

# An Analysis of the Value of Chinese Folk Traditional Culture in Art Design Education in Contemporary Colleges and Universities

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**Abstract:** With the development and expansion of China's economy, people's artistic and cultural forms have also been significantly improved and developed. At the same time, the educational development of art design in colleges and universities has also become a common trend, for the shaping of the Chinese women's top of the artistic design concept has laid a good cornerstone. At the same time, the Chinese nation after five thousand years of development, the formation of the vast treasures of art and culture, in the origins of circulation is still endless, to the later Chinese children to provide valuable artistic learning resources. The fusion of Chinese folk art culture in the art design education of colleges and universities has a crucial influence on broadening students' artistic vision, cultivating students' artistic innovation thinking and inheriting Chinese traditional folk art culture. Through the combination of folk art and modern art, the art education of colleges and universities has very far-reaching foresight significance.

**Keywords:** Chinese folk; Cultural and artistic elements; College art; Design education

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## 1. Introduction

Folk art is the precious and intangible cultural heritage of the Chinese nation. In the process of the formation and development of folk art, many famous masters and civilians are thinking and artistic attainments. In the process of continuous inheritance and development, Artistic and cultural value, in today's society still has a high degree of learning value. However, with China's economic growth and national strength, people's vision has also turned to a richer world view, resulting in China's traditional arts and culture in the rapid development of the present did not achieve good heritage and protection, combined with a lot of effort and sweat art culture treasures are facing a decline crisis. In the face of such a dilemma, colleges and universities art and design education institutions is undoubtedly an important pioneer in learning traditional arts and culture, and only after the

university heritage and re-carry forward in order to make people rediscover the value of traditional arts and culture.

## 2. An Analysis of the Present Situation of Chinese Folk Art Development

China's modern folk art is undoubtedly a branch of Chinese folk art, through the continuous development of the formation of a modern form of art. China's folk art has a very rich form and variety, including paper cutting, embroidery, New Year paintings and clay and many other types of art, all exude through the modern industrial taste of the simple taste. But with the development trend of economic globalization, more and more art forms and art types poured into the Chinese people's vision, people are all without the eyes of pop art, abstract art and other modern, international art and culture and lead. The moreover, with the changes in the way people live and the concept

of life, many art forms derived and developed by specific lifestyles are gradually left and abandoned in modern life, and folk art is often used only as a kind of art museum. And the museum in the exhibition of an art concept, lost in the city and people's living environment rooted in the nutrients, leading to its development forces gradually sluggish, lost a certain vitality and passion, and because of the folk art of the population base less, there is not enough new force to spawn and research and development more innovative, combined with modern elements and fit the current elements of political entertainment life, resulting in more sophisticated materials and technology today, folk art has lost a strong competitive edge. Because of the strong development of the grassroots in the field of folk art, the development and circulation of many areas have been hindered. Although China has embarked on the development stage of globalization, folk culture has not established a scientific brand awareness, which makes folk art difficult to name itself. It is difficult to get attention. At the same time, the modern art and the Chinese folk art to undertake a huge gap between the community in the widely accepted modern art culture, did not do the preparation of the traditional culture, resulting in traditional culture and modern culture between the emergence of the phenomenon.

It can be seen that the inheritance and development of Chinese folk traditional culture are facing great challenges. How to adopt a scientific and effective way to provide a powerful platform for the fame and development of folk art culture, thus laying a good foundation for the development and inheritance of Chinese folk art. In this way the folk art will continue to flourish, the formation of modern art and folk art parallel prospects of the situation, to ensure that people in the bath under the influence of modern culture, but also to withstand the impact of traditional folk art, the formation of modern in the tradition, innovation and modern situation, will be colleges and universities art design education institutions and other institutions are not an important task.

### **3. An Analysis of the Present Situation of Contemporary Art Design Education**

With the improvement of our country's material and the economy, the quality of higher education in our country has also been developed remarkably, and has also been effectively expanded in the types and subjects of education. All the major institutions have carried out the art and design education courses at the same time. Art education

courses to a certain extent by the Western art and culture, through the introduction of rich Western culture and art, to provide students with rich, modern art and cultural resources. Although the culture and art education in colleges and universities show a certain degree of inclusiveness and learning, in the development process or exposed some drawbacks. Many colleges and universities to carry out the arts and culture education is often too focused on the Western art education, and most colleges and universities of cultural and artistic courses have a unified standard and model, leading to Western culture and art in colleges and universities show a tendency to flood, this course set Which leads to the alienation between students and traditional folk culture, and many colleges and universities are located in areas with strong artistic and cultural atmosphere, but colleges and universities on the external environment left by the folk art indifferent, can not learn from the good and the introduction of local excellent non-material cultural heritage for students to observe and appreciate, leading to traditional culture and modern culture gap between the widening. It is precisely because of the school in the art and culture mode of neglect of the traditional culture of the discovery and attention, resulting in the emergence of the traditional art and culture of the state and the status of Chinese folk art dislocation of the situation. Folk culture and art as the mother of modern art, should be the appreciation and attention of colleges and universities, the only way to effectively carry forward the traditional folk culture. It is fortunate that in 2002 held in the "World Heritage", China clearly the introduction of traditional Chinese folk art into the art of cultural education in colleges and universities. At the same time, the Central Academy of Fine Arts took the lead in creating a new discipline with Chinese folk art culture as the main body, adding a new chapter for the art culture education of Chinese universities, and filling the position of traditional folk culture in college art education. Shandong University is also in its founder of the "folklore research" in the folk art of publicity and praise, to promote the development of folk culture and art play an important role.

