

Education of Traditional Folk Arts and Crafts and Discipline Construction of Art Design

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Abstract: *The art design is a young discipline in China, which needs to be further strengthened and accelerated in development. With the rise of intangible cultural heritage research, the traditional folk arts and crafts has gradually been valued in the design discipline, which plays a significant role in the construction of design disciplines to provide resource support for design disciplines, especially incurriculum, profession, and discipline research.*

Key words: *Traditional folk craft, Art education, Art design, Discipline construction*

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I. Introduction

Traditional folk arts and crafts, as an important part of folk art, are used to express folk culture and life, which have important practical value. From the perspective of its usage objects, traditional folk arts and crafts are relative to court arts and crafts; From perspective of the development history of arts and crafts, traditional folk arts and crafts are relative to modern arts and crafts. its creators are basically labouring people engaged in material production. In recent years, intangible cultural heritage has been receiving more and more attention from the world. traditional folk arts and crafts have been gradually focused in academic field. They have been added into the classrooms of many art colleges, not only enriching and perfecting the original art education system, but also benefiting for the art design discipline.

1. Traditional folk arts and crafts is one of important directions in the construction of art design

From the perspective of the main body of cultural creation, traditional culture usually covers three aspects, namely, court culture, literati culture and folk culture. Among them, the court culture and the literati culture have always been regarded as the so-called "orthodox culture" and focused by the officials of the past. For example, in the history of ancient art and art, this phenomenon is common. Folk culture is a universal culture of the society, which has nurtured court culture and literati culture. While traditional folk arts and crafts are the practical plastic arts created by the masses in the daily production and life process. They are the result of creation activities from the masses and crystallization of wisdom.

However, with the changes of the living environment and the gradual penetration of western culture, some traditional folk arts and crafts are rapidly disappearing in recent years. Some young people lacking the nutrition of traditional folk art, chasing fashion trends and satisfying material desires, lacking cognition and recognition of traditional folk arts and crafts, and even rejecting tradition, changes in mind state and meaning of existence. From this point of view, many people of insight have proposed to rescue and protect traditional folk arts and crafts and folk culture, and seek cultural roots for the development of the nation. As a social education institution, it is incumbent upon colleges and universities to do that. At present, many colleges and universities have successively carried out related courses such as folk art and intangible cultural heritage protection, but there is still a long way to go for the folk art inheritance. Colleges and universities must establish a long-term protection mechanism in the direction of construction, and provide professional protection and inheritance talents through the cultivation of folk art design profession.

Although art design has achieved rapid development in recent years, it is a relatively young subject in terms of the time of discipline construction and the maturity of discipline development. Therefore, in order to

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become a mature discipline with distinct characteristics and outstanding advantages, the art design discipline needs to further strengthen construction and accelerate reform and development. The construction of art design discipline in colleges and universities is a grand systematic project, including the update of educational concepts, the formulation of development plans, the adjustment of professional direction and curriculum structure, the construction of teaching staff, the improvement of teaching conditions, the strengthening of practice, and the improvement of teaching quality. In adjusting the profession direction, from perspective of the existing resources and social needs, folk art design can become one of the important directions in the construction of art design discipline. As saying goes “ design serves for life”, and traditional folk arts and crafts are represented by art production that are created by folk craftsmen in daily production and life, which are suitable for social life. Therefore, in fact, traditional folk arts and crafts are also an integral part of design art. Moreover, it is necessary to pay attention to folk customs and traditional folk arts and crafts in order to be successful in design. Only by designing works that are suitable for people's folk customs, which can improve people's lives, can they be favored by people. In this sense, we can set up the professional direction of traditional folk arts and crafts design in relevant institutions to train some students to engage in the design of traditional folk arts and crafts. The establishment of this direction is not only an important breakthrough in the construction of art design disciplines, but also the purpose of design serving for the market, which can also cultivate professional talents for the inheritance, development and innovation of traditional folk arts and crafts.

Therefore, the professional construction of folk art design is significant for the protection of traditional folk arts and crafts. And traditional folk arts and crafts design should be an important development direction for the professional construction of design art disciplines, which deserve to be further explored.

2. Traditional folk arts and crafts is an important resource for the design art course

In the construction of design art courses, traditional folk arts and crafts courses can be established to supplement and improve the design art education curriculum, and effectively enhance the cultural connotation of students. traditional folk arts and crafts contain rich traditional culture with distinctive national and folk characteristics, and extremely rich categories, including traditional ceramic crafts, metal crafts, furniture crafts, sculpture carving techniques, paper-cutting techniques, new year painting techniques, toys, etc. The materials used are also diverse, environmentally friendly and energy-saving. Its shape and decoration, color and material, process technology, construction principle, design and decoration principle, cultural meaning and philosophy are important and enlightened for art design. It can be known in many famous contemporary design cases that traditional folk arts and crafts are the source of contemporary design art and have a strong vitality. The establishment of traditional folk arts and crafts courses in design art education has two important roles in the discipline construction of design art:

First, it is an effective complement and improvement for the design of education art curriculum. First of all, traditional folk arts and crafts have accumulated rich cultural heritage for modern design professional education. For example, the symbolic meaning of facial makeup culture and costume culture in Chinese opera art, and the imagination embodied in the strange shape of folk religious belief culture, etc., all have inexhaustible rich connotations, which is foundation for contemporary design. Secondly, these traditional folk handicrafts provide a wealth of experience for contemporary design education, such as costumes, folk sculptures, folk toys and other design cases. The designers can learn from its' design ideas and design elements. However, considering current works of students from design major, western cultural elements or western product design concepts are directly used in their works. It can be concluded that western modern design art has a great influence on them. At the same time, it reflects that some young people lack of identity and interest on traditional folk arts and crafts. They formed a psychological barrier on the national culture, and fell into a deformed state of “knowing others but not knowing themselves”. With the development of society, the lack of traditional folk arts and crafts in modern Chinese design art education has increasingly shown its drawbacks. Of course, the western excellent design works should be affirmed, but we should pay more attention to our local culture, combining with western design methods and cultural resources. Each successful design in the West is also an innovation of artists based on local cultural resources and foreign cultural resources.

