

On the Innovative Art Instructional Mode Based on the Cultivation of Students' Artistic Literacy

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Abstract: In today's society, with the rapid development of the economy, the demand for applied talents is increasing day by day. The demand for art talents in today's society lies not only in their professional skills and skills, but also in their own comprehensive quality and artistic literacy. Artistic literacy refers to a comprehensive quality that a person exhibits in artistic activities, from internal to external. Art education is of great significance in enhancing the ideological and moral qualities, humanistic literacy, promoting mental health, and improving personality of college students. Understanding and analyzing the current situation and existing problems of art literacy education in universities, and seeking a suitable path for educational innovation, to promote art literacy education in universities to a standardized, institutionalized, and scientific track, is an urgent problem to be solved. The article analyzes the application of art literacy in art teaching and reforms the art teaching mode.

Keywords: Artistic literacy, Art education, Instructional mode.

1. Introduction

In the fervent expectation of improving the quality of talent cultivation in higher education, the issue of artistic quality education for college students has become a hot and difficult point in the field of higher education. Excellent campus culture can increase students' awareness of the school, teach them to respect teachers, and encourage them to actively participate in various cultural activities of the enterprise. Moreover, the effect of art on education is also evident, for example, in a beautiful music environment, people can instantly relax without any pressure. By cultivating and enhancing students' aesthetic, aesthetic, and creative abilities, they can improve their personality, enrich their emotions, and broaden their thinking. So, artistic quality is very important for a person's development. Art is of great help to people's aesthetic taste, appreciation ability, and so on. Therefore, schools should create sufficient art space for students to continuously improve their artistic quality. Strengthening cultural and artistic literacy education in universities can broaden students' knowledge horizons, guide them to establish a high level of innovation consciousness, improve their personality, fully mobilize students' participation enthusiasm, initiative, and creativity, lay a solid foundation for the formation of students' artistic cultivation, and ensure the good implementation effect of cultural and artistic literacy education in universities [4-5]. In today's era, network technology is highly developed, and various types of information fill people's eyes. People's acceptance of visual information is also constantly improving, so the requirements for artistic literacy are also constantly increasing. Therefore, in the field of art design in universities, it is particularly important to cultivate students' artistic qualities. Artistic literacy does not refer to the most basic concepts of observation and observation, but rather to understanding the deep meaning of relative things through observation, thus enabling one's visual thinking to continue and exercise [6]. The pursuit of visualization is driven by human innate desires and also the social background of the era of image reading [7]. The prevalence of visual culture dominated by images demonstrates the widespread recognition of it by

contemporary humans. Visual culture can be widely accepted by the public. In addition to the modern dissemination of mass media, texts with images as the main content are also a complete manifestation of human's instinctive desire to pursue visual enjoyment. In art education, a beneficial exploration and attempt have been made to improve students' art literacy [8]. Currently, there is a serious lack of artistic literacy among college students, and there are urgent problems to be solved in the education of artistic literacy in universities. A thorough analysis has been conducted and corresponding countermeasures have been proposed to promote the standardization, institutionalization, and scientization of art education in universities. The article analyzes the application of art literacy in art teaching and reforms the art teaching mode [9].

2. The Necessity of Strengthening Art Education of College Students

Art education is a versatile and versatile talent. Art education is of great significance in enhancing students' ideological and moral qualities, cultural literacy, promoting their intellectual development, innovation ability, promoting their mental health, and improving their personality. We should have a deep understanding and understanding of China's long history and culture, be good at exploring the essence of it, cultivate students' aesthetic appreciation ability, have aesthetic creativity, carry forward China's excellent traditional culture, and constantly improve our own personality and aesthetic quality. In the process of continuous development of the times, new requirements have been put forward for college students, and improving cultural and artistic literacy education has become increasingly important [10]. Through good cultural and artistic literacy, students' character, temperament, and cultivation can be continuously improved. Only comprehensive and high-quality individuals can create greater value and enjoy a better life in practice. Therefore, with the rapid development of social economy and the continuous enhancement of people's modern consciousness, the first condition for competition in the market is cultural and artistic quality.

