to the traditional teaching of humanistic knowledge but is given a more far-reaching strategic significance. It is committed to cultivating talents with global vision, strategic thinking, and innovative spirit to adapt to the rapidly changing social environment and the needs of international competition. The strategy of the new liberal arts is reflected in the comprehensive planning and long-term layout of talent training, as well as the keen insight and forward-looking thinking of social development trends <sup>[1]</sup>. Second, there are the characteristics of integration. Under the wave of interdisciplinary crossing and integration, the new liberal arts break the barriers of traditional disciplines and emphasize interdisciplinary exchanges and cooperation. It emphasizes the integration of liberal arts and other disciplines, such as liberal arts and science and engineering, liberal arts and arts, and so on, forming a diversified interdisciplinary point. This integration not only enriches the connotation and extension of liberal arts but also provides students with a broader horizon of knowledge and thinking space <sup>[2]</sup>. Third, it is innovative. Innovation is the core value of the new liberal arts. It encourages students to not only master basic knowledge but also dare to explore unknown areas and propose new ideas and methods. By introducing innovative courses and carrying out innovative practical projects, the new liberal arts stimulate students' innovative potential and creativity and train them to become talented in the new era with innovative spirit and practical ability <sup>[3]</sup>. The above characteristics not only reflect the new requirements and expectations of liberal arts education in the new era but also point out the direction for the reform and development of liberal arts education.

## **3. The new requirements for the cultivation of art and design talents under the background of the new liberal arts**

With the rapid development of science and technology, modern technologies such as artificial intelligence and big data have been applied in various scenes of people's lives, providing new support for the development of liberal arts majors. Under the background of the new liberal arts education, the training of art and design talents is facing new challenges and opportunities. Traditional art and design education pays attention to skill imparting and aesthetic cultivation, while the new liberal arts put forward more comprehensive and in-depth requirements for the cultivation of art and design talents, which are mainly reflected in the following aspects. First, it involves comprehensive talents who master interdisciplinary knowledge. Based on the requirements of the new liberal arts, art and design talents should not only have a solid foundation in art and design but also be extensively involved in humanities, society, natural science, and other fields of knowledge. Through interdisciplinary study, they can have a deeper understanding of the nature and connotation of design, combine design thinking with knowledge in different fields, and create more innovative and practical works. In this context, colleges and universities should not only teach students professional content such as aesthetic art and painting skills but also cultivate students' ability in market surveys and software applications to help students better adapt to the market <sup>[4]</sup>. In discipline construction, teachers should start from within, promote the integration of art and design courses with product design and other majors, and consolidate the foundation of students' art and design. From the external development, promote the cooperation between art design and computer, material engineering, and other majors, and effectively expand students' knowledge and vision. Second is the application-oriented talents

with practical operation skills. Under the concept of the new liberal arts, the combination of theory and practice is particularly important, requiring art and design talents not only to master theoretical knowledge but also to have the ability to transform theory into practice. By participating in practical projects and carrying out practical research, they can continuously improve their practical operation skills and transform design concepts into works with practical value. Third, they need to have the talents for the current era with the spirit of integration and innovation <sup>[5]</sup>. Under the background of the new liberal arts, innovation has become the key driving force to promote the development of art design. The new liberal arts require art and design talents to have a keen insight, a unique way of thinking and the courage to explore the spirit, to find new design needs and trends in the ever-changing social environment, and to create design works that lead the trend of the time. This shows that students majoring in art design should not be limited to the theoretical level, but should make use of activities such as project practice and competition practice to flexibly apply modern technology and improve their comprehensive ability <sup>[6]</sup>. The above requirements not only reflect the new expectations for art and design talents in the new era but also point out the direction for the reform and development of art and design education.

## **4. Innovative practice strategy of curriculum system of art and design majors under the background of new liberal arts**

### **4.1. Clarify the concept of curriculum system construction and cater to the needs of professional development**

In the process of constructing the curriculum system for art and design majors, teachers should clarify the construction concept of the curriculum system, ensure that it meets the needs of professional development, and give play to the strategic value of the curriculum system for students' development. First of all, the core concept of curriculum system construction should be clarified. Teachers should thoroughly study the requirements and characteristics of the new liberal arts, integrate the core quality requirements of art and design talents, take the cultivation of students' comprehensive quality and innovation ability as the core, comprehensively think and reconstruct the curriculum system, pay attention to the integration of interdisciplinary knowledge and the cultivation of practical skills, so that the curriculum system can truly meet the requirements of art and design talents in the new era <sup>[7]</sup>. Based on the requirements of the construction of the new liberal arts, teachers should point to the development of students' core qualities, pay attention to the cultivation of students' professional knowledge of art and design, cross-cultural literacy, and so on, and develop students' ability of cooperation and communication to help students better adapt to the requirements of positions. Secondly, they should take the initiative to meet the needs of professional development. With the continuous progress of society and the rapid development of science and technology, the field of art design is also constantly updated and expanded. The curriculum system of colleges and universities must keep up with the pace of current times and reflect the new trends and requirements of the development of the industry in time <sup>[8]</sup>. Through in-depth research on market demand, industry dynamics, and technological changes, the talent training goals are accurately positioned, and the curriculum structure and content are optimized to make them more realistic and targeted. The curriculum system of art and design majors should be based on the needs of professional development, promote the combination of talent training and industry development, and create a good environment for talent training <sup>[9]</sup>. Combining the above points, teachers can build a more scientific and reasonable curriculum system, which provides a strong guarantee for training more excellent design talents.