Then, what should we do in the global cultural background? On the one hand, we must actively and boldly learn the methods and experiences of foreign design by accepting, digesting and absorbing, so as to adapt foreign things for Chinese use. At the same time, we must recognize our own culture. The national culture is closely combined with culture of the world. If we fully understand the vitality of the national culture, we will not attend to trifles and neglect the essentials. Therefore, through constructing traditional folk arts and crafts courses in design discipline, the design professional education will have more distinct personality and national characteristics to cultivate young designers with diverse and nationalized design concepts. Only by incorporating traditional folk arts and crafts into the design education system, and excavating and inheriting the outstanding traditional culture of the nation, can the connotation of contemporary design products be enhanced. Therefore, the establishment of traditional folk arts and crafts courses will provide an effective complement to the

construction of a more contemporary, distinctive, scientific and national design art curriculum system, which is also a new trend in contemporary art design art education. Only in this way, can the gaps in the lack of national culture be eliminated and a Chinese design art education system with its own national characteristics be constructed.

Second, it is significant in cultivating students' cultural connotations. According to the survey, training innovative and comprehensive talents with rich cultural connotations (or humanistic spirit) are considered as an important goal in the training programs for art design students in many colleges and universities, while traditional folk arts and crafts education is an effective way to improve the cultural connotation of students. Generally, traditional folk arts and crafts teaching includes the history, the appreciation and creation of folk arts and crafts. It involves aesthetics, folklore, anthropology, ethnology and other related humanities. These disciplines can reflect the profoundness of China's folk and national culture from different perspectives and levels. Moreover, in the process of learning traditional folk arts and crafts, students will be exposed to a large number of traditional folk arts and crafts to understand the story behind each piece, the great artistic achievements created by the nation in history and contemporary and common sense of national culture. In this way, students naturally enrich the cultural connotation while learning art knowledge and improving their skills, which is more practical than any empty teaching.

3. Traditional folk arts and crafts provides support for scientific research in design arts

In the field of scientific research, we can carry out research on traditional folk arts and crafts, establish a research base for traditional folk arts and crafts, and improve innovation of scientific research work in art design disciplines. Scientific research is essential for discipline construction. It can be introduced into teaching through the development of folk arts and crafts, laying a solid foundation for disciplines and curriculum construction. In recent years, many colleges and universities have carried out different levels of scientific research based on traditional folk arts and crafts, and have made many achievements, which have been applied to teaching effectively. For example, the teachers from the Arts School of Tonghua Normal University in Jilin province, in combination with the characteristics of their geographical location, carried out scientific research projects such as traditional folk arts and crafts of Manchu, paper-cutting craft of Shaman, murals of Koguryo, and applied relevant research achievements to design and art teaching. Their students gradually realized the connotation contained in the national culture and the local culture, produced a sense of national pride and enhanced the national self-confidence, thus forming a colorful and innovative concept and designing works specialized with national connotation. The Art and Design School of Zhengzhou University of Light Industry in Henan Province has also established the Folk Art Museum and the Intangible Cultural Heritage Research Center. It has been approved as the Henan Intangible Cultural Heritage Research Base. Based on the academic strength of the Center and the Base, some research programs have been set up and carried out, such as "Research on the Innovative Development of Henan Traditional Crafts Driven by Design", "Research on the Inspiration of Henan Mud Toys to the Design of Modern Mascots", "Research on the New Year Wood-block Printing of Zhuxian Town in Henan Province", "The Protection of traditional folk arts and crafts from the Perspective of Design Art", etc. In cooperation with the Chinese Folk Literature and Art Association and the Henan Folk Literature and Art Association, Zhengzhou University of Light Industry undertook the research and compilation of the sub-project "Chinese Folk Paper-cutting Integration—Henan Volume" of the National Social Science Fund Special Project "China Folk Cultural Heritage Rescue Project". In 2015, Zhengzhou Institute of Light Industry was selected as a pilot institution for the successor training of intangible cultural heritage in China. From the beginning of 2016 to the present, it has undertaken four phases training of intangible cultural heritage of Henan Province, including new year wood-block printing, paper cutting craft, ceramic craft, folk clay sculpture craft). In the training, relying on the design art discipline, the traditional folk arts and crafts courses were opened according to the training theme. The research results were applied into teaching practice, and students from design major were guided to participate so that they can gradually deepen perceptions, understanding and passion of the national traditional culture and regional culture to inherit, innovate and develop traditional culture and art, and focus on the nationalized design.

In summary, traditional folk arts and crafts can provide important resources for the construction of design art disciplines in terms of curriculum construction, professional direction, and discipline research. Therefore, it is imperative to carry out the traditional folk arts and crafts education in the art of design, construct the direction of folk art design, and strengthen the scientific research on traditional folk arts and crafts. This is not only the effective way of inheritance, development and innovation of traditional folk arts and crafts but also the supplement for design art discipline construction and need of the era culture and economic construction.

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