The Sustainable Talents Training Strategy of “The Spirit of Craftsman” for Art Design

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Abstract. In ancient time of our country, there were four classes of people called as "scholar, farmer, artisan and merchant", there into, “artisan” means craftsman, which originally meant that a person with technical specialty. The spirit that matched with them was generally understood as craftsman’s pursuit of excellence, advocating perfection in professional technology. The handicraft industry in ancient time is classified as art design at present. The country vigorously advocates and develops “the spirit of craftsman”, and art design major is the most direct way to inherit the spirit from industry contents and development needs with no ground for blame. Young college students are the fresh troops for the rapid rise of Chinese make and national development. How to set up talent training model to highlight “the spirit of craftsman” in Applied Technical University is the key point of this study. In the study, we try to look for operational talent training strategies to provide experiences and references for the undergraduate course of art design in China to adapt the transitions of national demands.

Keywords: Art Design; the Spirit of Craftsman; Talent Training Model.

Opinions on deepening the reform of talent development mechanism issued by The Central Committee of CPC in March, 2016 pointed out that "Made in China” currently requires great power’s craftsman, and the supply side structure reform of talent training requires education with” the spirit of craftsman”. “The spirit of craftsman” is pointed out by the premier Li Keqiang in the government work report of 2016, and the rapid raise of “China manufacturing 2025” requires encouraging enterprises to carry out personalized customization, flexible production, and the professionalism of excellence. According to that in our ancient time, occupations generally were divided into four kinds: “scholar, farmer, artisan and merchant”, thereinto,” artisan” meant craftsman, that was handicraftsman. Although their social status were not high, and it was not the most important industry in the farming age, a kind of spirit of excellence, dedication, advocating perfection in professional technology...
was grew up with the demands of industry. According to the ancient
classifications of our country, art design major belonged to the type of “artisan”.
“The spirit of craftsman” is not only the requirements of industry, but also is the
root for handicraft groups to settle down and get on with their pursuits. The
influence of art design especially the environmental design on national
economy and people's livelihood in a new era are very huge which can not be
imaged in ancient time. If art design major can foster and enhance “the spirit of
craftsman”, it will influence design discipline even the whole atmosphere of
higher education, so as to really realize the original intention of education that
“Juveniles are strong, the country is strong”.

First: Training “the spirit of craftsman” is to train talents who have
sustainable development capability.

“The spirit of craftsman” is the whole appellation of professional spirit,
occupational attitude and humanistic quality, which requires that the
technology of craftsman is specialty, his work can embody profession,
individual has humanistic quality. “The spirit of craftsman” can be divided into
three aspects to train in talent training model of colleges and universities. The
first one is the dedicated occupational attitude. It means that we should train
students’ sacred feeling for their career. Through this way, students can be
conscientious and meticulous, as well as responsible at work, at the same time;
they will pay attention to detail and quality and constantly strive for perfection;
the second one is the life attitude of professional enthusiasm. It means that
students should take job achievement as contents of self-realization, and then
take pride in their profession to love and enjoy their work; the third one is the
focused learning attitude. On the path of life, students should endure loneliness,
and be tranquil and indifferent to devote their heart and soul to learning. At the
same time, trough the vocational development, students can have a noble and
rich spiritual world to keep on learning and improving their majors. These three
aspects not only go forward one by one in the realm of life, but also go from
point to surface in the personality molding, which are the embodiment of
Confucian philosophy "Ben Li, Dao Sheng.”(With the establishment of nature,
Dao comes into being) in China.

“The real “craftsman spirit” should be the unity of professional spirit,
occupational attitude and humanistic quality.” “Craftsman should have
sustainable development ability, innovation ability, and the ultimate social
humanistic concern.” Through the innovative design of major courses, double
improvement of humanistic quality and skill accomplishment can be realized.

Second: The correct interpretation of “the spirit of craftsman” in teaching
reform.

