

Research on Jingdezhen Ceramic Folk Art and the Cultivation of College Cultural Creative Talents

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Abstract: The importance of folk art innovation and development to local economy and cultural uniqueness is undoubted. The absorption of folk art resources by the education system of colleges and universities, and cultural and creative industries is of great significance in inheriting, promoting and protecting the original ecological national culture, and it will also play a positive role in promoting local economic and social development. This paper takes the innovation of ceramics folk art in Jingdezhen as an example, and puts forward the aspects of education concept, curriculum system innovation, updating teaching methods, school-enterprise combination and so on, to strengthen the folk art and the specific mode and approach of cultivating creative talents in colleges and universities of Jingdezhen.

Keywords: Jingdezhen ceramic folk art; Innovation; College cultural and creative industries; Talent training mode

1. Introduction

In recent years, Jingdezhen has consciously integrated into the national "Belt and Road" strategy, promoted openness and upgrading, boosted development and upgrading and revived the millennium porcelain. The openness of awareness has become increasingly strong, and the ceramic industry has been transformed and upgraded. All the culture-related work in the cultural industry, cultural facilities, cultural investment, cultural exchanges and so on of Jingdezhen's is in an unprecedented period of development. So, we must grasp the policy direction, deepen cultural cooperation and promote the development of Jingdezhen ceramic culture industry. Also, we should carry out international cultural exchanges and cooperation actively, not only let Jingdezhen ceramic culture enter East Asia, but also the whole world. Besides, we should cultivate cultural and creative talents with more open thinking, fully mobilize the government and private resources to actively participate and build our own distinctive cultural brand.

2. The Symbol of Jingdezhen Ceramic Folk Art

Folk art is an integral part of people's lives, it is associated with all areas of our existence. It involves lots of aspects of spiritual and material life. With the progress of society and the strengthening of internationalization, many Western elements have been absorbed by Chinese design, but the inheritance and development of Chinese traditional culture, the integration of traditional culture

and modern culture has always been the mainstream form of art. It's called nationality is the world. We need to inherit and carry forward the folk art of China with a long history, and make the symbol of folk art become the unique artistic language in Chinese design and decoration. In this way, folk art has become the main body of ceramic creation, the folk art symbol has become the artistic language of its expression form, and ceramic art has served as the cultural carrier of folk art.

As a porcelain city famous for its ceramic folk art, Jingdezhen has a long history and a rich folk art atmosphere, kiln fire has never extinguished for thousands of years. The historical and cultural heritage is the unique cultural card of Jingdezhen, and the ceramic culture atmosphere is very deep. The study of Jingdezhen ceramic folk art has special value for innovating ceramic art, inheriting ceramic civilization and reviving urban culture. The study of the application of folk art symbols in Jingdezhen ceramics is not only a study summary of folk art symbols, but also an inspiration to the cultivation of ceramic culture creative talents to promote the ceramic culture of Jingdezhen and let the art of fire go to the world.

3. Cultivation of Ceramic Culture Creative Talents

To let the art of fire--Jingdezhen ceramic culture go to the world. We have cultivate cultural creative talents with more open thinking and vigorously develop ceramic culture and creative industries. The ceramic culture and creative industry is a kind of new industry that combines traditional art with the spiritual civilization of the new era

and social needs with the ceramic industry as the carrier, culture as the connotation, creativity as the factor and market operation to promote the development of traditional ceramic industry. Combining the unique humanistic advantages of Jingdezhen with cultural creativity and ceramic technology, we will give full play to the unique advantages of Jingdezhen's urban development, comprehensively enhance the development of Jingdezhen ceramic economy, focus on creating a ceramic culture creative park, and vigorously develop ceramic culture and creative industries.

The current situation is that a great part of the cultural and creative industries do not care about the human resource management of enterprises, and the management and development of creative talents. Scarce talents, unreasonable structure, very backward management methods, and unattractive wage income are the problems faced by current creative talent management and development. As the core talents of the cultural industry, creative talents are important driving forces for the development of the cultural industry. The main bottleneck restricting the development of ceramic economy is the lack of creative talents. At present, although Jingdezhen has more than ten national masters of arts and crafts and ten colleges and ceramics-related colleges, there is still the phenomenon that ceramic creative culture industry talents are in ceramic production technology, while the middle level of ceramic creative design talent in shortage. On the other hand, the age structure of talent is not reasonable. According to the age structure of employees, the current design of ceramic creative culture industry is about 50 years old, and the proportion below 30 is very low. The talent fault is very serious. And the brain drain is more serious, and most of the ceramic talents cultivated by local universities are not willing to stay in Jingdezhen. From the perspective of the cultivation of ceramic culture creative talents, the neutral talent training mechanism has not yet been formed, and the main source of talents still depends on the talent transfer of traditional industries. In terms of personnel training in colleges and universities, the teaching content is not new. During the teaching process, students lack opportunities for practice, and the lack teachers with real creativity are more serious. Finally, ceramic companies themselves do not have real training methods and programs for creative talent.