### **4. Some Thoughts on the Integration of Folk Culture and Art in Efficient Art and Design Education**

#### **4.1 In the Cognitive Level to Strengthen the Cultivation of Students' Folk Art**

The introduction of Chinese and Western aesthetics in the 20th century has a subtle influence on the students' values

and aesthetics. At the same time, the Chinese folk art has not been paid attention to. In the art theory courses carried out in colleges and universities, the traditional culture only occupies a small space, which leads to the lack of understanding and mastery of the folk art culture system. Under this kind of cultural foundation, the essence of folk art continues to be excavated enough impetus. To this end, in the process of carrying forward the traditional culture, colleges and universities need to carry out an objective analysis of the connotation and positioning of the ontological art culture, to ensure that when the Western culture into the Chinese environment, the students can identify Western art and culture and Chinese art culture clearly, through such a clear analysis of the way, from the Western excellent art and culture to learn and learn from, and a clear insight into the basis of folk culture, folk art culture optimization and upgrading to ensure that folk art in the fierce competition, not only unscathed but also able to consolidate the foundation, so as to establish the basis of the development of folk culture. At the same time, for the art institutions where the atmosphere of folk art and culture is strong, we must actively introduce the local folk culture characteristics, through the establishment of folk art and cultural subjects, for students to create contact and understand the folk culture of the opportunity, with this way to ensure students in-depth understanding of traditional culture, establish a correct understanding of traditional culture, to ensure that students under the guidance of a solid theoretical foundation, can give full play to their own subjective initiative of folk art in-depth study and exploration for the study of folk art establish a good learning example. At the same time, although folk art has a rich essence, but there is no criticism of the absorption and acceptance of folk culture, the formation of cognitive for college students is also harmful, for which, folk art learning should be uphold the essence of its dregs to learn critical learning, to ensure that learning can be an objective understanding of folk culture, through such a way to ensure that students establish a scientific outlook, to ensure that the prevalence of Western art and culture in the present, students can through the correct values of reasonable treatment of Chinese and Western art culture.

#### **4.2 The Implementation of a Wide Range of Folk Art Training Model**

China's folk art and culture has a rich variety, and through different living habits used in folk culture and the formation of different types of cultural forms. In order to ensure the quality of artistic design education in colleges and uni-

versities, the school needs to draw on the characteristics of different arts and culture and develop different forms of art education. The establishment of art and culture curriculum in colleges and universities needs to follow the concept of eclectic school, through the combination of class and extracurricular way, break through the traditional art culture learning mode, so that students not only rigidly adhere to the classroom boring theoretical study, but deep into the dense folk art and culture of the birthplace of the local cultural heritage with the local people to explore and explore, with this way to obtain authentic folk culture knowledge and elements, through personal understanding of the field to find out the creation of folk art reasons and development. At the same time, by understanding the development of folk art and the way of inheritance, drawing on the excellent cultural heritage and protection methods to ensure that folk art in the modern cultural foundation can be a good protection and carry forward. At the same time, with the protection of folk culture as the guardian of the spirit, to infect students to protect the folk art and culture of determination. In order to effectively improve the learning efficiency of folk art and culture, colleges and universities can hire excellent folk passers into the classroom to explain their own folk art to explain and view, through the college students to elaborate and guide students to stimulate the interest in folk art culture And strength. At the same time, colleges and universities art education institutions need to effectively with the local government and institutions jointly organized art exhibitions, museums, folk activities and folk arts and other activities to ensure that students in a good atmosphere of folk art under the influence of students to stimulate their own folk art in charge of initiative.

#### **4.3 To Expand the Re-Design of Folk Art Space**

Under the traditional culture, the folk art is innovated and integrated into the political, entertainment and cultural elements that are now loved by the people. Through the old bottle, the folk art culture is not the only way to absorb and learn. The way of new wine to promote the traditional folk art and culture continue to retreat to make it more fit people's way of life and spiritual ideas, through this way, the establishment of the essence of modern folk culture, the use of integration into the current elements of life, to create the 20th century "folk art". Therefore, colleges and universities in the process of carrying out the arts and cultural education activities, we must constantly uphold the "re-design" innovative ideas on the traditional culture of processing, through the ever-changing way, in the protec-

tion and heritage of art and culture, to ensure that Traditional folk culture can be a long history.

## 5. Conclusion

Colleges and universities are an important base for cultivating talents, but also an important way to carry forward and inherit Chinese traditional culture. In the face of the loss of development space of Chinese traditional folk art culture, colleges and universities need to bear the burden of inheriting and carrying forward the traditional arts and culture, the introduction of art into the campus, or the establishment of a learning mechanism to go out to provide students with access to traditional folk culture approach to narrow the distance between students and folk art to ensure that students of the traditional arts and culture to establish an in-depth understanding, and through innova-

tive ways, to ensure that traditional culture can be a long history.

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