The purpose of higher education is not only to realize employment of
college students, but also sustainable development of human beings. And then
constructing a full personality with occupation is to serve the society and
industry. Art Design Major is the main base to train Chinese modern
“craftsmen”, which should take” the spirit of craftsman” as the soul to train
design talents who have “sustainable” development capability and innovation ability as well as social humanistic concern. Training high-quality design skill talents for our country who are needed during the period of manufacturing transformation and upgrading requires that the profession education of art design helps every student to set a high work benchmark. In the hope of bringing a new and essential transformation to design education, it must be based on reform of talent training mode. Through the analysis of course group, we should establish a course innovation mechanism which is used to train and embody the accomplishment of “the spirit of craftsman” that will not only represent skills and technical abilities, but also humanistic literacy, so as to really realize the sustainable development of students’ accomplishment. Through the study in the undergraduate stage, it can lay a solid foundation for the healthy development of students' lifelong career development.

No.1: Increasing the positive propaganda of craftsman in great power, training the self-consciousness of the spirit of craftsman.

Our country has a long-standing tradition of “the spirit of craftsman”, from Kaogongji, Ying Zao Fa Shi, Tao Ji, to Heavenly Creations, all these books are inherited a kind of practical craftsman philosophy. “The spirit of craftsman” is not a new product of the times, and in order to bring up again “the spirit of craftsman”, we should re-examine social position of “craftsman” class at first. At present, our country is in the critical stage of economic transformation, so that design talents are paid more and more attention. Especially, in recent year, key enterprises in our country particularly increased investment in the aspect of design. And as reserve pool of applied talents, colleges and universities should establish their own superiority in ideology at first, and strengthen students' role consciousness to set up a correct view of profession, so as to remodel the sense of pride in “the spirit of craftsman”.

No.2: Establishing service idea of “people-oriented”, promoting students' sense of social responsibility

From the ancient time, craftsman class has borne historical mission to change society. However, facing with the rapid developed society, there were often some people who were eager for quick success and instant benefits to abandon the service idea of “people-oriented”, they just pursued personal interests first, which caused that social problems such as fake and shoddy were emerging one after another. Therefore, school education should pay attention to positive guidance of fame-and-gain values and encourage design students to participate in some public welfare projects to transform society, by doing so; it can cast student’s national feelings and enhance students' sense of social responsibility.

No.3: Establishing learning philosophy of “skill that knows no limit”, encouraging students’ professional interests.

“The spirit of craftsman” is a kind of enterprising spiritual pursuit, so we should establish the idea of lifelong learning in the educational process to encourage students keep exploring and making progress. The specific connotation of “the spirit of craftsman” includes two levels that the exquisite technology and the spirit of innovation. At the same time, we should
comprehensively promote the project of college students' innovation and entrepreneurship to make students take undergraduate education as the beginning of vocational education instead of taking graduation as the beginning of their profession, by doing so, the students can think of career development as a dynamic process, and understand the importance of professional general education to avoid utilitarian learning.

Third: Modeling “the spirit of craftsman” through talent training program.

In the world of “Gong Jiang”, “Gong” means “perfect” and “ingenious”, “Jiang” means craft. That is to say, the person who is skillful in craft and experts at action can be called as “craftsman”. When its initial appearance occurs, the name of “craftsman” is a fame worshiped by people. “The spirit of craftsman” belongs to spiritual category, which is the value orientation and behavior pursuit of employees, and the professional thinking, professional attitude and professional ethics under the influence of a certain outlook on life. Specifically, the spirit of craftsman should be shown in the following aspects of talent training program at least:

No.1: Establishing teacher relationship of “Teachers 'dignity” through professional tutorial system.

Through the professional tutorial system, we will distribute students to each tutorial group in their freshman year, and students will follow tutors to study and practice the basic knowledge of art design, especially the best source of designing experiential knowledge is to follow teacher's practice. In the third grade of university, two-way selection of guidance will be conducted according to research directions of tutors and career orientations of students, which will be more purposeful and directional for the guidance of student industry. “Teachers’ dignity” is the origin of craftsman spirit, the essence of respecting teachers is to respect craft and adhere to professional ethics. Valuing morality is to respect the law and only respecting and using the law, people can grow into qualified craftsmen. In the process of implementation of tutorial system, it is helpful for teachers and students to establish a lifetime master-apprentice relation, which is not only propitious to teaching benefits teachers as well as students but also promote industry cohesion.