4. The Way to Integrate the Innovation of Ceramics Folk Art in Jingdezhen into the Teaching of Cultural and Creative Industries in Colleges and Universities

Innovation is the unique ability of human beings to understand and practice. It is to change the form and mode of the original things and apply new ideas to create new things. However, in modern society, how to innovate and

develop is the main problem for folk art. Integrating traditional folk art into college teaching is an important way to gain vitality. Folk art resources and college cultural creative teaching can be combined with each other through the aspects of talent training, curriculum system reform, teaching methods, practical practice, and teacher training. Forming a systematic training model is possible to effectively integrate the two. There are specific aspects as below:

China's modern art and cultural education has always borrowed from the teaching philosophy of the West since the Bauhaus, but Chinese local educational art concept has rarely been integrated. Therefore, updating the educational concept is the first priority. The cultivation of cultural creative talents is based on knowledge, and emphasizes ability and the coordinated development of comprehensive quality. So, changing the old concept of talent cultivation, more integration into new resources, and exploring new ways to cultivate cultural creative talents is in the first place. Applicable talents with Chinese traditional cultural literacy can adapt to the needs of Chinese society for talents and let Chinese creative talents go to the world.

About the innovation and reform of curriculum system. Establish the cultural and artistic education orientation and school-running ideas of local colleges and universities, include the folk art in the teaching plan. Local colleges and universities can arrange classroom teaching according to their own situations and local folk art conditions, so as to create a talent training mode with college characteristics, so that the formulated education system can meet the needs of college creative talents training.

Innovate teaching methods, conduct folk art practice inspection activities, and let students deeply understand regional culture. In teaching, teachers can lead students to conduct on-site inspections, appreciation, study, or establish a folk art practice base outside the school, especially conduct multiple inspections in areas with rich regional cultural resources. In the use of teaching materials for students, folk art resources should be absorbed and compile folk art works into textbooks. Take students out for field trips to strengthen their learning abilities and social practice abilities, Innovate folk art works in combination with cultural and creative activities and design competitions at home and abroad.

Integrate folk art with cultural creativity and artistic creation. In the on-site classroom teaching, the teacher should combine the practical projects with cultural characteristics in the commercial market, tap the folk art resources, and guide students to focus on inheriting, enhancing folk art, and modernizing them. Looking for the positioning of folk art in modern life, recreating and creating outstanding folk art works, thus promoting the development of local art industry and tourism.

Strengthen the construction of teaching staff. Develop a new curriculum system, adjust teaching content, and strengthen teacher training. Specific measures should be as following: folk artists and folk artists are excellent craft inheritors, who can be invited into the classroom to strengthen teaching faculty; Pay attention to teachers' theoretical research on folk art, and strength intensive training for teachers in the field of folk art concepts, knowledge, skills, and creation; Take the local folk art as the emphasis of scientific research and teaching. Create and edit special textbooks, compile folk art research results into textbooks, record audiovisual materials, and train qualified personnel with Chinese traditional cultural heritage to meet social needs.

School-enterprise integration. Bring into play the basic role of "production, study and research" in cultivating cultural creative talents. Demand determines behavior. Nowadays, enterprises urgently need cultural and creative talents. On the one hand, enterprises can play their own role in cultivating cultural creative talents. On the other, according to the conditions of enterprises, cultural industry enterprises can actively absorb and boldly innovate folk art resources, establish cultural and creative research and development institutions or cultural and creative training bases to encourage creative personnel to practice more. On this basis, we should cooperate more with universities and scientific research institutions, and gather various knowledge forces to form a synergy of cultural creativity depend on the needs of enterprises for cultural creativity.

5. Conclusions

The folk art symbols displayed by Jingdezhen ceramics, such as the color of folk art, the characteristics of patterns, the auspicious meaning, the content theme and others are incorporated into the creative teaching of art culture in colleges and universities to enable it to be combined with creative industry teaching at a deeper level, which can not only inherit and develop folk art, but also promote the sustainable development of education and open up a multi-education mode for higher education institutions. So,

by discovering and sorting out the traditional folk art symbols of Jingdezhen ceramics, and innovating, developing and utilizing the folk arts resources such as folk crafts, decoration and modeling and refining the essence of folk art, to make it one of the new sources of cultural and creative education in colleges and universities.

Also, it is undeniable that modern cultural and creative industry education has given new hope and new vitality to folk art innovation, so that folk art innovation has market function and era significance, and it is easier to integrate into contemporary people's life. By innovating traditional folk art and connecting it with the talent training mode of local university, extend the teaching content in the teaching process to the treasure of folk art. By giving full play to the advantages of regional art resources, drawing on the essence of local art, enriching the curriculum resources of cultural and creative industry personnel training, and highlighting the characteristics of college cultural and creative professional disciplines, which will be greatly helpful to cultivate applied talents and the sustainable development of college education.

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