An important implementation approach for cultural and artistic literacy education is to meet students' aesthetic needs, improve their spiritual abilities, and ensure a high degree of consistency and balance between their rational and emotional thinking. The education of art majors should focus on the cultivation of students' professional literacy. The level of students' artistic literacy is directly related to their subjective initiative. However, many art majors now lack the initiative to learn when absorbing professional art knowledge. In the process of sustained socio-economic development, cultural and artistic literacy is the main driving force for improving market competitiveness. Through cultural and artistic literacy, students' innovative thinking and interest can be fully mobilized, as well as their emotions.

3. Present Situation of Artistic Literacy Training in Universities

From the general academic situation of college art students, it can be seen that they pay high attention to professional courses and invest more in them. However, they have neglected their interpersonal skills and expanded their qualities. In the process of art education advocated by the Ministry of Education, many universities have gradually begun to pay attention to art literacy education and have opened some art public elective or limited elective courses, which to some extent makes students' art learning more colorful. However, due to the lack of a complete education curriculum system, the curriculum is usually relatively loose and has a great deal of randomness. There is a close and inseparable connection between art and literature. It can be said that literary literacy can enhance students' aesthetic literacy and artistic appreciation, which has a direct impact on their artistic creation ability. In this situation, if it is not

ensured that art students have sufficient literary literacy, it will increase the difficulty of their professional courses and make it difficult to fully explore the connotations contained in art. Many universities lack sufficient multimedia classrooms due to a shortage of teachers, so students can only choose between music appreciation or art appreciation. This means that not all students have the opportunity to receive music education. Literature and art have a special and close relationship in essence, and in a sense, literature and art are also a part of literature and art. Students majoring in art, if their literary literacy is low, will directly increase the difficulty of art learning, making their artistic works lack cultural connotations. Universities should integrate art education into their teaching plans and curriculum, using art courses as a carrier to cultivate students' art literacy.

4. Innovation Strategy of Art Instructional Mode

4.1. Improve the understanding of college students' art education

To achieve high-quality art quality education, it is first necessary to establish a complete, standardized, and scientific art curriculum teaching system. In this process, teachers should consider multiple aspects and levels, and try to construct a curriculum system that is suitable for the actual situation of students and the length of the education system. Art education is an effective way to educate students on aesthetic ability and artistic quality, and the curriculum construction of art education is the key to promoting the sustainable development of art education. This article explores the art teaching model from both theoretical and practical perspectives, as shown in Figure 1.

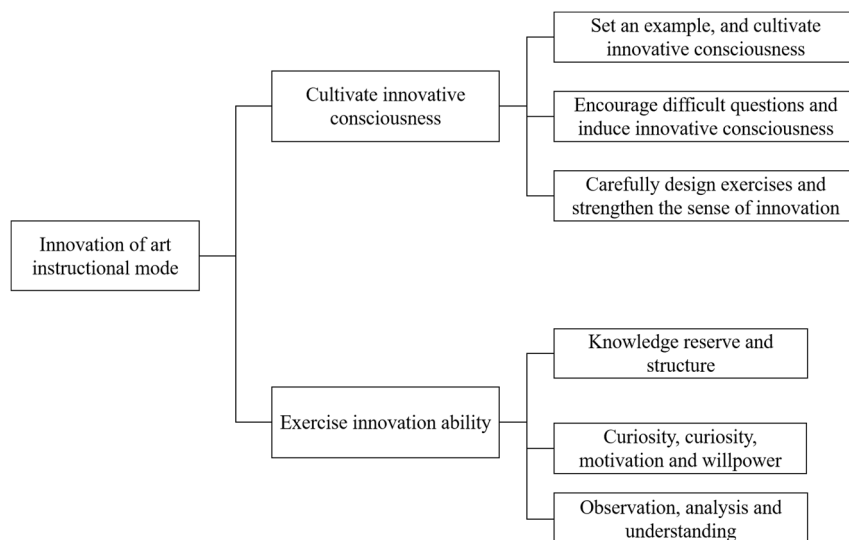


Figure 1. The core composition of the innovation of art instructional mode

One important aspect of quality education in universities is art quality education. However, art quality education should not only provide students with knowledge and skills training, but also cultivate their aesthetic awareness and ability. It should not only enhance students' aesthetic quality, but also enhance their comprehensive abilities. Its basic goal is to cultivate a fully developed person. For art education managers, it is important to attach importance to enhancing students' interest in art, strengthen the curriculum of art majors, and continuously enhance the interest in art in art