No2: Adding the credit of professional introduction courses, training the spirit of love and devotion to work.

The professional introduction courses are set up after the end of students’ military training which is to explain and introduce for students what art design major is, and the courses for training objectives and curriculum plans. which can not make students fully understand the value of the major, even more, because of being limited by class hours.

The requirements of the love and devotion to work are that in sensibility, we should love our jobs; in rationality, we should recognize the value of our profession; in objective reality, we should handle our profession respectfully. The love and devotion to work is the basis of craftsman spirit, so that only we lay a solid foundation, the spirit of craftsman can blossom out dazzling
brilliance. We should have the aid of professional introduction courses to train students’ spirit of love and devotion to work in junior grades of college, and at the same time to train the loyalty to industries, so as to make students have more motive power to conduct their self-realization in the later career.

No.3: **Strengthening the concentrated practice skills courses, training the occupational attitude of “Excellence”**

The training of “the spirit of craftsman” should also be embodied in the teaching of specialized curriculum system, besides the implementation of professional quality education. In professional education, teachers should combine the features of major to permeate “the spirit of craftsman” through each major course. For example, *Woodworking Basics of Building* is a highly practical course; the course teaching can be completed in virtual simulation training room of interior design. The virtual simulation training room of interior design in our college has all the equipments in the entire process of making solid wood furniture, and the course teaching is conducted by senior craftsman who has nearly fifteen years experiences in the forefront of woodworking. The teacher is cabinetmaker who has a perfect mastery of woodworking, so that he will lead the practice of “the spirit of craftsman” in the teaching, which will subtly influence and lead students to create wooden building structures that are excelsior, detailed and rigorous. At the same time, taking partial content of professional accomplishment such as “the spirit of craftsman” as one of later assessment contents will promote students’ ability in the process of learning professional knowledge to a further step.

No.4: **The establishment of humanistic quality course and the formulation of self-study program for lower grade.**

We should restudy and revise objectives and programs of talent training. In the aspect of course offering, at first, we should consider every possible angle of the construction of professional courses and humanistic quality courses, which requires not only to set up elective courses of humanistic quality for lower grade, but also to set up a certain number of obligatory courses. At the same time, we should increase our investment to construct high-quality humanistic quality education curriculum system so as to improve the quality of courses. Secondly, in the second classes, we should carry out all kinds of activities concerning humanistic quality education. The formulation of self-study program in lower grade can train students’ self-learning abilities. In which, tutored by a professional instructor, from passiveness to initiative, this learning ability is expected to develop into vocational education after graduation and become one part of lifelong career development. Reforming micro-courses, we should develop students' practical skills through the effective corporation between schools and enterprises and guide students to actively participate in MOOC and new online courses.

**Summary**

At present, a lot of colleges and universities have been aware that they should take” the spirit of craftsman” as mainstream of campus culture.
construction. But this kind of research is still in the beginning stage, and is not penetrated into the essence of design education reform really. “The spirit of craftsman” will be deepened unceasingly in the field of Environmental Design Education, at the same time, on this basis, the training of environmental design talents in applied technology will be carried forward. We should see things in the light of their development to train applied design talents, basing on the real look of our culture. At the same time, we should strengthen the sense of belonging in their career through the spirit of Chinese traditional culture and enhance value recognition, which will be a long-term and arduous task for the reform of cultivation mode of art design talents within a period of time.

The training of Chinese design talents involves the future of Chinese economy.” valuing technology and despising morality and” or “valuing morality and despising technology” is not a good model of vocational education. Talent training mode of environmental design major needs mutual correspondence and common development of “technology” and “morality”. Fostering the dedicated “the spirit of craftsman”, this can lead correct values and design concepts to promote the healthy development of design industry. In the teaching and studying.

Acknowledges

This paper is a study on The Sustainable Talents Training Strategy of “The Spirit of Craftsman” for Art Design, Item Source: 2017 Educational Scientific Research, Hubei Province Education Department.

References