## **4.2. Promote the integration of liberal arts courses and enrich the cultural connotation of students**

In the process of the construction of the new liberal arts, art and design teachers in colleges and universities should promote the integration of courses with each other, to enrich the cultural connotation of students and improve their comprehensive quality. In this regard, teachers should pay attention to promoting the integration of professional courses from many aspects. First of all, the integration of disciplines helps to expand students' knowledge and vision. Under the guidance of the new liberal arts concept, teachers should realize that there is a close connection and complementarity between art design and other liberal arts majors <sup>[10]</sup>. By integrating liberal arts courses such as history, literature, and philosophy into the curriculum system of art and design majors, students can understand and think about design problems from multiple perspectives, and enhance their cultural sensitivity and critical thinking ability. Secondly, emphasis should be placed on improving students' cultural literacy. Art design is not just a kind of skill expression, but also a kind of cultural inheritance and innovation. In the new liberal arts teaching, students can have an in-depth understanding of artistic styles and design concepts in different cultural backgrounds, improve their aesthetic appreciation ability, help students build an overall understanding of human society, history, and cultural development, and cultivate their cross-cultural communication ability and international vision <sup>[11]</sup>. Finally, attention should be paid to the development of students' innovative spirit and comprehensive ability <sup>[12]</sup>. Innovation is an important driving force for art design. Teachers should combine liberal arts courses with art and design courses to stimulate students' innovative thinking and creativity and encourage them to seek inspiration and solutions from different fields so that students can better adapt to the complex and changing social environment.

## **4.3. Optimize the practical course system and increase the proportion of practical training**

To cultivate high-level practical talents who meet the needs of the new liberal arts construction, teachers should pay attention to optimizing the practical curriculum system, increasing the proportion of practical training in the curriculum, taking more measures to promote practical teaching, and strengthening students' practical skills. They can mainly start from the following aspects. First, set up a professional studio teaching model. In professional practice teaching, teachers should set up a good practice platform for students to accumulate experience in practice and achieve good development. Through school-enterprise cooperation, the school sets up professional studios, builds practical training bases inside and outside the school, provides enterprise practice projects for students, and introduces the actual needs of the market into the teaching, to further improve the teaching effect <sup>[13]</sup>. Second, organize project-driven teaching activities. The art design major has strong practicality and involves a wide range of activities. Teachers can organize project-driven teaching activities, introduce real projects of enterprises into teaching, and carry out teaching for various skills of art design, to effectively improve the practical teaching effect. For example, for art design painting teaching, teachers can organize painting projects with enterprises, requiring students to draw product posters following their requirements, transforming the actual business into practical tasks, allowing students to provide real product design schemes, and improving students' practical skills <sup>[14]</sup>. The third is to increase the proportion of practical training. Under the guidance of the new liberal arts concept, teachers should realize the importance of the close combination of theory and practice, and pay attention to cultivating students' comprehensive quality and innovative ability through practical training. Teachers should conduct a comprehensive review of the existing practical course system, re-plan the content and structure of practical courses according to the needs of industry development and talent training objectives, increase the number of hours of practical courses, and provide more practical opportunities for students <sup>[15]</sup>. Rich practical courses can help students convert theoretical knowledge into practical operation ability, and effectively cultivate students' teamwork ability and problem-solving ability.

## 5. Conclusion

To sum up, society has put forward higher requirements for talent training with the continuous development of the social economy. In this context, colleges and universities should reasonably set up an art design curriculum system according to the concept of new liberal arts construction, reflecting the conformity characteristics of art design talents. In this process, teachers should clarify the concept of curriculum system construction, promote the integration of liberal arts courses, optimize the setting of practical curriculum system, pay attention to the introduction of innovative and entrepreneurial practice projects, and so on, to cultivate design talents with interdisciplinary vision, innovative spirit, and practical ability. At the same time, teachers should continue to pay attention to industry trends and technological development, and constantly improve the curriculum system, to meet the new social demand for art design talents and promote the sustainable development and innovation of art design education.

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