majors. In the curriculum, for simple art skill training courses, attention should be paid to adding cultural courses related to art. How to better achieve this goal in university is the focus of our continuous thinking and exploration in teaching practice.

4.2. Attach importance to the curriculum construction of art education course

In the process of practical teaching of courses, for art majors, a horizontal perspective should be used as the

foundation to compare and analyze multiple disciplines, stimulate students' artistic learning creativity, better explore the cultural connotations of art works, and ensure that students have good cultural nourishment. Innovation is urgently needed in art quality education in universities. This reform should not only be carried out in terms of teaching system and content, but also in terms of teaching mode.

Practical courses are actually a transformation from "theoretical knowledge" to "life practice", and are a people-oriented and people-oriented discipline. In this type of internship, not only can theory be transformed into practice, but it can also deepen the observation and understanding of life and nature during the internship. Figure 2 shows the integration model of art teaching resources.

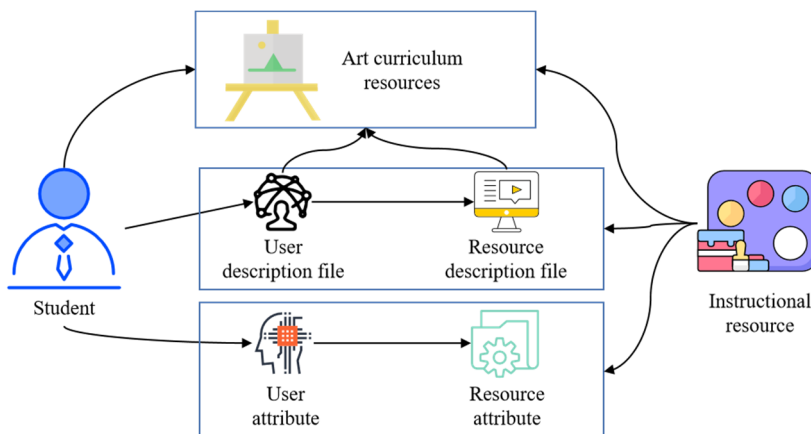


Figure 2. Integration model of art education resources

Art education managers should attach importance to the opening of art and culture classroom lectures, strengthen communication with other art colleges, fully leverage students' communication enthusiasm, and achieve effective integration of art and culture. In addition, for art majors, they should improve their artistic taste, integrate modern art concepts into it, and fully understand interdisciplinary knowledge. In the process of campus cultural construction, various extracurricular cultural and artistic activities can effectively enhance the style and taste of university culture, cultivate a civilized and healthy lifestyle for college students, and promote their physical and mental harmony and healthy development, creating a good atmosphere for art education.

5. Conclusions

In the process of sustainable development in universities, it is necessary to strengthen cultural and artistic literacy education, in order to continuously improve the cultural and artistic literacy of university students, fully mobilize their learning enthusiasm, and encourage them to actively participate in various cultural and artistic activities in universities. To achieve high-quality art quality education, it is first necessary to establish a complete, standardized, and scientific art curriculum teaching system. In this process, teachers should consider multiple aspects and levels, and try to construct a curriculum system that is suitable for the students' levels and length of study. College students majoring in art and design must attach importance to the cultivation of their professional qualities, constantly expanding their careers and improving their practical skills in daily life and learning. At the school level, it is necessary to develop a comprehensive teaching plan and actively carry out practical teaching plans. In the process of building campus culture, various forms of extracurricular cultural and artistic activities should be carried out to enhance the style and taste of university campus culture, cultivate a civilized and healthy

lifestyle for college students, and promote their physical and mental harmony and healthy development.

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