A Further Study on the Talent Cultivation of Creative Industries and Design Art

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ABSTRACT
Creative industry, as an emerging industry, are full of vigor and vitality. China’s economic society is in need of comprehensive development of creative industries. The attention of all sectors of society makes the domestic creative industries flourish. Creative industries have a bright prospects for development in new situation, they play an increasingly important role in design art talent cultivation.

Key words: creative industries, design art, talent cultivation.

THE PRESENT SITUATION OF CREATIVE INDUSTRIES
The concept of creative industry was germinated in the developed regions abroad. Disneyland Park, first built for Mickey Mouse and Donald Duck, is a very successful example of creative industries and the most famous one for people. This emerging industry and its economic model began to be understood by people and attracted more attention since then. Creative industries became the common direction of joint efforts of every commercial economy and new economic growth point of local regions.

Creative industries grow fastest and have most potential among various industries. Creative industries mainly embodies in creation, cultural consumption, cultural industry talents, industry level, management system and capital, etc.

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China's creative industry research is still in the initial stage of theory and practice. Intellectual property rights and agglomeration and other content to a certain extent restrict the development of creative industries, government efforts is in need. The development of domestic creative industries focus on creativity, which means reflecting the precious cultural and historical resources, is a meaningful original cultural construction with local characteristics. Creative industries represent its knowledge in the application in communication technology and automation technology, represent its high added value in its operation always being around the technical innovation, R&D, and other industry chains, represent its compatibility as it comprises economy, culture, technology and other sectors. Cultural consumption of creative industries improves the quality of public culture, creates economic value and huge social benefits. Building creative industry is very helpful to regional economic development.

THE DEVELOPMENT OF DESIGN ART

Domestic design art contains a lot of content as an independent discipline. People often bracket design art with dyeing industry and decorative techniques together, which limits the practical functions of design art. However, design art is clearly not limited to art crafts and architecture. Design art was once defined as industrial art as display handicrafts of foreign trade. This understanding narrows down the theme and connotation of design art. Design art should be compared with music art and film art. It is not lower than engineering design and distribution design. Design art achieves innovation and produce economical values. Its great importance is equivalent to the role of industrial design in the field of industrial products. Design art mainly performs in the design of plane, three-dimension and space, including design for communication, such as visual communication design, design for use, such as product design, design for residence, such as environmental design and so on. The application areas of design art include package design and book design. The elements of design art are very rich, such as fonts, illustrations, crafts and so on.

Design art talent training is to break the old design education environment. Academic activities and social activities of creative industries should be used to provide more opportunities to help schools, teachers and students to build a platform for academic exchanges and classroom teaching. Only when the latest information on the design art is fully acquired, information sharing between disciplines realized, exchanges and discussion between enterprises and industries strengthened, the close contact between design art and natural society can be understood, and students will interest in studying design art.
Moreover, the cultivation of design art talent will be accelerated to meet the social needs.

**THE CONNECTION BETWEEN CREATIVE INDUSTRIES AND DESIGN ART**

Strengthening the joint cultivation of design art talent with the creative industries is to bring the real scene, equipment and task into classroom, to let students complete the learning task under teachers’ guidance, while teaching quality should be consistent with practical operation. It is possible to shorten the adapting period of design art talents and to meet employers’ urgent needs of skilled design art talents. Making the training room a market-oriented training base to help students feel the cultural atmosphere and work scene. The joint cultivation between the creative industries and design art is the unity of learning and practice. It is necessary to adjust knowledge, innovation ability and quality. The concrete and abstract parts of creative industries will improve the thinking way of design art talents. It is necessary to accelerate the further research of new performance, so as to strengthen the understanding on abstract design and abstract art and help them acquire more comprehensive knowledge, such as Morphological composition. In short, students have chance to arrange and consolidate theoretical knowledge in practice, and the purpose of creative industries and design art talent cultivation will be realized.

The close connection between creative industries and design art is helpful for cultivating innovative talents. Design art teaching promote students’ association ability. Creative industries help students gain inspiration with scientific research methods, such as observation, comparison and induction. The talent cultivation of creative industries and design art focuses on the imagination and creativity. It is necessary to develop the imagination of the design art from the foundation, the purpose, the process, the reorganization and the demonstration, to discover new ideas from the old things, to achieve the purpose of creative industries, such as the symbol and metaphor of shape and color, space and movement. A mature and tested design art product must be filled with innovative and imaginative constructs.

Creative industries even affect the development of a regional economy. Macau's gaming industry is a successful example of creative industries, it even account for the main proportion of local GDP. Creative industries are economic models which maintain the innovation ability and creative elements, and strengthen the liquidity. In Geneva and other cities, cultural and artistic goods markets were created according to the local cultural characteristics and design art atmosphere, attracting cultural and art collectors from whole world, which promote the prosperity of the local economic and social undertakings.
TALENT CULTIVATION OF CREATIVE INDUSTRIES AND DESIGN ART

The Formulation of Talent Cultivation Objectives

The talent cultivation of creative industries and design art is not an overnight thing. It is necessary to set a long-term goal. Talent cultivation objectives must be based on the actual situation. Existing resources must be made full use of to develop short-term and long-term goals of talent cultivation. Responsibilities of everyone should be clear to avoid understanding differences. Besides, long-term development plan of design art talent cultivation and its supporting program are also necessary. Design art talent cultivation should be closely around the teaching practice activities, carry out according to the needs of cultural industries, keep consistent with the requirements of national policies, and set goals referring to the teaching management, campus environment and other careful classification. Moreover, according to the differences of regional characteristics, the famous domestic folk artists, creative industry experts and scholars can be invited to design art teaching, enrich the teaching content of creative industries and design art talent cultivation.

