Experimental Teaching System Construction of Experimental Teaching Center of Art and Design in Nanjing University of Finance and Economics

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Key words: Experimental Teaching System; Inside-school Practice Base.

Abstract. The Experimental Teaching Center of Art and Design in Nanjing University of Finance and Economics rationally sets up experimental teaching contents and continuously improves the existing teaching modules. It focuses on the comprehensive experiment of innovation and entrepreneurship, constructing a distinctive experimental teaching system of art and design.

Introduction

According to relevant statistics, up until 2016, there are 819 colleges and universities of art and design majors identified and set up by the Ministry of Education [1]. The extensive establishment of disciplines further promotes the improvement of discipline construction and teaching quality assessment system. Art and design majors are highly practical. Therefore, it is an important way to build the experimental, practical and training teaching systems for art and design majors to ensure teaching quality.

The talent training of art and design is based on laboratories to build a multi-level experimental teaching system, which is also a significant foundation for the practical ability [2]. According to students’ creativity, practical ability and social competence required by the school, the Experimental Teaching Center of Art and Design in NUFE constantly improves the program of an experimental teaching center, two kinds of experimental teaching guarantees, three management mechanisms, four experimental teaching teams, five teaching platforms, and six construction plans for experimental system, and strengthens the research on professional experimental management methods so as to meet the requirements for the experimental teaching at different levels.

To Highlight the Central Role of Experimental Teaching

Experimental teaching is student-centered, teacher-oriented, and follows layering and modular teaching requirements. In the teaching process, it is necessary to link work at selected spots with that in entire areas to ensure the core position of experimental teaching. Besides, it is required to further highlight the role of experimental teaching center, which should strengthen the experimental management to form a standardized and orderly teaching. At the same time, students should be paid much attention for their participation and experience in teaching [3]. This is the purpose of the Experimental Teaching Center of Art and Design in Nanjing University of Finance and Economics.

To Improve the Mechanism of “Two Kinds of Experimental Teaching Guarantees”

Guarantee of Experimental Management System

The operation system of experimental center needs to be improved. In terms of operation and management, better management methods and operational rules and regulations must be established to ensure the normal operation of the entire teaching system.
Guarantee of Funding for Experimental Teaching

Through the funds from the school and different faculties, the operation of each experiment is guaranteed to be of high quality and efficiency. Meanwhile, the student scientific research fund is set up to support the development of their feasible innovation and entrepreneurship projects. And teachers are encouraged to involve students into their researches.

To Establish and Perfect Three Experimental Teaching Management Mechanisms

Experimental Teaching Quality Monitoring Mechanism

Based on the existing quality monitoring mechanism, a target is set up for each section, and the effect is evaluated and suggestions for improvement are proposed.

Information Feedback Mechanism

To establish and improve a comprehensive information feedback mechanism, we should make full use of the internet and extensively take the criticisms, suggestions, and feedback from the school and faculties, and the whole society. This can enhance the self-discipline of teachers and students in the center and constantly improve the quality of practical teaching.

Evaluation and Reward Mechanism

Evaluation is the identification of teachers’ teaching outcome, and reward is the result of evaluation. According to the goals and standards of the teacher’s work, feasible evaluation methods are used to measure the teacher’s work status and effects and analyze that how much they have achieved. To fully understand the quality of experimental teaching courses and student acceptance, and to examine the teachers’ attitudes and levels of practical teaching, it is necessary to establish and improve mechanisms such as on-site teaching, interclass practice, random tests in experiments, and comprehensive administrative examination and evaluation, etc. On this basis, rewarding outstanding teachers will inspire their working enthusiasm to varying degrees.

To Establish and Improve Four Experimental Teaching Teams

Laboratory construction and management require a highly skilled, well-managed, technically-skilled, dedication-oriented, and innovative team of experimental technicians. The key to the construction of experimental teaching lies in emphasizing on experimental teams, improving the overall quality of experimental technicians, and mobilizing their enthusiasm.

Theoretical Teachers

The theoretical teachers should have a solid theoretical foundation, strong operating skills and practical ability. Moreover, it is required that the experimental topics reflect the key points and laws of the discipline.

Experimental Teachers

For the experimental teachers, it is necessary to have a serious, meticulous work attitude, solid professional knowledge and strong practical ability.

Experimental Teaching Teachers from Companies

Those teachers are required to master the mainstream technology with rich work experience and professional quality, which can form complementary advantages with college teachers, so as to improve the quality and level of experimental teaching.

Students with Excellent Experimental Ability

Some excellent students and postgraduates can participate in the experimental teaching and management.
To Build and Improve Five Experimental Teaching Platforms

Network Teaching Platform

The opening and sharing of laboratories play an important role in the effective use of experimental teaching resources and the cultivation of students’ practical and innovative ability [4]. The network teaching platform is based on the campus net to make online teaching plans, syllabus, teaching courseware and various teaching resources. It is a knowledge gathering and sharing system that integrates teacher-student interaction and the teaching environment such as notice, course information release and inquiry, multimedia video, mobile learning, network teaching, self-test and examination. In this system, teachers and students can complete relevant teaching tasks and teaching activities based on the Internet. The system includes 11 major functions, such as course notifications, courseware learning, target training, daily assignments, final examination, online question answering, pre-tests, course satisfaction surveys, effect evaluation before and after learning, case analysis, learning records, etc., which can better improve the network teaching platform.