The Flexible Adjustment of the Way of Talent Cultivation

There should be flexible adjustment of the way of talent cultivation according to the different circumstances of schools. It is necessary to achieve the purpose of design education, but also take into account different culture and environments. Referring to the suggestion and feedback of society, we will provide more high-quality creative design art talent. In order to meet the requirements of creative industries’ development, it is necessary to make comprehensive adjustments on the way of design art talent cultivation from the aspects of management mode and teaching resources, build a good team of teachers and good curriculum plan.

The implementation of individual education program

Creative industries involve the first, second and tertiary industries, the multi-field cooperation refresh the traditional industrial product design and general service industry experience. It is necessary to accelerate the implementation of individualized instruction according to different level of teaching staff and hardware and software, also take account of the further direction of design art talent. Strengthening creative practice, using more advanced technology facilities and rich teaching mode are also important while cultivating design art talent. Teachers should make their teaching programs keep pace with the times, and take the initiative to contact and learn more modern technology and teaching ideas, so as to help design art talent
improve not only the self-study ability, but also problem-solving ability. Creative industries and design art talent cultivation emphasizes innovative ideas and consciousness. The research activities of creative industries and design art talent cultivation are the way to strengthen the creative thinking of teachers and students and the exercise of teachers’ innovation. The instructional design based on the researches meets the standards and requirements of creative industries and design art talent cultivation, is helpful for achieving prosperity of academic research, creative inspiration and other aspects.

Reflections on Design Art Talents

Design art talent cultivation must emphasize reflective ability and thinking breadth. Design art talents need large amount of cultural knowledge. A design art talent should be able to carry out design art process and management coordinated research and has strong material production capacity, not only master the theory of creative products, but also have the ability to dig deeper and improve. It is important to understand the trend of the market, actively guide and predict the implementation of design art, and enhance the level of macro-positioning and cultural creativity. In the process of training, students should get familiar with the characteristics and rules of creative industries, especially the life cycle of creation and the rule of industrial change, and master the knowledge of psychology, logic and other disciplines, in order to build successful creative industries like audio-visual industry and advertising industry.

With the needs of creative industries, design art talent must integrate creation, research and development and design together. Harry Potter, the $6 billion industrial chain, a popular cultural and commercial band, is the specific practice of design art. China's cultural and creative strategy and enhancing the cultural industry is in need for such impact and thinking. A kind of cultural industry, penetrating into the field of publishing, film, game and derivative products, has not stopped. It will enter the lower areas, such as toys, clothing, stationery, food, etc, which is in line with the needs of the high-end design artistic effect of creative industries. More creative thinking training content should be added in the talent cultivation process, encourage the pursuit of attractive novel ideas. The creative industries which attract people and produce greater economic benefits often are design art products with shot cycle but much creative content, such as animation, newspaper, theatrical performances and other original category of cultural industries.

Design art talent should be reasonably assigned according to the specialty, so they can make full use of their knowledge. It is necessary to strengthen the
research on the practical problems of creative industries, and cultivate the self-confidence, responsibility and team organization ability of design art talents. It is necessary to learn creative economics to understand the dynamic situation of domestic and foreign creative industries design art, to establish a design concept with Chinese characteristics and to master the management way of creative industry economy. Increasing the practical experience of artistic design is as important as cultivating divergent thinking to obtain design inspiration.

TALENT CULTIVATION OF CREATIVE INDUSTRIES AND DESIGN ART IN FOREIGN COUNTRIES.

Creative industries of developed countries pay more attention to the development of policy and management system, and constantly improve the development connotation and structure of creative industries. The scope of creative industries has been further expanded, and production and distribution of cultural products and services is fully in accordance with the standards of industrialization. Creative industries are not just the cultural services business sector and a collection providing related activities of cultural and recreational services. Domestic creative industries realize it and are accelerating design art talent cultivation, start the production activities of creation and dissemination cultural products with culture as its core, also include the production of special equipment for the manufacture and sale of cultural products. Many regions in the world build creative industries as new economic growth point. For example, Eslite Bookstore, latest created by Taipei, has become Asia's cultural landmarks for its 24 hours operation. Its profound meaning is more important than its economic value.

According to a large number of successful examples of creative industries abroad, domestic creative industry and design art talent cultivation takes the government as its driver, intellectual property as its basis, design art talents as an important pillar, creative industries as its key. It is a rationality construction. As the main driver of creative industries, the government and competent authorities play the role of promotion and guidance. Only with the strong support of policy creative industries can develop rapidly and healthily. Taking intellectual property as a basis is a security system, is the extension of building industry chain and strengthening industries. Intellectual property is equivalent to the heart of the enterprise. Reasonable return can create more social wealth and material wealth, and also promote the transformation from creation to wealth. The ideal idea ultimately comes from the wisdom of human, taking design art talents as an important pillar, is to emphasize the importance and operability of design art talent cultivation. Accelerate and enhance the
concentration of creative industries’ high-end talents, the development of design art talents will be the fresh blood of creative industries, which means that the cultural industry will rise once again.

CONCLUSION

The exploration of creative industries and design art talent cultivation emphasizes the interaction of teaching and learning. Creative industries and design art talent cultivation should be based on practical teaching, strengthen the innovative thinking and innovation ability of teachers and students in creative industries and design art, improve the academic theory and teaching reform program and enrich and enliven the teaching content of creative industries and design art. Teachers should be active to participate in the design art practice of students, inspire their innovation and exploration of creative industries and design art with full enthusiasm. It is necessary to enhance the teaching quality of creative industries and design art talent cultivation, and develop evaluation criteria of creative industrial and design art at the same time. Teachers should also publish influential monographs and papers on research of creative industries and design art, so as to benefit more people.

REFERENCES