Practical Teaching Platform

Experimental teaching mainly refers to the theoretical and technical experiments that assist the theoretical teaching. Teachers set up experimental projects according to the teaching plan, and students independently complete the art and design activities under the guidance of teachers. These are practical activities designed for the courses. The experimental teaching center of art and design is used as a platform to conduct all kinds of relevant environmental combats, and constantly create the practical teaching mode, so as to improve students’ overall quality and practical skills, cultivate innovative spirit and enhance their employability.

Combat Simulation Teaching Platform

Enterprise resources are introduced into the school to establish an experimental teaching base that is closely linked with the market and combines production, education and research [5]. By using network resources and getting advice from experts, an overall experimental framework is built. And practical combat simulation teaching can be conducted based on relevant enterprise practices. On the basis of mastering basic skills of experiments, it can cultivate students’ practical ability through various types of art and design-related combat simulations, such as the experiments of game animation and digital media design and production. The simulation teaching activities require teachers and students to jointly create a similar enterprise environment. Guided by the real enterprise operation, teachers teach by way of tendering, and evaluate students by bidding. Each platform is a simulation, and the interface and process design are consistent with the real environment of the enterprise; At the same time, according to the teaching objects, a strong teaching management platform is supplemented to make a perfect combination of practice and teaching.

Practical Teaching Competition Platform

Students are organized to participate in various kinds of artistic and design competitions, such as China College Advertising Arts Festival Academy Award, National College Student Advertising Art Competition, and Environmental Art Design Award, etc. It aims to develop students’ practical ability through competitions based on the platform of the Art and Design Experimental Teaching Center.

Enterprise and Teacher Platform

The enterprise is introduced into the university combined with experimental teaching to establish the professional training base for undergraduate students. The enterprises voluntarily and actively participate in practical teaching. Besides, it is necessary to employ part-time teachers from enterprises because of their mainstream technology, rich work experience and high professional quality. This can not only broaden the students’ horizons, but also improve the quality and level of experimental teaching. The center’s student practice platform can help enterprises correctly transmit work information and needs. Students take part in practical cases of enterprises in training,
experience different stages of project development and different roles in the process in a relatively real environment, accumulate their experience, so as to make some progress from theoretical learning, capability accumulation to engineering practice.

To Build and Improve Six Stages of Experimental Teaching

Improvement of the Experimental Theory Teaching

According to the disciplines such as arts, advertising, and journalism, the corresponding experimental theory teaching is set up. We have made a deep and extensive exploration and achieved some achievements in the construction of teaching materials, teaching staff, theoretical research, teaching methods, multimedia teaching and teaching-aid means.

Improvement of the Network Teaching

The use of interactive technologies such as the internet and multimedia in professional experimental teaching will make the course more informative. Firstly, through the networked knowledge system and course, students can learn in the laboratory or anywhere; Secondly, students pay attention to new knowledge from the internet and this can expand their scope of knowledge; Thirdly, by the use of the network for knowledge sharing, students and teachers can interact with each other.

Improvement of the Experimental Teaching

Based on the actual teaching, the experimental teaching center promotes the combination of theory and practice through experimental teaching methods, enriches teaching content, thus to further improve teaching quality, and enhance students’ ability to use modern science and technology as well as scientific methods to explore new knowledge so as to achieve the goal of consolidating theoretical knowledge, training basic experimental skills and cultivating innovative capabilities. According to the training objectives and the requirements for knowledge structure and ability, an experimental teaching system is built consisting of four modules, namely, intra-course experiments, independent experiments, comprehensive experiments and open experiments.

Improvement of the Practical Teaching

Practical teaching is an important part of talent cultivation, and also an important means to realize the coordinated development of their knowledge, ability and quality. Students are encouraged to cooperate with other professional students and participate in practical activities, such as online sales based on the virtual internet, the decoration of online shops and sales pages and so on.

Conducting Combat Simulation Experiments

Based on mastering basic skills of experiments, various types of art and design-related combat simulations are conducted, such as the experiments of game animation and digital media design and production, indoor environment art design tendering and bidding simulation (including design, production, on-site bidding simulation, bid evaluation, etc.), CI design and bidding simulation in enterprises (including simulation of design planning, logo design, image design, on-site bidding simulation, etc.), thus to develop students’ operative ability.

Improvement of the Innovation and Entrepreneurship Activities

The open laboratories are provided for students who major in art and design, equipped with professional teachers. This is a platform for students to encourage them to innovate and start a business. In addition, the special fund for research is established for students. They can use the laboratory facilities and equipment for project research and carry out practical learning. Under the guidance of professional teachers, the Student Association of Art and Design in Nanjing University of Finance and Economics, Association of Societies, Jinling Painting and Calligraphy Association and other associations shall play a role in independently conducting various academic exchanges and social practice activities.
References


